

## Standardized AV Solutions for an Iconic Workwear Brand's Meeting Rooms

When a global leader in durable workwear decided to overhaul its office technology during a major building renovation project, the company sought a solution that could standardize its meeting rooms across multiple locations and improve the overall experience for employees. With a focus on simplifying technology and minimizing IT intervention, the company turned to RoomReady for a cost-effective, reliable AV solution that could support their growing footprint.



### Challenge: Inconsistent AV Systems Across Offices

The The Workwear Brand initially partnered with another AV integrator, but the process fell short of expectations. Due to ongoing issues and a slow installation timeline, a decision was made to part ways and find a new partner who could better address their challenges and provide a more streamlined solution. With each location running different AV setups and hardware, the company faced frequent technical problems and unreliable equipment. Employees, particularly those traveling between locations, struggled with technology that was difficult to use and maintain. Meanwhile, the IT support team was overwhelmed, often stepping in to assist with complex meeting setups due to the inconsistency across conference rooms. The company needed a standardized, user-friendly system to simplify operations and reduce the strain on their IT team.

### The Solution: Simplified AV Systems That Scale

RoomReady was introduced by Trace3, a trusted partner with whom The Workwear Brand had an established relationship. After understanding the company's goals and the challenges they were facing, RoomReady proposed a simplified Cisco-based AV setup and solution. This approach focused on reducing hardware complexity, eliminating the need for multiple components, and ensuring easy support and maintenance as the brand's footprint continued to grow.

The solution was designed by leveraging Cisco's CVI license, which together provided a repeatable Microsoft Teams Rooms setup for all their meeting rooms in the United States and abroad. This approach reduced the number of components from six or seven down to just two, making the system more reliable, cost-effective, and easier to manage.



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## Speeding Up Deployment with Standard AV Room Setups

The process of implementing RoomReady's solution was straightforward and efficient. RoomReady helped The Workwear Brand to develop standard meeting room configurations for all their room archetypes, which allowed them to agree upon pricing early in the process, speeding up the decision-making and procurement phases. By preassembling the components offsite, RoomReady was able to deliver and deploy the systems quickly, minimizing downtime in high-traffic office spaces.

Each meeting room solution was designed with simplicity in mind, offering an intuitive, user-friendly experience. The systems were easy to use, which drastically reduced the need for IT support during meetings. The brand's employees could simply walk into a room, connect with a click, and get started.

To ensure consistency across locations, RoomReady applied the same standardized AV configuration to every meeting room. This repeatable approach not only streamlined installation but also made it easier for employees to move between offices without needing to learn new systems. The simplicity of the design meant fewer points of failure and a more dependable experience for end users.

RoomReady's thorough testing and certification process ensured that every system was working flawlessly before it was installed. The company's systems engineer was particularly pleased with the absence of the typical post-installation troubleshooting. Once the installation was complete, all the meeting rooms worked as expected, with no need for multiple onsite visits.

## A Reliable AV Setup That Supports Future Growth

RoomReady's AV solution gave The Workwear Brand a consistent and scalable AV setup across all locations. A standout feature of the partnership was the design and installation of the Fit Room, which was tailored to meet the specific needs of the company's designers. RoomReady collaborated closely with the team to understand the unique challenges they faced, particularly around the modeling of apparel. In response, RoomReady included high-powered 4K cameras as part of the AV setup, giving designers the ability to zoom in on clothing details with precision.

RoomReady took the time to assess brand needs by evaluating the challenges they faced in their existing spaces. Through this process, it became clear that a more advanced, reliable solution was needed, particularly in areas like the Fit Room, where clear visual details are crucial. With this understanding, RoomReady designed a solution that met specific requirements, ensuring that the Fit Room was equipped with the technology needed to support high-quality, seamless apparel modeling.

The partnership with RoomReady and Trace3 has simplified The Workwear Brand's meeting rooms, laid the groundwork for continued success, and empowered employees to focus on their work without being hindered by technical issues.



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