

Case Study: The Audio Visual Group

Cisco Webex helps The Audio Visual Group deliver modern conferencing solution

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Alex Smith,
The Audio Visual Group’s Design and Estimator



Overview

Industry

Audio Visual

Customer Profile

The Audio Visual Group offer fully integrated, end-to-end AV solutions. They are the newly launched sister company to The Cabling Group, enabling them to design complete solutions incorporating structured cabling and AV.

The Challenge

The Audio Visual Group’s London-based client was moving into brand-new office space, and they needed CCS’ assistance in procuring Cisco video conferencing technology.

The Solution

Multiple Cisco Webex Room Kits in both the standard and Plus bundles.

The Benefits

- Able to purchase equipment when prices were low
- Kit securely stored until required install date
- Product availability ensured project delivered on time

About The Audio Visual Group

The Cabling Group is one of the UK’s leading structured cabling providers, growing fast over the last 10-years. Having experienced unprecedented success, and a reputation for outstanding quality, the business had become closely associated with cabling projects only. Consequently, they had found that when submitting tenders for AV installation, in which they had proven experience, they were being perceived exclusively as an infrastructure provider and overlooked for these opportunities.

In response, they decided to launch The Audio Visual Group as a sister business to The Cabling Group, where they could build on their experience and demonstrate the same levels of focus and know-how that The Cabling Group had become synonymous with, but in the field of AV. Since launching, The Group has become a serious contender for larger-scale multi-discipline projects where AV features and have won a number of contracts as a result, including a custom office fit-out for an international law firm’s new London office.

Case Study: The AV Group

The Challenge

The Audio Visual Group were required by their client to manage the install of AV equipment across the four floors they were due to occupy within London's prestigious new skyscraper, The Scalpel. As part of the wider project, The Audio Visual Group were tasked with procuring a suite of video conferencing solutions from Cisco. Their client had engaged a third-party consultant to scope an AV and collaboration solution that was fast to deploy, low-touch to use and manage, cost-effective to run and easy for end-users to incorporate into their daily workflow. Having been impressed by Cisco technology, the client selected them as their sole solution provider, and so came to tender with a precise room-by-room kit list that would need to be sourced before installation could begin. Not being Cisco accredited, The Audio Visual Group needed to identify a suitable partner to assist with procurement and offer additional commercial and technical assistance as the project developed.

"Having not previously worked with Cisco, we needed to source a partner who could not only help us to obtain the Webex Room Kits, but who could also assist with determining the specific product bundles required," explains Alex Smith, Design & Estimator at The Audio Visual Group. He goes on to say: "We had previously worked with CCS as they help support our internal IT, so they already came with a good reputation. Based on their previous work for us, and their top-tier Cisco accreditations, we engaged CCS to source the Cisco technology on our behalf."

The Solution

Ahead of the project, it was specified that the client required multiple standard Cisco Webex Room Kits. However, following subtle changes to the office layout at the point of deployment, some changes needed to be made to the product specifications which were critical to both timing and budget for the project. It was found that due to certain room sizes and user requirements, some of the technology would need to be upgraded to the Webex Room Kit Plus. Smith accredits the CCS Pre-Sales team with helping to reach the right solution in light of these challenges: "The team were always on hand to offer advice and their excellent product knowledge ensured that the changes to the kit list were the right ones. It meant the eventual solution measured up to and ultimately delivered on the customer's expectations."

Services



Project Management



Asset Tagging



Pre-Delivery Config Support



Recycling/Asset Disposal



O365 Migration



Installation Services

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Case Study: The AV Group

The Benefits

After the final technical validation had been conducted with CCS, The Audio Visual Group were able to purchase the kits prior to commencement of the install stage of the project. Smith said: "CCS worked really hard to ensure that we bought the right technology at the right time. By working closely with us and monitoring the fluctuating sterling-dollar exchange rates, we were able to secure the best possible price for the products needed."

Buying the technology early also helped The Audio Visual Group to meet their tight timescales. A pre-established move-in date meant that just two months were allowed for install, and product delays could not be allowed to jeopardise the project timeline. Luckily, the office space was completely unoccupied, so as long as the technology was available, install could take place unhindered.

However, sourcing the technology early presented the need to temporarily store the equipment until it was required. Accordingly, CCS arranged secure storage until the project install was live and products could be called on from stock and delivered just-in-time as each room or space was fitted-

out. Smith explains: "Holding the stock for us was hugely valuable, it meant we could call on the inventory as and when we needed to install it, slashing wait times for delivery and eliminating the risk of product availability scuppering the plan. Our dedicated Account Manager was always on call to ensure that every detail was covered."

Working with CCS Media

On his experience of working with CCS Media, Smith said: "We continue to work with CCS across various projects, as we know that they are just at the end of the phone whenever we need anything. Their Pre-Sales expertise in particular means that they add value to each project we engage them on. For this particular project, CCS acted as an invaluable partner and intermediary between ourselves and Cisco, helping us to achieve excellent commercials and refining the technical details to ensure the solution was spot on. CCS' responsive nature was hugely reassuring throughout the ordering and install process."

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