

# Your Ideation Collaboration Zones are running. But are they ready?

Across Enterprise campuses, stadiums, R&D labs, and data centers — AV infrastructure has become mission-critical. Yet most enterprises still find out about failures when the meeting has already started.

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| <b>73%</b><br>of AV failures are detected<br>reactively | <b>4–6 hrs</b><br>avg. weekly time spent in<br>manual room checks | <b>\$1K+</b><br>cost per hour of executive<br>downtime |
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## The Problem

### Fragile systems. High-stakes moments.

Collaboration zones and video walls power executive reviews, war rooms, and real-time decision-making. But behind the scenes, these environments are surprisingly brittle — a single misconfigured switch, an unresponsive display, or a firmware mismatch can derail everything.

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| <br><b>Operational Risk</b><br>One display or controller failure derails high-stakes meetings and delays decisions at the worst possible moment. | <br><b>Efficiency loss</b><br>AV teams spend hours on manual checks, last-minute troubleshooting and room readiness validation each week. |
| <br><b>Hidden costs</b><br>Downtime, over-staffed support and reactive maintenance quietly compound — especially at scale.                       | <br><b>Inconsistent experience</b><br>What works in one room fails in another. Standards drift across buildings, floors, and geographies. |

# The Solution

## Five capabilities that change the game

SmartHub's AV automation layer integrates natively with your existing ecosystem. No rip-and-replace required.

### Real-time health visibility

Instant insight into state of controllers, switches, AV mixers, Codecs, and connected assets— detect and resolve issues before the meeting, not during it.

### Purpose-built AV adapters

Deep integrations for Controllers, Switchers and DSPs, enabling conflict-free administration across complex multi-vendor environments.

### Centralized Asset Updates

Remotely update your ecosystem of assets with patched Firmware versions Over-The-Air securely and timely.

### Comprehensive readiness checks

End-to-end availability tests performed across displays, controllers, and infrastructure — covering gaps that traditional collaboration tools miss entirely.

### Automated source & content switching

Seamlessly switch between laptops, video feeds, and media sources through a unified control layer. No manual intervention, no conflicts.

When AV systems fail at critical moments, the impact isn't just technical – it's business disruption. SmartHub closes the gap between the AV stack your team depends on, and the reliability your organization demands.

*Recently live: SmartHub, along with its partners, has implemented a large-scale collaboration zone management initiative for a global IT services firm, bringing all five automation capabilities into production across their collaboration infrastructure.*

## Summary

SmartHub brings reliability, automation, and operational confidence to modern collaboration infrastructure. Because when AV systems are mission-critical, organizations need more than connectivity, they need assurance that every meeting space performs without disruption.