



COLLABORATION SPOTLIGHT

GLOBAL LIFESTYLE BRAND

END USER: GLOBAL LIFESTYLE BRAND
LOCATION: PORTLAND, OR
AV INTEGRATOR: ROOMREADY



IN 2016, ROOMREADY BEGAN WORKING WITH A GLOBAL LIFESTYLE BRAND, INITIALLY SUPPORTING THEIR COLLABORATION EFFORTS THROUGH A MANUFACTURER PARTNERSHIP. BY 2019, THE SCOPE EXPANDED BEYOND THE HEADQUARTERS TO INCLUDE ADDITIONAL BUILDINGS ACROSS THE ORGANIZATION.



IN 2021, THE BRAND MADE A STRATEGIC DECISION TO TRANSITION FROM WEBEX TO ZOOM. TO ENSURE THE RIGHT FIT, THE BRAND LEVERAGED THE ROOMREADY TECH LAB TO EXPLORE AND EVALUATE A RANGE OF TECHNOLOGY OPTIONS.

THIS PROCESS WAS ROOTED IN A TECH AGNOSTIC APPROACH AND FOCUSED ON IDENTIFYING THE BEST SOLUTION FOR THEIR UNIQUE NEEDS. THE BRAND EXPLORED A RANGE OF SOLUTIONS BEFORE SELECTING POLY HARDWARE FOR THEIR ZOOM ROOMS.

PRIOR TO FINALIZING THIS DECISION, A PILOT ROOM WAS DEPLOYED IN MARCH 2021 TO TEST THE AV SYSTEM IN A REAL-WORLD ENVIRONMENT. THIS SPACE ALLOWED EMPLOYEES TO EXPERIENCE THE TECHNOLOGY FIRSTHAND AND PROVIDE VALUABLE FEEDBACK, ENSURING THE FINAL SOLUTION MET DAY-TO-DAY PAIN POINTS AND NEEDS.

ROOMREADY THEN DEVELOPED AV STANDARDS FOR VARIOUS ROOM SIZES AND FUNCTIONS, LEVERAGING POLY X SERIES AND E SERIES ENDPOINTS AS THE FOUNDATION OF EACH SOLUTION.





IN 2023, THE BRAND DECIDED TO RETRO-FIT AND STANDARDIZE THEIR REMAINING VIDEO SPACES TO USE NEW POLY STANDARDIZED SOLUTIONS TO PROVIDE A CONSISTENT AV EXPERIENCE ACROSS THE ENTIRE CAMPUS.

THIS REFRESH INITIATIVE WAS DRIVEN BY A CLEAR SHIFT IN WORKPLACE DYNAMICS - RECOGNIZING THAT HYBRID WORK WAS NO LONGER A TEMPORARY TREND BUT A LASTING PRACTICE IN HOW TEAMS COLLABORATE.



THE REFRESH ENCOMPASSED 1,200 ROOMS AND 100 MOBILE CARTS. UPON COMPLETION, THE BRAND ACHIEVED SIGNIFICANT COST SAVINGS AT \$1.2 MILLION IN ADDED CONSTRUCTION EXPENSES WITH THE ROOMREADY SET, WHILE DELIVERING A QUALITY, SCALABLE EXPERIENCE ACROSS ITS HEADQUARTERS.







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