

## Corporate Office Selects IP-Based Control For Its Flexibility

### BCCI Construction Company

BCCI is a full service construction company that prides itself in promoting the concept of teamwork, tools, and technology.

LOCATION:  
San Francisco, CA  
<http://bccconst.com/>

### Challenges

- The company was looking for an AV solution that did not require an entirely separate set of infrastructure.
- Flexibility to deliver content to each of the conference rooms without having to increase the complexity with specialized cabling.
- Future flexibility to easily add new technology and equipment as desired.

### Background

BCCI is a full service construction company with offices in San Francisco and Palo Alto. Their mission is to expand the role of the builder to collaborator and confidant. Because BCCI partners with the most qualified designers and subcontractors in the Bay Area, the company highly values the concept of teamwork, tools and the technology used in their work.

As the company prepared to relocate its team to a new office, it also wanted to equip the office with a new audio/visual system with enhanced functionality.

### Problem

With eight conference rooms in the new office space, Ken Chua, IT Director at BCCI, was looking for flexibility in delivering content to those conference rooms. With traditional AV systems being challenging to use, Chua was also looking for a user-friendly interface for both employees and company guests.

### Solution

BCCI hired Charles M. Salter Associates, acoustical consultants. Joey D'Angelo, former VP at Salter (currently Director of Systems Solutions at QSC), designed the project. D'Angelo was trying to find a solution that would avoid the need for individual control processors in each instance of AV. He was looking to deploy all the audio, video, and control to be routed, processed, administered and controlled by the network. On a previous deployment at Juniper Networks, they had managed to deploy nearly 350 conference rooms using a similar network set-up, but they still had to deploy a large number of control processors.

### Key Results

- A massive reduction in complexity.
- Simple access for guests to present in all rooms.
- The ability to plug and play any equipment in any of the conference rooms.
- 30 to 50% cost reduction

Utelogy's software-based control platform would allow the deployment to leverage the existing IT network, but it would also eliminate the need for separate individual control processors in each conference room or instance of AV.

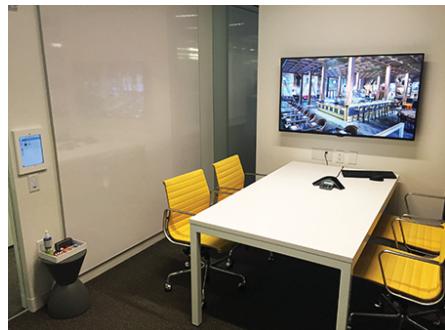
**"We were attracted to the fact that it can just piggyback over our existing Ethernet cable plant and infrastructure, including the switches and all that stuff."**

Ken Chua,  
IT Director at BCCI



**"I think it was approximately 30 to 50% less expensive than deploying traditional AV."**

Joey D'Angelo,  
former VP at Charles M. Salter Associates



## Outcome

### Cost Savings

Using the Utelogy platform eliminated the need for additional network infrastructure for the AV traffic and that provided significant cost advantages. "I think it was approximately 30 to 50% less expensive than deploying traditional AV," said D'Angelo.

"We were attracted to the fact that it can just piggyback over our existing Ethernet cable plant and infrastructure, including the switches and all that stuff," Chua commented.

### The Ultimate In Flexibility

In addition, the IT team can deliver content directly to the various conference rooms. This was not possible in the old office as they would have had to run cable to each of those rooms. "The IP-based AV system gives us the best flexibility as far as being able to route content across our eight conference rooms," Chua added.

The new system also allows for much easier guest access to displays for presenting. The system is simply configured with plug and play HDMI cables in each conference room. The new flexibility and functionality has allowed BCCI to hold large town hall meetings in the main conference room and allow employees to attend and participate virtually in other rooms.

The system also allows BCCI the future flexibility to plug AV devices in anywhere throughout the offices without additional expenses. As hardware changes or the needs change, new or different equipment can simply be plugged into the network ports and is available for use immediately.

A Software-Defined Platform to Control, Manage and Analyze Your Enterprise.

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