



Software Defined AV Delivers Agile Command and Control Solution

BACKGROUND

This global technology firm was looking to deploy a centralized Command and Control Center and connected meeting rooms that could share real-time content from its cloud-based data center. In the current solution, the team had a limited number of displays and a smaller work environment for monitoring.

PROBLEM

The firm was in the process of building a new facility to house an operations center equipped with command and control technology. Because the organization had limited experience with a large operations facility, it was important to select a design and a solution that allowed for agile deployment of services and content as the organization was not yet exactly sure what it needed or wanted to deliver, but it had to be flexible enough to allow for change and growth.

The large technology firm hired Shen, Milsom & Wilke LLC, a Global Technology Design firm with a proven Audio Visual (AV) discipline, to provide complete AV design services for this command and control center. Due to the requirement for flexibility and forward-thinking technology, a traditional AV system would not meet the requirements and flexibility the client was expecting from the solution.

GLOBAL TECHNOLOGY COMPANY

Company

This is a global technology company that develops and deploys enterprise software around the world.

Rooms

- 6,500 square foot Command and Control Center monitoring its cloud-based data centers
- System will monitor and control equipment in 2 war rooms, 9 breakout rooms and 6 team rooms

Location

Global technology company with 6,500 square foot Command and Control Center in the U.S.



THE UTELOGY ADVANTAGE AND KEY RESULTS

- A flexible, reliable and secure solution that can be self-maintained.
- Reduced initial capital expenditure and total cost of ownership.
- Flexibility to continuously improve and update technology in the
- Command and Control Center to attain evolving business requirements.
- Data to enhance utilization of the center and better business decisions.



“DUE TO THE REQUIREMENT FOR FLEXIBILITY AND FORWARD-THINKING TECHNOLOGY, A TRADITIONAL AV SYSTEM WAS NOT THE BEST FIT AS THE CLIENT WAS LOOKING FOR AN IP-BASED SYSTEM TO ENABLE ON-GOING STREAMING OF DATA FROM MULTIPLE LOCATIONS.”

Ron Willis, Senior Design Consultant

They were looking for a system to enable access to multiple and different formats of streaming data and other types of content, for users in the command center. In addition, the client requested audiovisual control capabilities to be delivered from both a laptop or hand-held device and a desktop.

CHALLENGES

Existing Infrastructure

The existing control center consisted of multiple displays on a wall providing limited intelligence. this system.

Finding a Flexible Platform

Looking for a future-proof system to provide a high level of flexibility as the requirements and expectations change.

Reduced Capital and TCO

A need for a common user-interface to expedite the user experience, while ensuring a reduction in lost time, when team members would move operations to different rooms and need to access specific content.

SOLUTION

Based on the need for an agile system that could be modified as the client needs evolve, AV Design team from Shen, Milson & Wilke LLC, Ronald Willis recommended Utelogy, a centralized, software-defined AV control solution, because of its numerous advantages over a traditional hardware-based system.

Because this was going into a new facility and the client had limited experience deploying a Command and Control Center, they needed a system that would give them the flexibility to customize as requirements evolved.

The advantages include the scalability an AV control over IP system delivers. In addition, having the control system virtualized on a centralized server along with all the AV control points provided front-end capital savings. Another advantage is the cost and lag-time typically associated with updating an AV control system when new devices are added. In those situations, scheduling a programmer to do the work is costly, time consuming, and impacts productivity. The Utelogy platform provides an easy-to-use interface that allows AV/IT staff to configure new devices as easily as one would add a printer to a network.

OUTCOME

Flexibility, Reliability and Security

Because Utelogy is an AV over IP solution, the Command and Control center now has the flexibility of an IP network, as well as the reliability and the same level of security as the rest of the network. The company already has protocols set to prioritize the traffic, broadcast it, and protect it so those same rules are easily applied to this system.

Ubiquitous User-Interface

The Utelogy platform also provides the ability to create ubiquitous, enterprise-consistent user experiences in each AV equipped room. Delivering the same look and feel and the same control system enhances the user experience as well as employee productivity because they can walk into a room, log in to the system, and a consistent interface appears.

Reduced Capital and TCO

With a software-defined AV solution that is manufacturer-agnostic, it reduces the up-front capital expenditures because the capacity-limited boxes are eliminated. The Utelogy solution also lowers the total cost of ownership because it removes proprietary programming costs and the inconvenience involved when you need to add or decide to move equipment around.

Metrics and Analytics

The Utelogy platform also delivers detailed metrics on room and equipment use. This allows the company to monitor use of its data centers and the accompanying meeting rooms. With its collection of data, it allows the organization to make staffing decisions based on what real-time data it's collecting and use that information to interpret human resource requirements.

SUMMARY

Control is at the heart of every audiovisual system and in most cases, it is the first thing an end-user sees or uses, and that is why it is often the point of greatest contention. The Utelogy platform is designed to enhance the productivity of its users with its modern, IT-centric model that provides a scalable and practical solution for Command and Control Centers which require the ability to access and share user-generated content instantaneously.

