

FROM REACTIVE TO PROACTIVE: THE IT LEADER'S GUIDE TO AUDIO / VISUAL SYSTEMS

AN AMX SOLUTION GUIDE

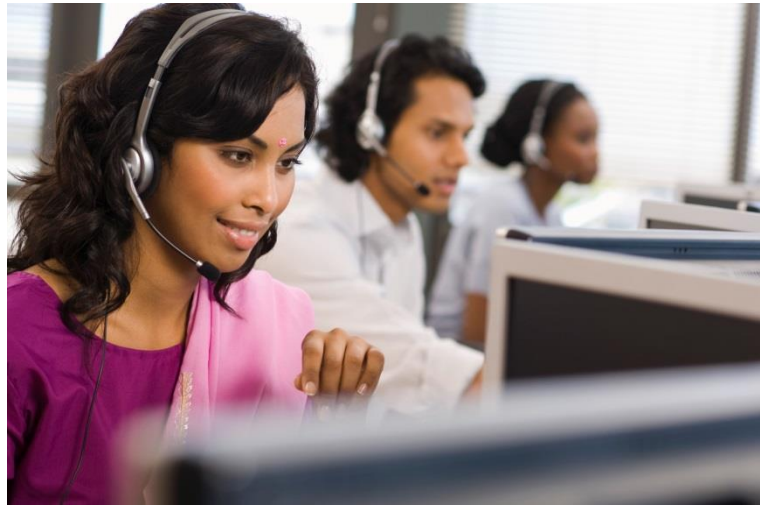


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Is your help desk struggling to maintain and support your conference rooms?

IT leaders are plagued with mismatched and non-standard equipment in the conference rooms they support. Each room might have a different brand or model of LCD display, projector, room PC, DVD player, video conference system and so on. In addition to causing problems for those who must operate the equipment, this situation is a nightmare for the Help Desk, which must provide effective and immediate support regardless of how disparate the equipment is from room to room.



AMX has been in the business of automating conference rooms and classrooms for over 30 years, and we leverage that experience to deliver a vastly superior conference room presentation solution for meeting attendees as well as the IT teams that support them. We refer to this enhanced and unified experience as the **Perfect Meeting**.

AMX's philosophy is simple but effective: ***AMX's Perfect Meeting helps IT by simplifying the controls across all conference rooms regardless of which equipment is used in the room.***

SNAPSHOT: MEETINGS BY THE NUMBERS

31 *minutes lost due to the typical conference room technology incident*

447 *conference room technology issues solved by each IT tech per year*

20% *of meetings run late due to meeting room technology issues*

23 *hours per week an executive spends in meetings*

60 *meetings the typical business professional attends per month*

Do users struggle with conference room equipment due to its complexity and lack of a standard interface from room to room?

It starts with creating an environment where users operate the system with confidence. By standardizing on a single User Interface (UI) and control system, AMX ramps up user adoption and understanding of the room's capabilities, ensuring that users can easily manage the meeting without having to rely on IT.



Modero X® Series Touch Panels

For small, simple conference rooms, AMX offers easy to use keypads that control the room's display, audio video sources and lighting at the push of a button. For larger and more complex conference rooms, AMX offers its award-winning Modero X® and Modero S® Series touch panels. These panels are fully customizable and sport an elegant look and feel. They come in a wide range of sizes and are available in desktop and wall-mount versions.



Modero S® Series Touch Panels

Taking the concept of room control a step further, AMX provides the tools to fully automate the meeting experience. For the user, this means that the technology manages multiple steps at the press of a single icon on the touch panel. The following chart illustrates the difference between a simple control system and an automated system, and shows how automation provides the simplest and most effective experience for the user.

CONTROL VS AUTOMATION

Desired Action	Control System	Automated System
Prepare the room's lighting for a typical meeting	<ol style="list-style-type: none"> 1. Dim lights to medium 2. Close window shades 3. Turn on table lighting 	<ol style="list-style-type: none"> 1. Prepare lighting (Single button / icon press that encompasses steps 1-3)
Start Video Conference with West Region	<ol style="list-style-type: none"> 1. Raise light level to all on 2. Turn off table lighting 3. Power on VTC system 4. Power on LCD display 5. VTC audio volume to loud 6. Move camera view to center of table 7. Display phone keypad 8. Dial 1-800-555-5555. 	<ol style="list-style-type: none"> 1. Video Conference: West Region (Single button / icon press that encompasses steps 1 – 8)
Shut Down the Room	<ol style="list-style-type: none"> 1. Power off display 2. Power off projector 3. Reduce VTC audio volume to low 4. Power off VTC system 5. Power off DVD player 6. Turn off lights 7. Raise blinds 8. Display "Room Available" on panel outside door 	<ol style="list-style-type: none"> 1. Perform Room Shutdown (Single button / icon press that encompasses steps 1 – 8)

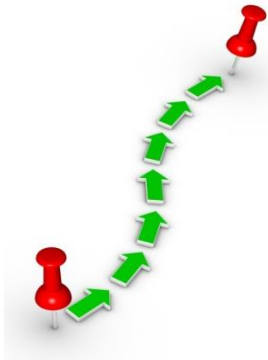
Does your Help Desk have full visibility into the real-time performance of your conference room AV assets?



Another huge benefit of the AMX Perfect Meeting is that IT is able to globally monitor the health of the conference rooms and know ahead of time when issues may arise so they can proactively address them. AMX's Resource Management Suite (RMS) is an enterprise or cloud-based software platform that provides remote monitoring, enterprise scheduling, customizable dashboards and hotlists, all using a wizard-based GUI. Using RMS enables remote

troubleshooting, which dramatically reduces the frequency of technician visits to conference rooms.

Are you concerned about multiple standards for AV equipment?



Companies often merge, purchase other companies, move offices or reorganize, which means multiple IT standards frequently collide. This creates the need for a new standard. AMX provides technology to help bridge the standards gap and provide a platform for long-term technology evolution. Having AMX control gear in place ensures that IT can maintain integrity to their technology road mapping strategy while allowing 3-5 years for conference room gear to age out and be replaced in accordance with the new standard.

Do you have concerns about the security of AV equipment?

AV assets can bring a new set of security challenges to the IT organization. Legacy AV equipment may be isolated from the IT network, which makes it impossible to monitor and maintain from a centralized system. Some valuable AV assets are susceptible to theft, while others like videoconferencing systems can create security vulnerabilities that hackers can exploit. And many conference rooms contain "Room PCs" that provide internet access and content management capabilities, but cause significant security issues thanks to users who fail to purge sensitive content after their meetings or fail to log off after their session.

COMMON AV SECURITY ISSUES, AND HOW AMX ADDRESSES THEM	
Issue	Resolution
Room PCs are not secure, and people leave their sensitive content on them	<i>Consider a long-term strategy to replace room PCs with a device specifically designed for conference room collaboration such as AMX's Enzo Cloud Presentation System.</i>
AV assets are susceptible to theft	<i>Physically secure touch panels to conference tables using mount kits and/or Kensington locks. Physically secure AV controllers in locked cabinets.</i>
Cannot determine the real-time status of AV equipment	<i>Monitor your AV assets in real time using software like AMX's Resource Management Suite (RMS)</i>
AV equipment represents a wireless security hazard	<i>Use dedicated touch panels instead of mobile tablets for room control. Consider a master controller that does not use a general purpose OS like Windows or UNIX.</i>
<i>For a more detailed investigation of AV Security, see "Hackers in the Boardroom: Security Issues with AV Systems"</i>	

Do you and your support techs struggle with system configurations and high programming costs in your conference rooms?



Many IT leaders are shocked when they learn how much of their AV budget is spent on programming. These costs can be so high as to deter organizations from installing effective control and automation equipment, especially in their smaller conference rooms. Even more, programming costs don't end with the initial installation – they can also be sky high when making even a minor modification or addition to an existing conference room.





AMX provides a revolutionary solution that slashes the time required to configure a complete conference room or classroom from several days to less than an hour. Rapid Project Maker, or RPM, is a cloud-based software tool that uses a step-by-step wizard to set up all the inputs and outputs, configure the controller, and set up the touch panel. This free tool from AMX is designed so that even non-technicians can configure a room or modify an existing configuration.

Is the AV purchase process too complex?

AMX's 30+ years of experience has shown that many customers frown at the complexity involved in the buying process for AV technology. To that end, we have developed a website that provides you with the information, guidance and support you need to analyze the market, understand the best options for your particular needs and arrive at a well-founded purchase decision.

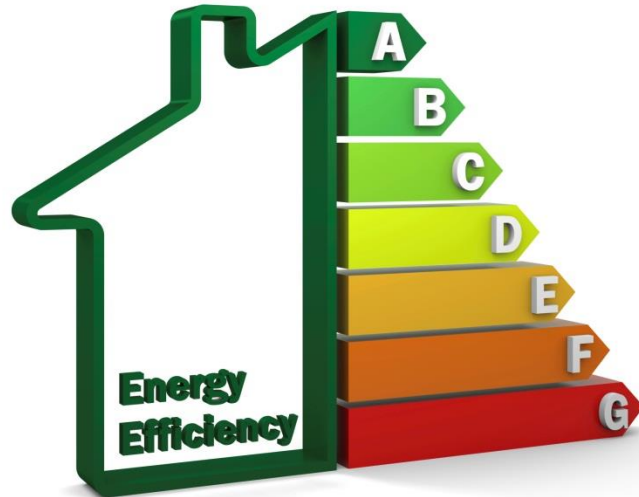
To build an effective starting point for specifying your ideal conference rooms, AMX has designed a range of Room Solutions that correspond to typical collaboration spaces in the commercial environment. You'll find that most conference rooms fit into these solution categories, making it much easier to establish effective configurations for your specific needs.

AMX ROOM SOLUTIONS AT A GLANCE

Room Solution	Activity Description	Example
Basic Huddle Space	Where small groups hold ad-hoc meetings and jointly review content from a mobile device on a single display.	
Managed Huddle Space	Where small groups hold ad-hoc or scheduled meetings and review content from multiple mobile devices and a room PC. Room includes lighting sensors and supports web conferencing.	
Conference Room	Where groups of 2-10 meet and review content from multiple sources (including live and stored content from cable/satellite and Apple TV) on a single room projector. Room includes lighting sensors and supports video conferencing or web conferencing.	
Boardroom	Where companies hold important management, board and client meetings and wish to showcase an elegant look and feel. Room supports distribution of a broad array of content on multiple displays. Room includes lighting sensors and supports video conferencing or web conferencing.	

Does your conference room technology support your Green initiatives?

The AMX Perfect Meeting solution is also ideally designed to support your Green initiatives and provide significant energy savings. With AMX you can continue to use legacy equipment and remotely monitor its performance until such time that it is no longer viable. AMX gear can also be programmed to shut systems down or go into standby when no activity is present, substantially reducing power consumption costs while driving up the green footprint of your organization.



CLOSING SNAPSHOT: QUICK SUMMARY OF AMX SOLUTION BENEFITS	
TCO	<i>Drives down the Total Cost of Ownership for conference rooms.</i>
Energy	<i>Reduces energy consumption.</i>
User Adoption	<i>Increases standardization of control interface and improves user adoption and knowledge.</i>
Help Desk	<i>Improves the Help Desk experience and effectiveness.</i>
Ever Greening	<i>Supports and extends the life of legacy conference room equipment while moving forward with the latest technology evolutions.</i>
Proactive	<i>Provides transparency into the health of conference rooms and makes a huge difference in turning your support team into proactive engineers versus reactive fire-fighters.</i>

Are you ready to learn more?

As an IT leader, you know the value of reliable technology that simplifies the life of your Help Desk technicians and frees your organization to focus on strategic initiatives instead of fire-fighting. To take the next step, [contact an AMX Solutions Advisor](#), who can help guide you through the process of specifying the ideal conference room automation solution for each of your rooms. Or, you can take advantage of the material on the amx.com website to learn more. Here are some suggestions for further reading that you'll find on the LEARN and PLAN pages at www.amx.com.

SUGGESTED FURTHER READING ON AMX.COM	
Help Desk Support	<i>Ending the AV Tech Support Nightmare</i> <i>The Perfect Meeting for the CIO</i>
Standardization	<i>Same Stuff, Different Room: The Benefits of Standardization</i> <i>AMX and the Perfect Meeting</i>
Remote Monitoring	<i>AMX RMS Overview</i> <i>Guide to System Integration Practices</i>
Multiple Standards	<i>Guide to AV Systems</i> <i>Guide to AV Applications</i>
Configuration	<i>AMX RPM Overview</i>
AV Purchase Process	<i>How to Buy AV Systems</i> <i>AMX Solutions Overview</i> <i>AMX Room Solutions at a Glance</i>
Green Initiatives	<i>Enova DVX and Energy Savings</i>