



Enhancing Enterprise Collaboration Reliability with Intelligent AV Automation

How a Fortune 500 global IT services company centralized collaboration space management to reduce operational effort and improve AV reliability.

300,000+

employees

50+

countries

1000s

conference rooms & spaces

CUSTOMER PROFILE

A Fortune 500 global IT services organization with over 300,000 employees operating across 50+ countries manages one of the world's largest enterprise collaboration environments.

Its digital workplace spans:

- Executive briefing centers, innovation labs and R&D facilities
- Large-format video walls and command centers
- Thousands of conference rooms and collaboration spaces
- Global delivery centers and corporate campuses

Their AV estate consists of a diverse mix of legacy and next-generation devices from multiple manufacturers, including displays, collaboration bars, codecs, room controllers, DSPs, switchers, cameras and supporting network infrastructure.

BUSINESS CHALLENGE

The growing complexity of managing a large, multi-vendor AV environment, combined with several operational challenges, made it difficult to deliver a reliable meeting experience at scale, driving the need for a centralized, automation-first AV operations platform.

SOLUTION

SmartHub delivered a SaaS platform that provided the flexibility, scalability, and centralized management capabilities required to meet these objectives. The solution integrated with the customer's heterogeneous AV ecosystem, supporting both legacy and modern devices without requiring a complete infrastructure refresh.

The platform enabled:

- **Centralized AV monitoring** with a unified view of conference rooms and AV devices.
- **Proactive health monitoring** with real-time visibility into device status, connectivity, and operational health.
- **Firmware and vulnerability management**, allowing IT teams to identify devices requiring updates and maintain compliance with security standards.
- **Automated health checks** to assess room readiness and highlight issues before they affected end users.
- **Global dashboards and drill-down capabilities**, enabling operations teams to view the health of the entire AV estate while investigating individual room or device issues.
- **Scalable operations**, reducing manual effort and providing a consistent management experience across thousands of collaboration spaces.

EFFICIENCY GAINS

01 AV Displays & Video Walls

Improved space utilization with occupancy and utilization analytics, while enabling continuous availability monitoring, on-demand health checks, and scheduling operational readiness commands in bulk.

02 AV Collaboration Bars

Simplified discovery and onboarding through bulk automated onboarding, ensuring timely firmware updates and asset management at scale, and continuously monitoring availability with alerts to operations.

03 AV Room Switchers

Enabled remote switching operations through I/O mapping, performed bulk firmware and asset updates, conducted on-demand health checks, and rolled out golden configurations across devices in bulk.

04 AV Controllers

Continuously monitors device availability with proactive alerts to operations, while enabling on-demand or scheduled health checks for faster outage assessment.

05 Audio DSP

Enabled remote control of audio inputs, outputs, fader levels, and mute functions, while continuously monitoring availability and performing on-demand or scheduled health checks.

BUSINESS IMPACT

The result was a more resilient collaboration environment capable of supporting business-critical meetings while reducing operational complexity for IT and AV teams.

NEXT PHASE

Following the completion of Phase 1, SmartHub is now embarking on the next phase of scaling the solution across the enterprise, extending intelligent AV automation and centralized operations to more collaboration spaces and devices.