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# How to Leverage AV Technology for Improved Performance



*Companies are increasingly turning to video communications to save money on travel, improve collaboration and enhance productivity. From healthcare, education to corporate enterprise, once video is implemented as a strategic business initiative, it can improve communication and drive efficiency throughout an organization.*

## *Audio Visual & Conferencing Solutions*

- Real world case studies
- Example applications

# Cooper Hospital Improves Patient Care with AV Technology

## Situation

Cooper University Hospital is a leading provider of comprehensive health services, medical education and clinical research in Southern New Jersey and the Delaware Valley. The mission of Cooper University Hospital is to advance the health status of the region's population. To enable this mission, Cooper has invested in the latest audio and visual conferencing equipment and services. This creates a no-hassle platform for doctors, boards, cancer teams and others to meet remotely. Because of the advanced infrastructure, digital microscopes can be reviewed and clinical decisions can be made immediately. Cooper is leading the future of distant learning with the latest technologies, translation services and more, all made possible through the audio and video conferencing equipment and infrastructure.

The shift from analog to digital equipment has shifted the responsibility of all facilities, individual rooms and equipment to the IT department at Cooper. Spearheaded by Paul Shenenberger, Director and CTO at Cooper, the IT team realized they needed to standardize the overall experience. They did not have a comprehensive strategy to handle their diverse AV infrastructure that included large training rooms and a range of high profile board and conference facilities. While researching design partners,



## Solution

Cooper partnered with Cenero to implement their suite of managed services, Constant Connect, that could provide them with streamlined support and maximum system uptime. Constant Connect proactively performs closed-loop tests that turn on and exercise each device and review quality metrics to ensure 100% uptime. Cooper can also connect via video with service engineers for reactive support at the touch of a button if they ever have questions or need immediate support. In addition, detailed analytical information is available on system performance, usage analysis and asset management, allowing the IT department to gain the most value from their AV technology investment.

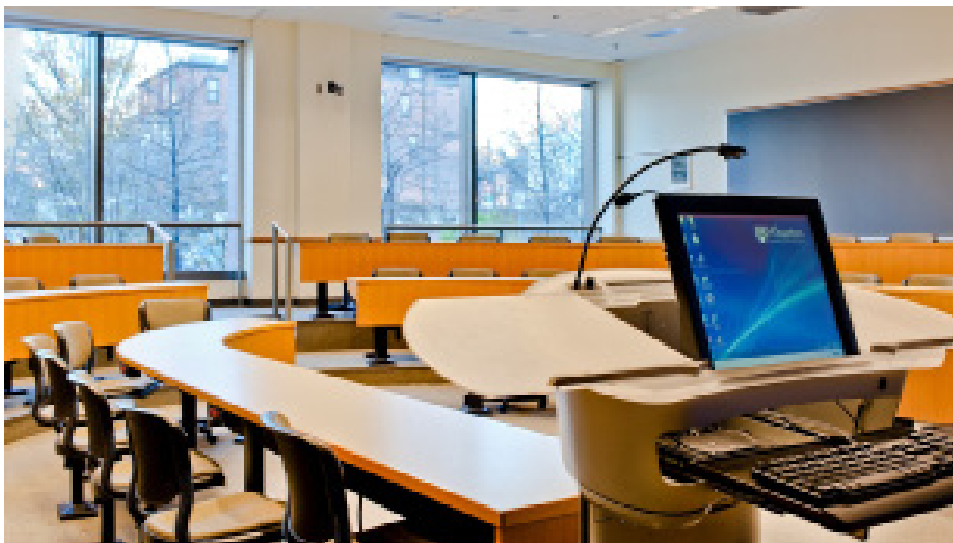
The advancement of the technology allows for Cooper to lead the industry in innovation and medical achievements. Beyond enjoying, cost savings, equipment reliability and risk management, Cooper now has absolute confidence that the rooms and every piece of hardware will function flawlessly at all times.

# Wharton Classes Run Smoothly with AV Managed Service

## Situation

As with most higher education organizations today, technology plays a major role in the classroom. That combined with the increase in enrollment, there is incredible pressure on the physical space without luxuries of downtime, spare classrooms or back up devices. The Wharton School of the University of Pennsylvania wanted an easy solution to help them manage their many AV and video conferencing systems.

The Wharton School facilities team serves a vast number of constituents from faculty, visiting professors to corporate employers - all demanding 100% uptime or the Wharton brand can be negatively affected. In all, Wharton's IT Department is responsible for the success of over 36,000 events each year, 25,000 of which rely heavily on technology.



*"It is not sustainable to manage a 24/7 facility that hosts 56 classrooms and 14 conference rooms in-house. No organization has the manpower to check every device, predict possible failures and alter the physical appearance of the rooms while they are not in use."*

*- David Siedell, Senior IT Director of  
The Wharton School of the University of Pennsylvania*

## Solution

By working with AV expert Cenero to deploy their managed service Constant Connect, Wharton has peace of mind that nightly checks will systematically ensure the large number of AV systems are always functioning properly in each high volume room.

“Cenero gives us an incredible advantage to guarantee 100% uptime for the vast number of constituents we serve, and also helps us to make informed buying decisions moving forward,” continued Siedell. “Not only do we have complete confidence that every microphone, projector, video player and so forth will work every time, we have access to a database of system performance information that empowers buying decisions.” Constant Connect provides detailed data on AV system usage and performance to help inform better infrastructure purchasing decisions. “A specific example was the high volume of bulb burnouts we experienced over a two year period. Calculating the risk factor and man time to upkeep the bulbs, Wharton purchased dual lamp projection systems to mitigate emergency situations,” stated Siedell.



*“There is a big difference since we started working with Cenero. The vision we have for our own organization is in-line with their business philosophy and we look forward to transforming AV into a tech-savvy and secure platform”*

# Why AV and Video Conferencing is Important

*Once an audio visual and video conferencing system is considered as a strategic business initiative, it can increase an organization's productivity and improve communications in every division or department.*

## Management Administrative

- Board of Director Meetings
- Operations Review
- Strategic Planning Sessions
- Staff Meetings
- Quarterly Reports and Reviews
- Remote Branch Office Meetings

## Press Relations

- Press Conferences
- Reorganization Announcements

## Crisis Management

- Emergency Planning Sessions
- Information Updates
- Logistical Planning Sessions

## Research and Development

- Project Management
- Design Reviews
- Remote Site Technical Support
- Input Sessions

## Finance

- Budget Development
- Audit Reviews
- Legal Consultation

## Education/Training

- Distance Education
- Curriculum Reviews
- Post-Class Updates
- Panel Evaluations

## IT/IS

- Project Management
- Project Collaboration
- Software Evaluations
- Product Evaluations

## Legal

- Contract Reviews

## Human Resources

- Company Wide Announcements
- Policy and Procedure Reviews
- Interviewing
- Benefits Review

## Professional Services

- Consultations
- Account Development

