

SOLUTIONZ



**INTEGRATING TOP AUDIO-VISUAL
TECHNOLOGY FOR LAW FIRM
SEYFARTH SHAW**

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SOLUTIONZ, INC.

Solutionz Inc. has been providing audiovisual and communications systems to corporations, government entities, educators, and religious organizations for decades.

As a top tier partner of the nation’s leading A/V manufacturers and through our specialized service offerings we are able to successfully meet the needs of our clients. We ranked #6 in System Contractor News 2019 Top 50 Systems Integrators and have offices across the United States.

We are committed to the proficiency and education of our team so we can continue to deliver the expertise our clients know and deserve. Our dedication to our customers and their success extends beyond office walls. From consultation to installation to technical support and post-installation service – we’re with you every step of the way. Each project is managed internally so our clients experience the best customer service 24x7, 365 days a year.

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THE CLIENT: SEYFARTH SHAW

Seyfarth Shaw is a growing law firm, with offices in multiple cities across the country and the world. The firm's headquarters sits in Chicago, Illinois. It called on Solutionz Inc. to provide technology updates to its conference rooms in Atlanta, Georgia, to enable effective communications not only within the office, but with video conferencing on a global scale.

KEY BENEFITS PROVIDED

- The solutions provided a significant aesthetic and functional improvement to Seyfarth Shaw's conference room technological capabilities.
- Solutionz provided durable technology that will last a decade or more.
- The switching solution increases efficiency in the rooms by allowing users to change sources at will during meetings.

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SEYFARTH SHAW NEEDED A COST-EFFECTIVE & STATE-OF-THE-ART UPDATE

For Seyfarth Shaw to conduct meetings without incurring significant travel costs, it must invest in technology that connects its attorneys across all these offices. Effective videoconferencing technology allows collaboration across locations in ways that older solutions cannot sufficiently provide.

The firm's initial impetus was to refresh and update the technology it had available in its Atlanta office. The firm focused on three conference rooms that required overhauls to bring that location up to date. These rooms can function separately or together; they are set up as a divide/combine meeting space for multiple uses based on Seyfarth Shaw's needs. It therefore needed to develop solutions that would provide multiple capabilities for presentations, training sessions, and collaborative team meetings. This meant not only developing a pleasing user experience, but also allowing the users to change sources for input across locations and across platforms within the system.



The Seyfarth Shaw triple divide/combine meeting space features laser projectors, retractable ambient light rejecting screens and pan /tilt/zoom videoconferencing cameras.

Seyfarth Shaw required a technology provider with the experience and expertise to deliver on these solutions. The firm had prior experience with another large vendor that did not satisfy its needs. Solutionz earned the opportunity in part due to its reputation and experience in the field, and in part based on experience decision makers gained through other firms. Seyfarth Shaw needed Solutionz to provide timely, expert work to both choose the technology and install it efficiently.

In addition, Solutionz needed to implement all of these solutions in a space that could be both flexible and fully functional. Scheduling the implementation to work around the operational office environment remained a consistent challenge on site, as firm personnel utilized the conference rooms throughout the installation process. Solutionz exhibited significant flexibility regarding the implementation schedule to ensure progress continued in a timely and efficient manner.

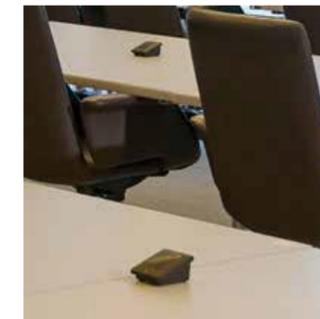
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UPDATING SOUND & DISPLAY TECHNOLOGY SOLUTIONS

The centerpiece for new content display capabilities consisted of five new laser projectors installed in the conference rooms. These allow display from video sources including laptops, personal computers, and Satellite TV. Solutionz installed mounts and screens at optimal distances, using existing frames where possible to conserve costs for Seyfarth Shaw. New equipment and owner-furnished equipment were integrated into the system facilitating comfort in moving to the new technology and lower total cost for the system.

Similarly, wireless microphones included updates of existing models to allow for ease of transition to the new equipment. Seyfarth Shaw was satisfied with current audio quality, so Solutionz kept existing speakers in place in the rooms. The result was a current sound system compliant with new FCC wireless spectrum requirements that allowed for cost savings while still updating to state-of-the-art technology.

For video conferencing, Solutionz installed equipment provided by Seyfarth Shaw including a Cisco SX80 conferencing system, wall-mounted Speaker Track cameras, and an additional P60 ceiling mounted camera. The expert installation allows conference participants to appear from all angles to video conference participants in any of Seyfarth Shaw's other office locations.



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UPDATING ROOM CONTROL CENTER FOR EFFICIENT PRESENTATION



When multiple people collaborate both within the Atlanta meeting space and across other locations, changing signal inputs can create inefficient meetings. Solutionz provided a Creston room control center that allows for a control panel in each room, while also enabling control of two rooms, or even all three conference rooms, from one control panel. Solutionz worked directly with Seyfarth Shaw personnel to create a custom design that fit the unique needs of the law firm.



Finally, to provide expansion capacity and support the desired flexibility of sources, a 16 X 16 switching system was included in the solution. Because the firm uses multiple sources within the same meeting or presentation, this was a critical element for Seyfarth Shaw to get the most out of its technology updates.

COMMUNICATION AND ADJUSTMENTS DISTINGUISHED SOLUTIONZ



No matter how carefully a company plans a technology installation project, challenges arise over the course of the project. Scheduling of work presented a challenge throughout the updating process. Solutionz communicated with Seyfarth Shaw personnel throughout the project to not only plan ahead for scheduled room usage but adjust on the fly for scheduling changes and other unexpected issues.



Beyond timing of the work, some programming challenges for the equipment arose over the course of the installation. Solutionz responded to each challenge as it developed, communicated frequently and efficiently, and developed solutions to keep the installation both on schedule and on point. The firm now has a state-of-the-art technology center in its Atlanta conference rooms.

DELIVERING COST-EFFECTIVE SOLUTIONS

When a law firm invests in a set of technology solutions, the work does not come cheap. They measure cost effectiveness in part by how precisely the solutions fit the needs, and in part by how long the technology will remain in place. By both measures, Solutionz delivered.

First, Solutionz worked with the firm to identify where pain points existed in the current technology, and where current pieces still served their purpose. This balanced the need to develop state-of-the-art capabilities with the desire not to bring in new technology for its own sake. Solutionz worked with Seyfarth Shaw to deliver what it needed without pushing unneeded extras.

Second, the technology delivered is built to last. Seyfarth Shaw estimates that the laser projectors will last at least five to ten years, and the new screens should last a decade or more. The up-front investment in Solutionz' products and service should therefore pay dividends for years to come.

SERVICE CREATES GREAT SOLUTIONS

A company's technological needs change over time. As technology solutions advance, though, what differentiates successful implementation from failure continues to be the service that vendors provide.

Solutionz' experience in the industry is an advantage not merely because of the technology it provides. The true advantage lies in the ability to be both large and nimble, to understand and respond to client needs. Seyfarth Shaw could get the same equipment it received from any number of technology vendors.

The communication and service that Solutionz provided was key to a successful, timely update to the firm's multifunctional meeting space capabilities.



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