



AUDIOVISUAL AS-A-SERVICE CASE STUDY

Local Government Successfully Integrates
Industry-Leading Communication Technology
Using AVaaS Service-Based Subscription Model.

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CLIENT OVERVIEW

The Centralina Regional Council is a local government organization responsible for promoting regional growth and economic development throughout a nine-county region in the Charlotte, North Carolina area. With a focus on collaboration and effective communication, the council wanted to improve its ability to offer more accessible audiovisual communication options for everyone on their teams, boards, and committees to participate in any of their meetings, workshops, and presentations.

THE CHALLENGE

Following a previous investment into AV technology that included audio with ceiling microphones, wireless microphones, and a video control system for their training rooms, Centralina Regional Council encountered a variety of challenges. It was never installed and configured properly and therefore never performed to their expectations. It created more limitations and interruptions than efficiency in communication. They found themselves spending money without improving their situation. Therefore, when the council moved offices, the Executive Director, Geraldine Gardner decided this was the perfect opportunity to recreate the meeting and training rooms necessary to elevate their collaboration capabilities.

As Centralina embarked on this venture the council had challenges and concerns to overcome, including:

- Not knowing what technology would be ideal
- How to design the room to serve their needs effectively
- There was no IT or AV professional on-site to assist
- How to stay abreast of technology advancements
- Help with any future service needs
- Flexibility to pivot in the face of change



THE SOLUTION

Listening to Centralina's needs, there were two challenges identified for this project:

- Poor design of the existing system
- Not enough equipment to outfit all of the additional rooms in their new location

Through the discovery process, it was also identified that Geraldine wanted the peace of mind that training and ongoing support services would be part of the AV integration project to help maximize the technology and overall user experience. Taking all of this into consideration made it easy to recommend AV-as-a-service (AVaaS).

AV-AS-A-SERVICE

AVaaS solution, powered by Level 3 Audiovisual, is a use-based monthly payment subscription solution for AV technology hardware & infrastructure that includes multiyear support and maintenance services with more flexibility, control, and peace of mind than any other payment option available.

With the AVaaS solution, Centralina would never have to worry about staying abreast of technology advancements, being held back by obsolete and ineffective technology, or dealing with the frustrations of a poorly designed system. They would always be protected with an expert maintenance and support services team for the entire contract term as part of their AV-as-a-Service solution. Additionally, Centralina appreciated the peace of mind this AVaaS solution provided, that if they need to migrate to new technology or if the solution becomes obsolete, they can pivot and upgrade to the solution they need to operate effectively without any financial repercussions, rollover balances, or financial penalties.

This was advantageous for Centralina. Executive Director, Geraldine stated, "We had the capital to pay for the technology, it was never about not having adequate resources, but we saw value in being able to pay monthly for the use of the technology and no need to own it as long as we always had the maintenance and support services provided by our system integrator as well as their help to stay abreast of technology advancements." AVaaS was the best way for Centralina to get everything it needed and more.



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- Geraldine Gardner | *Executive Director*



THE RESULT

By choosing the AVaaS solution, Centralina Regional Council transformed its conference and training rooms into modern and efficient spaces for collaboration and communication. The updated AV technology provided hassle-free and uninterrupted meetings, fostering more productive discussions and better decision-making. The council's staff and stakeholders greatly appreciated the enhanced capabilities, such as wireless connectivity and remote collaboration, which improved engagement and participation.

Moreover, having ongoing support services ensures that their AV equipment will operate smoothly, minimizing downtime and maximizing utilization. The council can focus on its core responsibilities without the hassle of managing AV infrastructure. They can also enjoy peace of mind knowing that all maintenance and technical issues for their entire AV system is covered.



CONCLUSION • GOAL ACHIEVED

AVaaS allowed Centralina Regional Council to successfully achieve its goal of enhancing its conference rooms with cutting-edge technology while enjoying the benefits of long-term support services and cost-effective operations. They've built a reliable AV environment through AVaaS, enabling them to conduct seamless meetings that contribute to their mission of regional growth and economic development.