



# Let's Create a More Connected World

Global digital workplace success is possible with AVI-SPL.

# Now is the time for change

Organizations around the world must improve the way they operate and compete. In light of today's challenges and opening of markets, that desire is especially urgent. It's also attainable in ways we've seldom seen until now.

We're in an exciting new era of global collaboration. The emergence of advanced collaboration technology is accelerating digital transformation across industries and markets.

Like never before, unified communications and collaboration (UCC) technology brings your teams together, keeps your customers engaged, sparks innovation, and strengthens your business. UC solutions have helped us get back to work while pointing the way to a sustainable tomorrow.

It's time to take action and change how we connect with each other. With AVI-SPL, you have a trusted guide and partner committed

to your success. You also have the benefit of our deep experience in the global delivery of digital enablement solutions that connect your people, your workplaces, and your global operations.

You need collaboration systems that are easy to use, reliable, and able to grow with your business. We'll work with you to make and support those systems and connections.

We have a track record of helping companies like yours quickly bring collaboration solutions online and providing the support needed to keep them running. Because of our global reach, we can address the unique needs of your offices around the world. Employees everywhere will enjoy the same consistent service and easy-to-use experience of the systems that power your operations.

Count on us to be your go-to global provider of digital workplace services, delivering where you need us, when you need us.





# AVI-SPL is the right partner

Crisis has been the catalyst for new technology solutions.

Global challenges such as COVID-19 have required global solutions. Companies are responding with quick thinking that makes use of existing technology solutions and infrastructure.

They're using technologies that enable their dispersed employees to communicate and collaborate simply, seamlessly, and creatively. AVI-SPL's digital workplace services create and support these environments and experiences for long-term success.

Our knowledge comes from years of market research and interaction with analysts like Frost & Sullivan and Gartner. It also comes from our clients. By listening

to companies all over the world, we understand the ways their systems, environments, best-practices, and jobs are being disrupted. The current operating models won't last. That's why accelerated digital transformation is essential for your continued relevance and sustainability.

From our global research, we've identified five broad areas that will help you reshape and optimize your workplace and employee experience—and keep your organization connected across geographic borders and time zones.

This e-guide to global digital workplace success shares these insights.

- 01 Create a new vision for work
- 02 Implement a rapid UC deployment model
- 03 Drive innovation

- 04 Mobilize to scale with the right resources
- 05 Leverage rich data analytics and global support

Digital transformation at the worldwide level requires an experienced ally. Our technologies, designers, engineers, partners, and thought leaders will support your goals for team collaboration anywhere around the world.

**We're ready to work with you and mobilize behind you, so you can solve your business challenges with solutions that foster collaboration and connection.**

**Digital  
transformation  
at the worldwide  
level requires an  
experienced ally.**



# A new vision for work

Technology will power the move to flexibility.

Businesses around the world are rethinking how they operate. They're also reconsidering the norms for work, space, and people. But one thing is certain: Technology plays a central role in recreating thriving organizations—keeping teams connected, facilitating employee engagement, enhancing workplace well-being, and promoting business continuity.

**The status quo is a thing of the past.**

- **58% of workers** will work eight or more days each month from home
- **98% of meetings** will include participants joining from home
- **77% of larger organizations** will increase work flexibility while 53% will shrink office sizes

Source: Cisco's "The Rise of the Hybrid Workplace," October 2020

Tech must evolve to make virtual collaboration more personal.

# 60%

of people feel less connected to their colleagues since moving to remote work.

Work habits are changing, and some may continue beyond the pandemic.

# 82%

of managers say they will have more flexible work-from-home policies post-pandemic.

Source: Microsoft Ignite Presentation, July 2020

# Employee well-being is of paramount importance.

The workplace is transforming to offer safe and flexible environments that encourage people to efficiently collaborate. Global organizations are leading the shift to extended, flexible working options. This shift requires a long-term approach that empowers your teams to work safely and effectively anywhere, anytime.

At the same time, you still need to address the working and meeting experience in your on-site workspaces. In those spaces, you want to provide for your employees' well-being while giving them the tools to be engaged and productive.

## Hybrid Workplace

- Our portfolio of technologies can enhance your workplace so that employees feel safe and connected.
- We connect your teams across real and virtual spaces around the world. Our goal is to improve work engagement and productivity by rapidly deploying secure cloud-based communication and collaboration technology.

## Remote Working Support

- Choose from a suite of technologies that support remote working, including enhanced video and audio tools. AVI-SPL also provides a collection of services, including unified communications consulting, cloud administration services, and remote and/or on-site support capabilities.
- Our cloud-based application, AVI-SPL Symphony, provides a single-pane view into the monitoring, control, and management of your entire AV and UC estate, including technologies deployed, meetings conducted, tickets created, and data gathered for tactical and strategic analysis.

## Intelligent Workplace

- You can provide real-time communications to guests and employees and manage wayfinding through a combination of mobile apps and digital signage.
- Schedule, launch, and monitor meetings by utilizing our Global Service Operations Centers.
- Create smart spaces with our selection of IoT sensors, allowing you to analyze proximity of nearby objects, room occupancy, use of touch-enabled systems, and more.
- Use our thermal imaging and temperature screening technologies to manage entry-point safety and alert you to potential health issues.

# 96%

of organizations say they need intelligent workplace technology to improve work environments.

Source: Cisco's "The Rise of the Hybrid Workplace," October 2020

# Rapid Deployment of UC

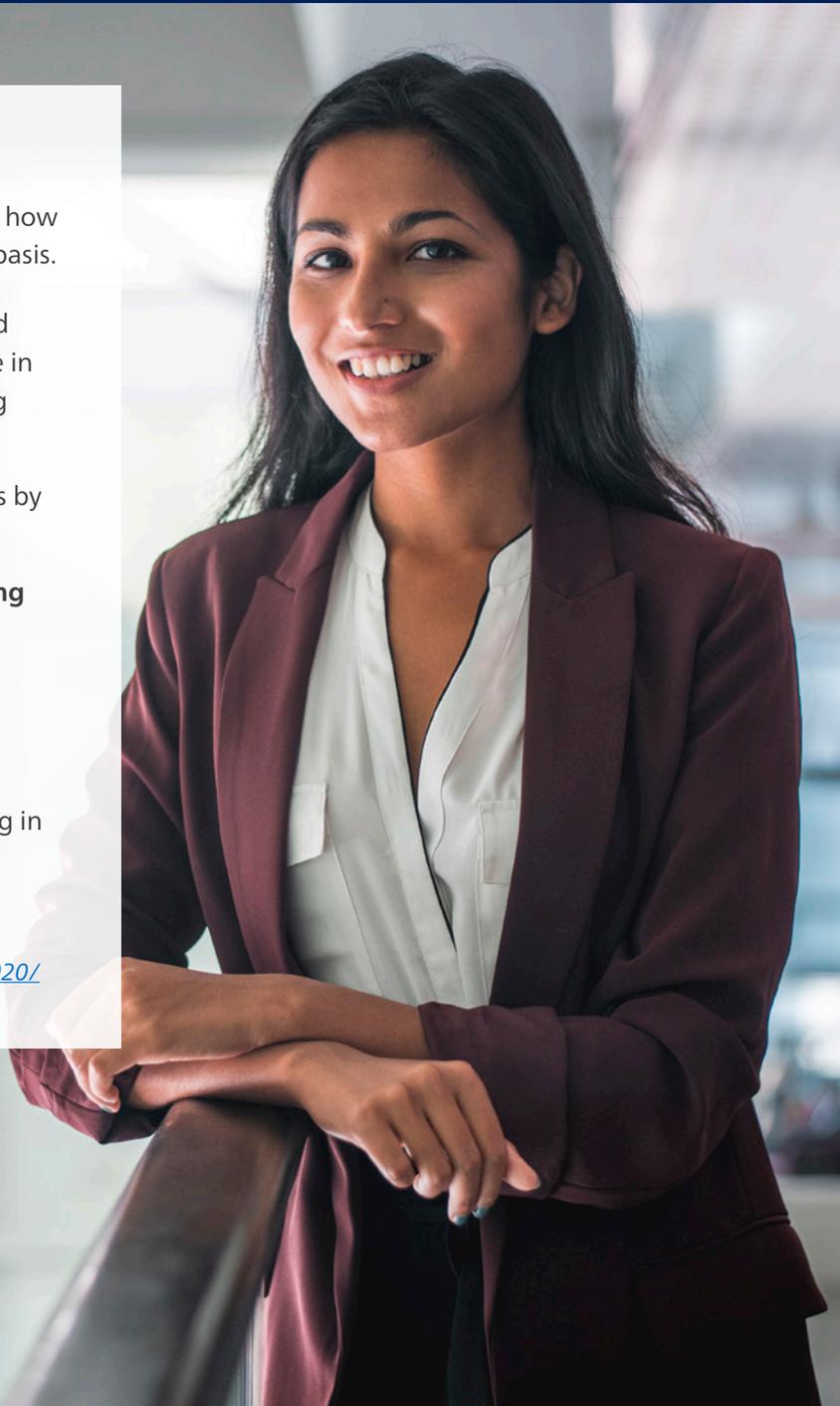
## Uniting a global workforce

The demand for seamless connection is greater than ever, especially for organizations with dispersed teams across time zones. By supporting your employees' need to connect and communicate, you're directly influencing their personal well-being and their ability to achieve performance goals. UC solutions are indispensable because they securely bring employees together and drive communication and collaboration regardless of location.

Our use of video collaboration solutions is unprecedented. And it points to a new normal in how we expect to work with one another on a daily basis.

- Cisco, Google, Microsoft, and Zoom reported three to four times growth in their user base in April and May following the shift to working from home due to the pandemic
- Zoom saw a 30x increase in daily active users by June 2020
- **77% of people are using video conferencing more now than pre-COVID-19**
- 42% of companies have increased their adoption of cloud applications and unified communications
- More than 70% of the workforce is engaging in remote work for one or more days a week

Source: Recon Research and public sources cited here:  
<https://getvoip.com/blog/2020/07/10/state-of-uc-2020/>



# Enabling UC on a global scale

Most corporate networks are not prepared for the surge of remote working being driven by COVID-19. Global—and rapid—UCC deployment requires a partner who can:

- Mobilize now
- Deliver standardized, scalable solutions
- Provide global support services with local intricacies



Our research has identified the following key deployment requirements of UCC on a global scale:

- Modernize and standardize the communications infrastructure
- Enable quick and easy integration with existing processes and tools
- Address the need for scalability across business divisions and locations
- Explore the possibility of integrating existing and future infrastructure components
- Develop standards that are transferrable and scalable
- Provide localized deployment and support while maintaining a global perspective



With our programmatic approach, we systematically address these requirements and guide you through every step of the process. We'll help you find the right solutions that support your ongoing UC, and we'll develop adoption strategies for your teams.

**We know that UC deployment can be a complex undertaking. That's why we take the following into consideration:**

**The unified user experience is more important than having a single UC platform.**

There is a vast range of digital collaboration platforms and applications. But in many cases, the solutions remain siloed and unconnected. To deliver a best-in-class experience, we consider whether integrating different systems and hardware is the best solution for your organization.

**The UC program should be designed based on employee needs by persona.**

We recommend capturing user preferences for UC tools by developing core personas that represent the global diversity of your workforce.

**Next to employee experience, IT efficiency is most important.**

UC platforms should be built for long-term success. Look for UC options that optimize application licenses, streamline support operations, and allow you to securely grow.

# Enhanced global support leads to smart utilization of collaboration technology

We'll work with you to establish, monitor, and maintain connections across regions and borders. And we'll do this in traditional meeting areas as well as in non-traditional spaces, like manufacturing floors, warehouses, and operations centers becoming more reliant on video technology.

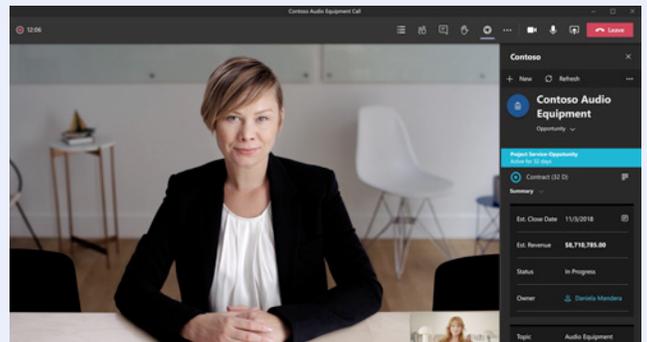
You need to drive adoption of solutions and spaces—and to measure how they're being used. This data will give you the basis from which to make new technology and space investments and better support your employees worldwide.

Support for your users, spaces, and technologies is instrumental to adoption and utilization. Whether you need in-house expertise, a managed service, or a combination, AVI-SPL Symphony is the solution. Our award-winning user experience management platform will proactively monitor your deployments, auto-generate tickets of trouble spots, auto-launch your meetings, and provide static and interactive dashboards for analysis and decision-making.

## Microsoft Teams Rooms Premium Spotlight

When companies like yours adopt cloud services, you expect a seamless user experience for employee productivity and satisfaction, and for positive business outcomes. This requires an efficient and reliable way to manage meeting rooms. We're committed to providing this support. That's why we've strengthened our value to organizations by collaborating with Microsoft as a co-delivery partner for the Microsoft Teams Rooms Premium program.

The Premium service offering builds on the Microsoft Teams Rooms Standard experience and management capabilities by combining intelligent software, dedicated experts, and enhanced insights from across organizations. Taken together, these benefits continuously improve the meeting room experience.



### Through this delivery partnership, we'll provide:

- Technology-agnostic remote support with real-time remediation that eliminates the need to create separate workflows for Microsoft Teams Rooms and traditional meeting rooms
- Dedicated on-site personnel, on-site services with service-level agreements, comprehensive monitoring solutions powered by AVI-SPL Symphony, and virtual event services (optional)



# Driving Innovation

## Enabling better ways to work

The smart workplace is changing the way we work and live. Advanced digital technologies have great potential to improve productivity and economic growth.

Over the next five to 10 years, innovations in IoT, AI, augmented reality, machine learning, and robotics will create a more personalized work experience. They will also blend the physical and digital into exciting new experiences that change the nature of work.

Companies are coming up with real-world solutions to the challenges of the pandemic. Our research, combined with the insights of our Customer Advisory Board (CAB), reveal use cases where IoT and AI are already improving the processes associated with meetings and collaboration. We can integrate IoT and AI technology to create solutions for:

- Smart scheduling
- In-meeting productivity, including auto-compose messaging
- Virtual digital assistance and voice activated control
- Self-service help desk and self-healing
- Accessibility
- Project management
- Sentiment analysis
- Resource allocation
- Identifying and managing quality and security risks

By understanding the role advanced technology plays and will play in an organization's environment, we continue to develop technical skills and thought leadership in the digital workplace. We see a future where AI is a key player on a team. When AI eliminates the most common operational pain points—meeting scheduling, technology availability, knowledge access, and project management—people can collaborate easily, efficiently, and with greater productivity than before.



# The Resources to Work Smarter on a Global Level

## The urgency to go digital

Transforming the work experience at a global scale presents significant challenges and potential roadblocks, including language, culture, lack of standards, and inconsistent processes. A savvy partner will offer a program that addresses local market nuances and have the critical resources in place to mobilize across the globe.

70%

**of respondents indicated** that some portion of their workforce will be allowed to work remotely full-time; 61% of respondents indicated that all employees would be allowed to work outside the office at least part-time.

41%

**said the importance of the physical office** will decrease only slightly and 38% said it will remain as important, if not more.

*Source: CBRE study "2020 Global Occupier Sentiment Survey: The Future of the Office"*



Our clients know they can respond to these challenges by having a consistent, quality experience across locations. And that goes for end users and IT staff alike. AVI-SPL's Customer Advisory Board draws on knowledge from some of the largest corporations in the world. CAB members share concerns when it comes to collaboration, like how to know which UC or combination of UC applications to invest in. They need to know they are empowering their teams with the solutions that effortlessly bring people together.

# AVI-SPL's Global Accounts Program

Our Global Accounts program is an exclusive program designed to create more value for our multinational customers. We complement our global perspective with the resources and knowledge to act locally. We understand the importance of the human element in global relationships and how cultural, political, and economic differences play a role in creating a successful technology program. And we work with you to create best practices, innovative ideas, market trend reports, roadmap co-planning, lifecycle management, and other services of strategic and operational value. Our delivery is efficient and consistent because of dedicated global standards and processes, and because we dedicate one team from start to finish.

**A key focus area of the program is to move quickly whenever and wherever we're needed.**

- We consolidate your UC service needs to one global scope and contract, ensuring all your end-users receive the same level of service and have the same positive experience.
- Our programmatic approach to technology roadmap development, management, and deployment ensures a rapid and smooth deployment and strong client relationship.
- We work with you to co-author global standards to drive scalability, consistency, and automation.
- Our standards-based room designs make ordering and deployment simple and repeatable. Bespoke solutions are also a specialty.
- We deliver unparalleled service through a dedicated global team that includes an assigned executive, design and project engineers, project managers, program managers, and service delivery managers.
- We help to drive the proper experience for the user community, resulting in simple, reliable, and consistent collaboration without boundaries.
- Our global support services include our award-winning Managed Services offering and remote Global Service Operations Center resources.

## SAMA Excellence Award Spotlight

In 2019 and 2020, our Global Account Management (GAM) program received three Strategic Account Management Association (SAMA) awards for our ability to produce new levels of growth and profitability for AVI-SPL customers. The awards included Outstanding Young SAM Program of the Year (2019 and 2020), and Best Implementation of a Disciplined Process to Quantify and Monetize Specific Customer Value Solutions (2019). These awards recognize AVI-SPL's process for delivering customized strategy and planning, along with global program management powered by worldwide resources.



We've helped our global accounts within the program maximize value by providing standards, evaluating strategy and solutions, and enabling superior user experiences. We make digital workplace technology easy to use and trackable through useful data, all while providing consistent and reliable delivery worldwide. In its inaugural year, GAM program customers realized consistent and ongoing improved key performance indicators. In some cases, they realized up to a 20 percent increase in conference room utilization and reduced real estate costs, according to market research firm Forrester Research.

## Estée Lauder Project Spotlight:

*AVI-SPL supports Estée Lauder Companies as an extension of their IT help desk. We also support their employees during the transition to a work-from-home model.*

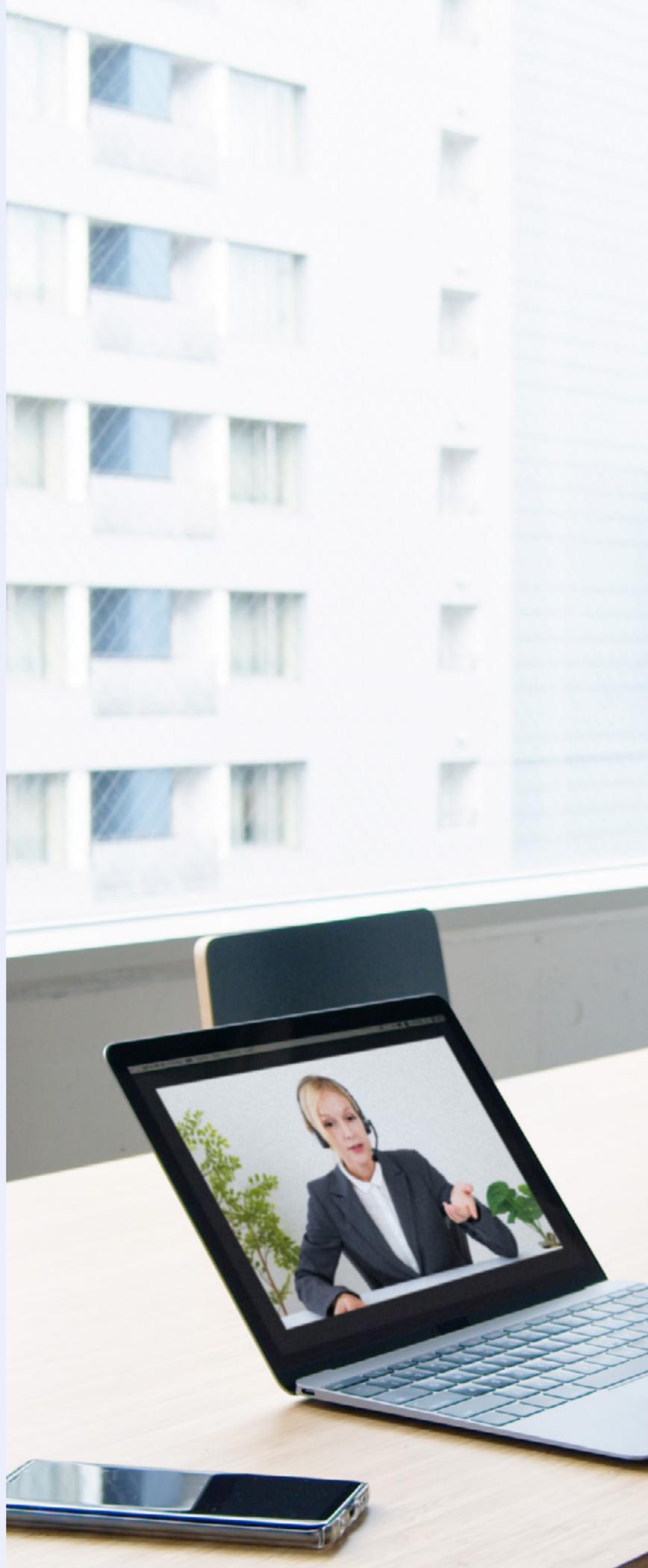
Estée Lauder, the renowned manufacturer of personal beauty products, wanted to improve the work experience and productivity for their global employees. This project would include nearly 1,500 rooms across 177 locations in five regions around the world. To fulfill these goals, the company's leadership had two main objectives: 1.) set global AV and UC standards, 2.) support those standards with reliable managed services.

To meet these objectives, Estée Lauder needed a single-source global partner to support them by:

- Establishing standard room configurations that deliver a consistent and high-quality user experience
- Migrating their Cisco infrastructure to the new UC standards
- Integrating standardized solutions and delivering managed services.

AVI-SPL earned the right to be that partner and is now working with Estée Lauder to globally deploy new collaboration room standards and support the experience and environment with managed services. Those services include service desk and monitoring, tiered site services, and training and adoption services.

We are also applying our Bring Your Own Cloud approach that emphasizes collaboration using Microsoft Teams and Zoom.





# Data Analytics and Global Support

People focused. Data driven.

Keeping employees connected and business running smoothly at global scale can be daunting. You need data-driven insights to monitor usage and user experience, support decision-making, maximize technology investments, and enable innovation and growth. You need business intelligence.

Numerous studies conducted by institutions like Forrester and Qualtrics show that high customer experience (CX) scores and high employee experience (EX) scores correlate to higher revenue. **And workplace satisfaction is highly correlated to the perceived ease and quality of the workspaces and the technology enabling them.** When investing in your digital workplace collaboration solutions, you need an accurate measurement of key indicators in place to determine their value.

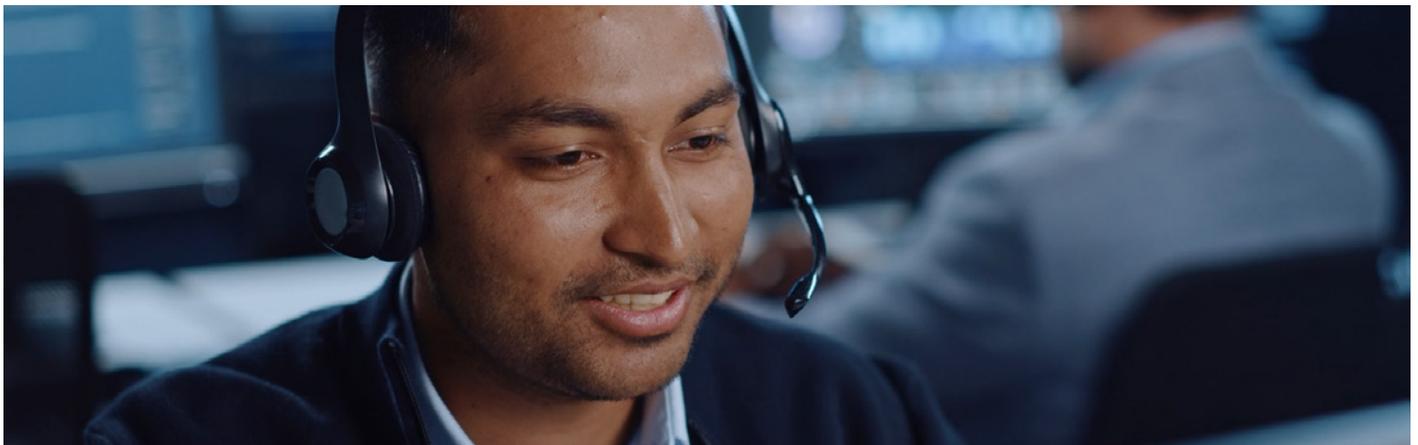
As you collect data from meeting rooms, UC applications, and technology devices, you'll reveal actionable intelligence about the user experience and your IT investments.

Key metrics to track include meeting room utilization, technology adoption, impact of network performance

on the meeting experience (video jitter, content delays), and help-desk ticket rates.

These metrics help you establish your own digital workplace baseline, identify gaps, and set priorities. You can also design your digital workplace roadmap to improve team collaboration, enhance employee experience, and unlock new business value.

They're also strong indicators of business agility because they represent a readiness to respond to changing employee and customer needs. Measuring and understanding technology utilization rates vis-à-vis employee effort can prepare your workplace to quickly pivot to enabling remote work, remote collaboration, and remote problem-solving. With data-driven insights, you can accelerate your digital workplace transformation when needed.

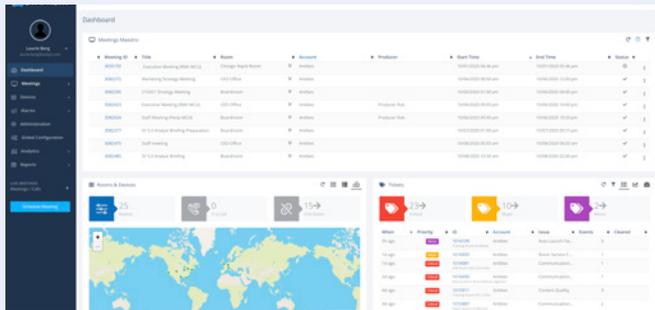




**Design your digital  
workplace roadmap  
to improve team  
collaboration, enhance  
employee experience,  
and unlock new  
business value.**

# AVI-SPL Symphony Spotlight

AVI-SPL's award-winning Symphony user experience platform simplifies user engagement, improves meeting success, and enables business outcomes. With Symphony, you gain a single-pane view into how your UC ecosystem is operating, an integrated end-to-end collaboration workflow that leverages tools users are comfortable with, and actionable business intelligence that delivers valuable insights from usage analytics.



## The Symphony Value:

- Improve meeting success with proactive remote monitoring, control, and management of your UC and AV estate, including devices, rooms, and meetings.
- Communicate directly with devices, via your controllers, through manufacturer management systems and the PCs in your meeting spaces.
- Decrease tech dispatch with remote support and moderation of meetings to fix problems.
- Automate room control activities, such as “power-down” or “room readiness” processes, through workflow automation.
- Decrease user-initiated tickets and help-desk calls while increasing time to resolution with auto-creation of tickets based on trigger violations, that are set per device, per location, or globally.
- Expand your incident management with a centralized ticketing engine that can also sync into your instance of ServiceNow or Salesforce.com.
- Enable scheduling through Microsoft Exchange, Microsoft Outlook, and Cisco TMS, while leveraging Symphony’s auto-launch, set-up times, recording, moderation, and more.
- Make data-driven decisions, enabling you to maximize space, technology assets, and your resources with powerful business intelligence via interactive dashboards and customized building of your own reports.
- Increase employee well-being with AVI-SPL Mobile, facilitating touchless meeting room control and moderation for meeting participants and owners, as well as monitoring the environment from anywhere.

Reliable collaboration tools save on corporate travel, further reducing your carbon footprint. They also reduce user frustration and increase technology adoption. Whether you require a managed service or have the in-house expertise, need an on-premise deployment, private cloud, or multi-tenant cloud, AVI-SPL can be flexible in how you deploy and consume Symphony's capabilities.

## Global support and maintenance

You want your systems running smoothly and teams collaborating consistently. Expert support will help you avoid incidents and unplanned downtime. Your partner must monitor and proactively manage your organization's infrastructure at a global level so issues are quickly addressed and do not get in the way of doing business.

AVI-SPL's service operations keep your office and work-from-home teams connected and productive. Our Global Support and Maintenance solutions ensure your AV and UC software and hardware remain available to your staff to enable group collaboration anytime, anywhere.



## AVI-SPL service center locations

Our four Global Service Operations Centers (GSOs) around the world deliver live help desk support 24x7x365. AVI-SPL's support teams are always ready to help no matter when, and no matter where your teams are located.

Technicians in AVI-SPL offices and other strategic locations provide customized support services. To ensure clear communication, our service technicians speak local languages.

## Proactive issue resolution and preventative maintenance

The global services team is your partner in creating a return on your technology investment. AVI-SPL's service technicians can develop a complete lifecycle support strategy including issue resolution, upgrades, and preventative maintenance.

Our goal is to pinpoint and address potential issues before they affect your end users. This is how we keep your technology-enabled spaces functional and your distributed workforce productive.



# Let's Work Together

## We'll help you create your connected world

You adapted quickly to the stresses of COVID-19. It's time to create a long-term plan for improving and shaping your global operations. Your plan will help you be agile in the face of disruption. And that agility will empower your employees to do their best work at any time from any location. It will also help you attract the kind of talent you want working for your company.

The right partner and the right solutions and services can bring together your employees from around the world. Whether working individually or in groups, your staff will have a consistent, easy experience of the technology that helps them be productive. And as a business, you can tap into the teamwork and talent that drives success.

AVI-SPL will help you develop a strategy for quickly and intelligently creating a hybrid

workplace on a global level. You'll also have the support your teams and technology need for this plan to succeed. We have a track record of success that is unmatched by any digital workplace solutions provider.

AVI-SPL has the people and processes to be the partner you need to meet the challenges of today and tomorrow. We'll help you create a workplace experience and environment that addresses employee well-being, productivity, and business continuity. This is about more than being prepared for the next disruption. You are establishing a better way of working by collaborating with a partner that can guide you through new and evolving technology solutions. Now is the time to create a more connected world. With AVI-SPL at your side, you can do this. Now is the time for change.

## AVI-SPL will help you develop a strategy for quickly and intelligently creating a hybrid workplace on a global level.





# About AVI-SPL

AVI-SPL is a digital enablement solutions provider who transforms how people and technology connect to elevate experiences, create new value, and enable organizations to thrive and grow. We are the largest provider of collaboration technology solutions, which include our award-winning managed services. AVI-SPL's highly-trained team works hand in hand with organizations worldwide – including over 80% of Fortune 100 companies – to strategize, design, deploy, manage and support AV and UC solutions that are simple to use, scalable, serviceable, and measurable to ensure business objectives are achieved.

Our expertise encompasses video collaboration and communications, AV systems, digital media, advanced visualization, and related control systems. We apply that knowledge for businesses, government agencies, and educational institutions around the world.

Our extensive support services include on-site staffing, hosted infrastructure (video conferencing networks), resource scheduling, and managed conference production. AVI-SPL Symphony is our patented user experience management application,

which simplifies user engagement with collaboration and AV technologies, improves meeting success, and enables business outcomes. Companies deploying AVI-SPL Symphony's full capabilities benefit from an integrated end-to-end collaboration workflow, a single-pane view into the supporting technology estate, and actionable business intelligence that will drive the desired user experience and adoption.

**We've been #1 on the SCN Top 50 since 2006 because we innovate and work hard to deliver the solutions that our customers need to grow and be successful.**

Through our recent merger with Whitlock, we now have 3,400 employees working on behalf of companies around the world. We're also proud to have the most certified engineers of any digital workplace services provider.

By working with us, our clients have access to the most advanced, secure, and effective AV and collaboration solutions available today. Visit [AVISPL.com](http://AVISPL.com) to learn more, and connect with AVI-SPL on [Twitter](#) and [LinkedIn](#).



US: 1.866.708.5034 EMEA: +44 (0)800 181 4425  
CA: 905.695.2202 contact@avispl.com

[www.avispl.com](http://www.avispl.com)