MARKET TRAFFIC

1.6M

SUCCESS RATE

100%

> *"THIS PROJECT SHOWS WHAT'S POSSIBLE WHEN YOU COMBINE THE RIGHT TIMING, THE RIGHT TECHNOLOGY AND A TRUSTED METHODOLOGY."*
> *–SHAUN WEBB, ROOMREADY*

CASE STUDY

BUSINESS OUTCOMES

- By modernizing 7 rooms before Cisco's end of life deadline, an academic medical center in New England avoided outages and kept lectures and executive sessions running without interruption.

- Simplifying the AV stack eliminated outdated components and reduced support requirements, freeing IT staff from repetitive troubleshooting.

- With Cisco Navigator controls across all rooms, it allowed us to create consistency, reducing training time and boosting confidence in the technology.

- As the result of streamlining backend systems, they were able to add advanced features like cinematic audio and camera tracking in the boardroom without going over budget.

- With Cisco-native designs the AV environment can be scaled and be upgraded easily over the next 5–10 years.

PROJECT OVERVIEW

Client: Academic Medical Center
Location: New Hampshire
Partner: Trace3
AV Partner: RoomReady
Rooms Refreshed: 7
(Boardrooms, Auditoriums, Training Rooms)
Platform: Cisco Webex
Hardware: Cisco Room Kit Pro, Room Bar Pro, Cisco Navigator, Cisco Ceiling Microphone Pro
Timeline: Planned in late 2024; installations completed June–July 2025

END USER PROFILE

Academic medical centers require mission-critical collaboration for lectures training, and executive decision-making. Proactive lifecycle management ensures these spaces remain reliable.

1.6M
ANNUAL PATIENT VISITS

10K
EMPLOYEES

CHALLENGE

The academic medical center's situation wasn't unique. Cisco's MX, SX, and IX devices were approaching their official support sunset.

Key challenges included:
- EOL Deadline: By June 1, conferencing functionality would shut off in multiple rooms.
- Aging Ecosystem: Projectors, DSPs, microphones, and switchers had all been installed with the original Cisco gear years earlier.
- Supportability Risk: Even if codecs were replaced, the older peripherals would continue to create downtime and rising maintenance costs.

SOLUTION

RoomReady worked with Trace3 and the End User's IT team to design a Cisco-first refresh strategy:

- Full Codec Refresh: Replaced all MX, SX, and IX series systems with Cisco Room Kit Pro and Room Bar Pro.
- Simplified Audio: Removed legacy DSPs and leveraged Cisco Pro ceiling microphones with cinematic audio tracking.
- Standardized Controls: Unified interfaces with Cisco Navigator panels across all spaces.
- Future-Proofing: Designed for Webex but enabled BYOD and wireless sharing for flexibility.
- Backend Simplification: Legacy matrix switchers and outdated input panels were retired, reducing points of failure.

RESULT

The academic medical center avoided disruption and gained a more reliable, scalable AV environment:

- 7 rooms modernized with Cisco-native experiences
- Codec shutdown avoided by completing project on schedule
- Complexity reduced by eliminating DSPs, switchers, and extra control layers
- Standardized Cisco Navigator interface across rooms improved ease-of-use
- Long-term supportability ensured with Cisco's current portfolio

7 ROOMS

7 rooms at risk of going offline. When Cisco's MX, SX, and IX codecs reached end-of-life, every room relying on them would lose conferencing functionality. The medical center's executive boardroom, auditoriums, and training rooms were all at risk.

100% RISK

100% risk of disruption if no action taken. If the medical center had delayed replacement, conferencing functionality in all impacted rooms would have shut down. IT teams would face mounting support costs, frustrated users, and urgent emergency upgrades at higher expense.

100% PROTECTED

Drastic reduction in AV complexity. By removing legacy DSPs, matrix switchers, and outdated inputs, RoomReady simplified their AV ecosystem. The result: fewer points of failure, a consistent Cisco Navigator control interface, and a dramatically improved support model.