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# CLOSEUP



A PUBLICATION OF FORD AV



## 5 ENTERPRISE INSIGHTS

*Technology Strategies From Corporate Giants*

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A FREE NEWSLETTER  
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# a closerlook

What can we learn from large enterprise organizations about designing and deploying technology? Ford AV serves top U.S. brands such as AT&T, Apple, Capital One, ExxonMobil, and Marriott. We've identified five key technology approaches that these enterprise companies share. In this issue of Close Up, we'll uncover their strategies for adopting new tech solutions to enhance business workflows and drive success in the global economy.

# 5 practices large enterprise companies use when adopting technology

## 1 Dedicated AV Resources and Teams

Large enterprises allocate dedicated resources specifically for AV technology, recognizing its unique needs. They often have specialized teams focused solely on AV systems.

Application

- Smaller companies can assign AV responsibilities to tech-savvy IT staff.
- Stay updated on AV trends by attending tradeshow like AVIXA's InfoComm or subscribing to industry publications.

## 2 Scalability and Standardization

Enterprises require scalable AV solutions for various spaces. Standardizing room designs ensures consistent functionality and simplifies management.

Application

- Use Ford AV's expertise to identify your meeting space needs.
- Develop a standard design, gather feedback, and use it for new spaces.

## 3 Human-Centric Design and Workflow

Large companies focus on AV systems that support meeting scheduling and workflow integration, reducing meeting initiation time.

Application

- Use software to collect insights on tech usage.
- Leverage data for future tech deployments.

## 4 Network Integration and Remote Management

Networked AV systems allow for remote management, reducing downtime and improving reliability.

Application

- Smaller organizations benefit from remote monitoring.
- Solutions like Ford AV's AVRMM provide early detection and resolution of issues.

## 5 Continuous Improvement

Enterprises plan for continuous improvement and regular AV system upgrades to keep up with technological advancements.

Application

- Work with Ford AV to develop a maintenance plan and upgrade software as needed.
- Utilize Ford AV's full-time on-site support services.



"My advice would be to focus on scalability and standardization. Partnering with experts like Ford AV can provide the necessary support and expertise to make the process smoother and more effective."

— Jeff Joseph - Indeed

## innovation indeed

Indeed, the world's largest job listing website, operates in over 60 countries, hosting thousands of meetings daily. Jeff Joseph, a senior manager on Indeed's global real estate team, leads the charge in deploying and managing advanced technology across the globe. From small huddle spaces to large auditoriums, Jeff's team is dedicated to optimizing collaboration and efficiency with cutting-edge AV solutions.

**Challenge and Strategy** | Indeed's rapid expansion required a strategic overhaul of its real estate portfolio. Partnering with Ford AV, Jeff's team implemented innovative wayfinding technologies and advanced video conferencing systems to enhance collaboration and provide an excellent experience with technology.

**Scalable and Standardized Solutions** | Ford AV helped Indeed integrate advanced video conferencing systems in hundreds of meeting spaces, facilitating dynamic collaboration with AI features like auto framing, tracking, and noise filtering.

**Network Integration and Remote Management** | Indeed's AV systems are network-integrated for remote management and monitoring, enabling proactive issue resolution and improved reliability across multiple locations.

**Human-Centric Design and Workflow Optimization** | Using data and AI, Indeed optimizes space utilization and functionality, ensuring each office setup maximizes productivity and user satisfaction.

**Digital Signage** | Direct-view LED displays deliver important messaging in multiple languages, crucial for effective communication in a global organization.

**Community Rooms** | Equipped with broadcast PTZ cameras, image magnification displays, and zoned sound systems, Indeed's community rooms support large gatherings and events with high-quality AV support.

# ALL IN ONE

# JOB DONE



Microflex Wireless neXt 2 is a two channel, all-in-one solution for hybrid meeting, training and education spaces that provides superior audio for **conferencing and presentations at the same time**. Even with its comprehensive feature set, including a combined receiver, charger, and IntelliMix® DSP, the system is easy to set up in minutes for effective collaboration wherever and whenever needed.



Scan to learn more





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At Ford AV, we provide extraordinary audio video solutions and craft experiences that elevate your world. With a passion for innovation and excellence, we transform ordinary spaces into extraordinary environments.  
**Let's Get Started!**