

Scaling Visual Infrastructure

Smart Workplace Summit

Presented By:

John Marshall, President & CEO, Userful



Scaling Visual Infrastructure



In an age of AV and IT convergence, Software-defined platforms have the potential to change the landscape of the AV-over-IP space. By evolving the traditional hardware-intensive environments with software-based solutions, the smart workplace can future-proof its operations with a flexible, scalable, secure platform, ultimately helping further modernize the digitally transformed workplace.

AV Trends



- ✓ Rising demand for AV services
- ✓ Increasingly distributed (inherently)
- ✗ Smaller AV or IT teams face growing management challenges
- ✗ Supply chain creates new access challenges
- ✗ Supply chain creates new cost challenges

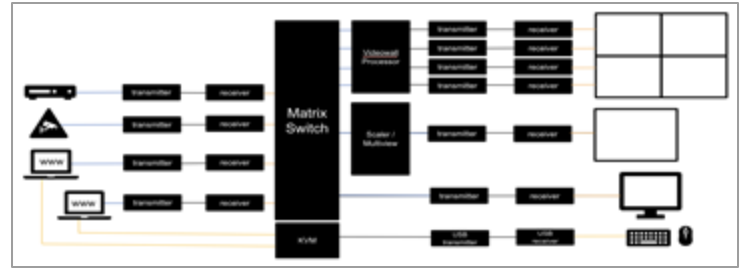
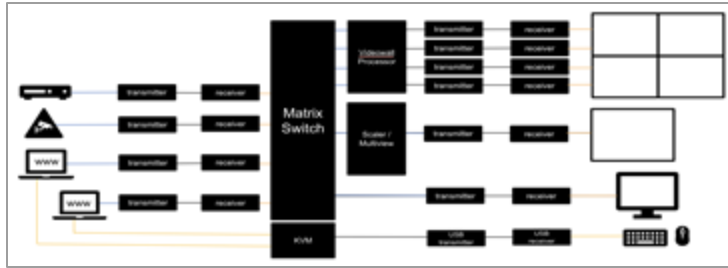
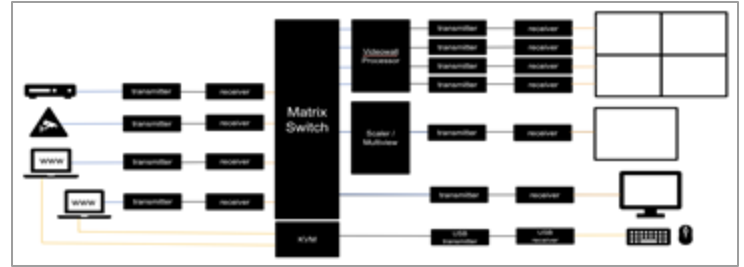
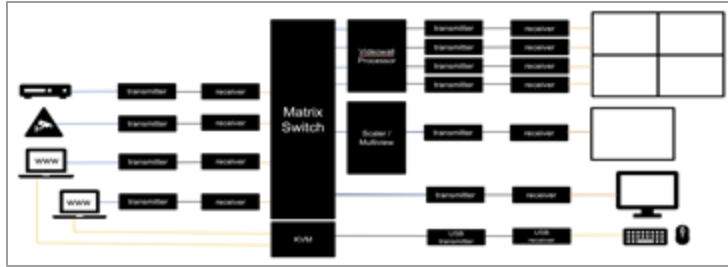
Evolving Visual Infrastructure

From AV Hardware to IT Software

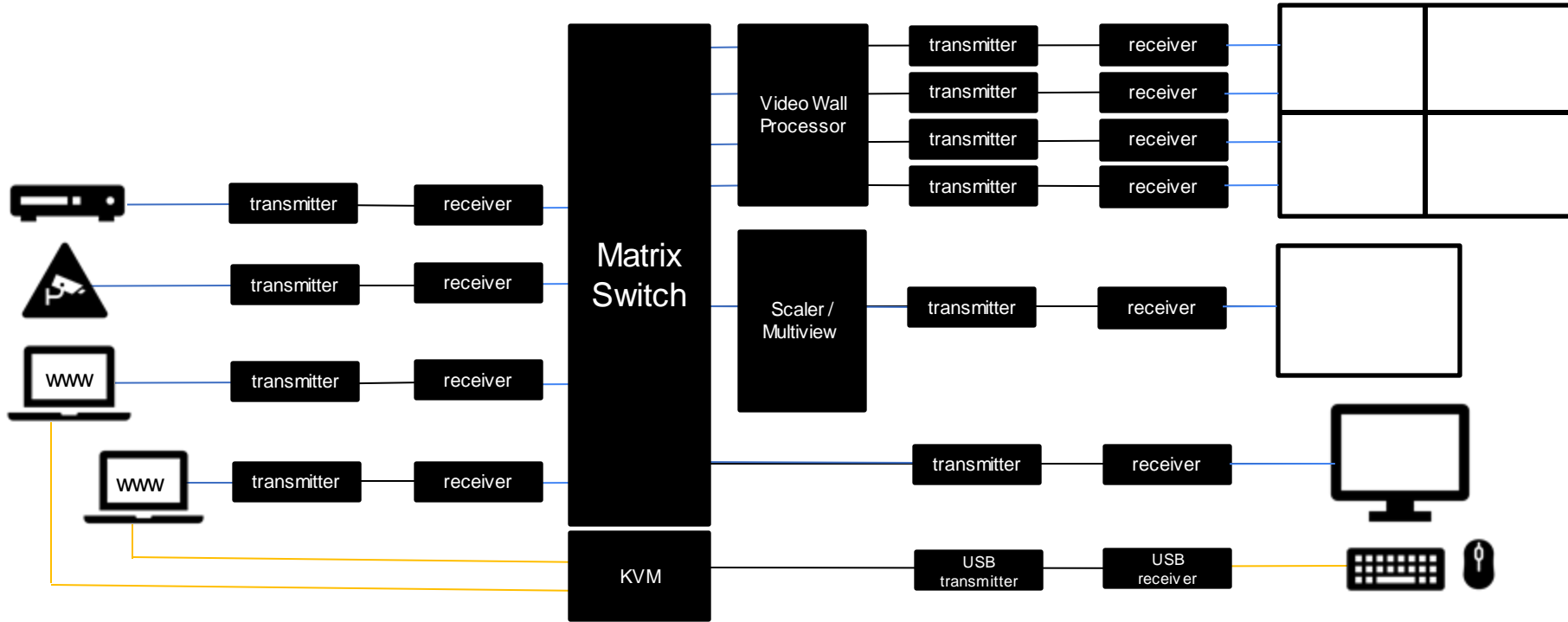
Silo'd Solutions Obscure the Challenge of Scalability



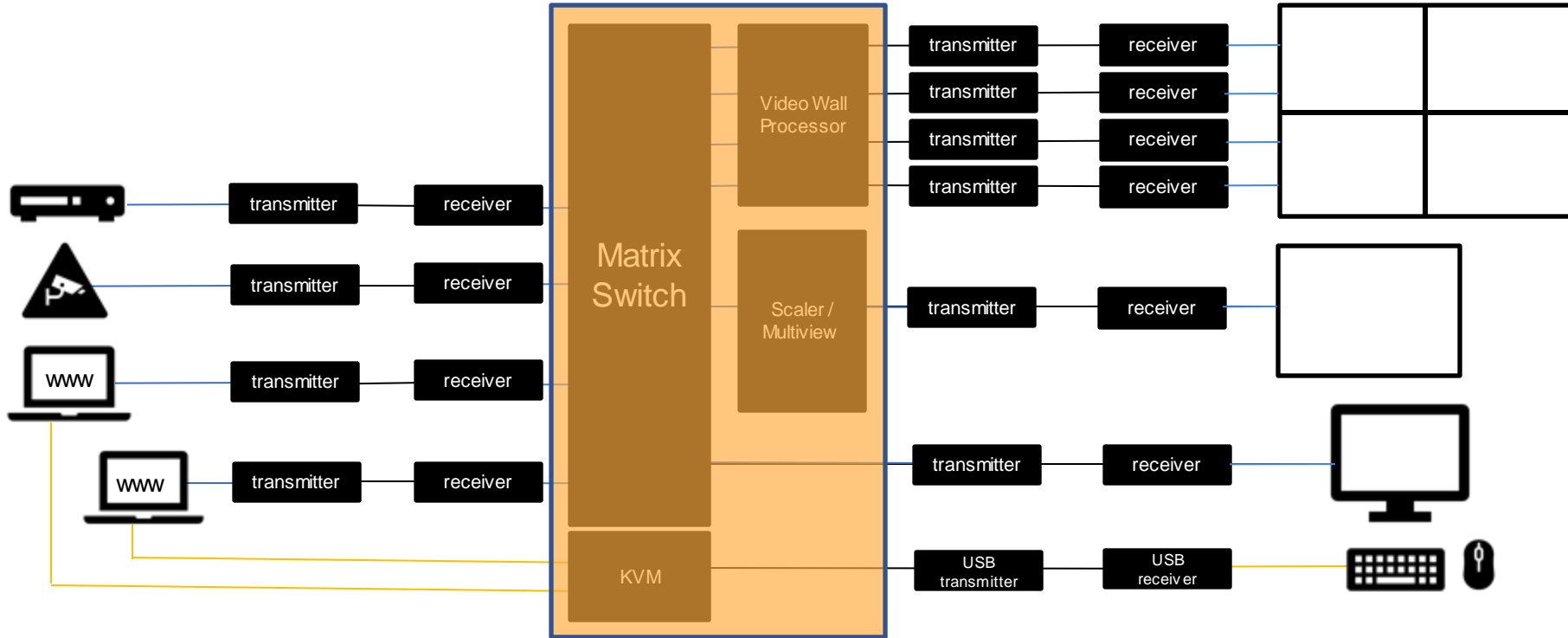
Traditional AV Architecture: Silos



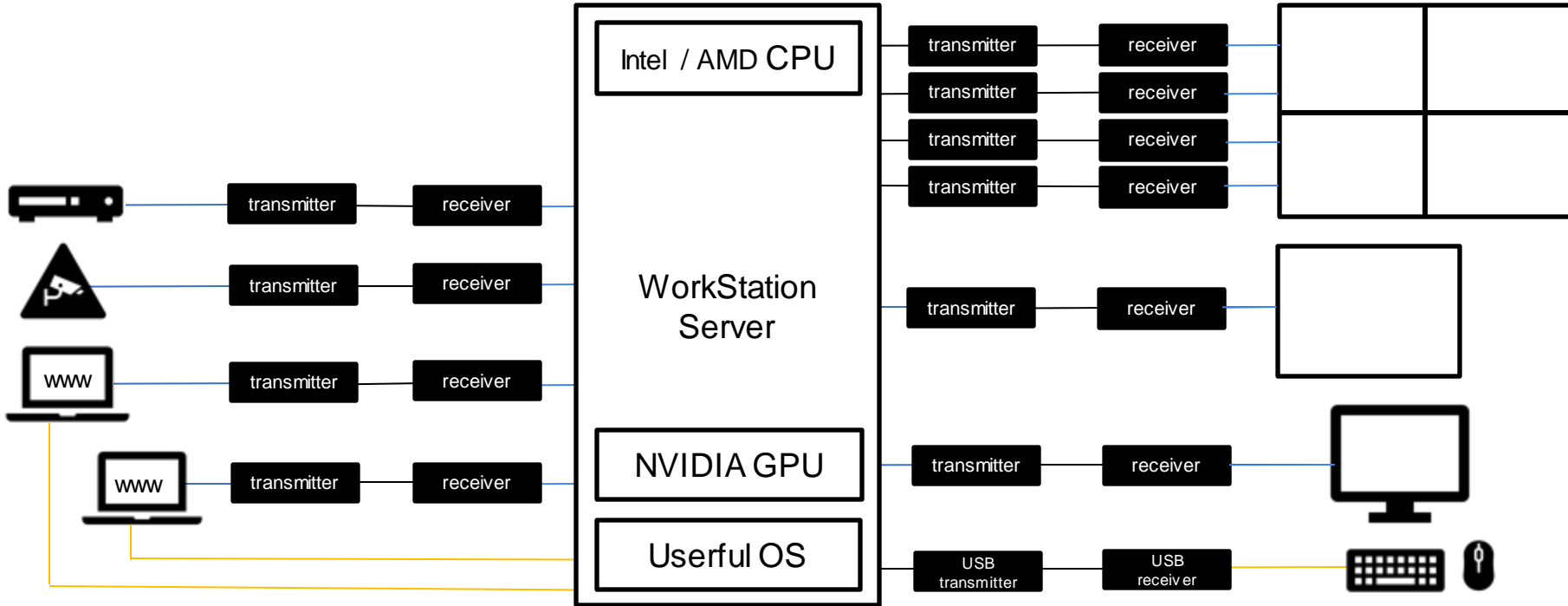
Traditional AV Architecture: Consolidation



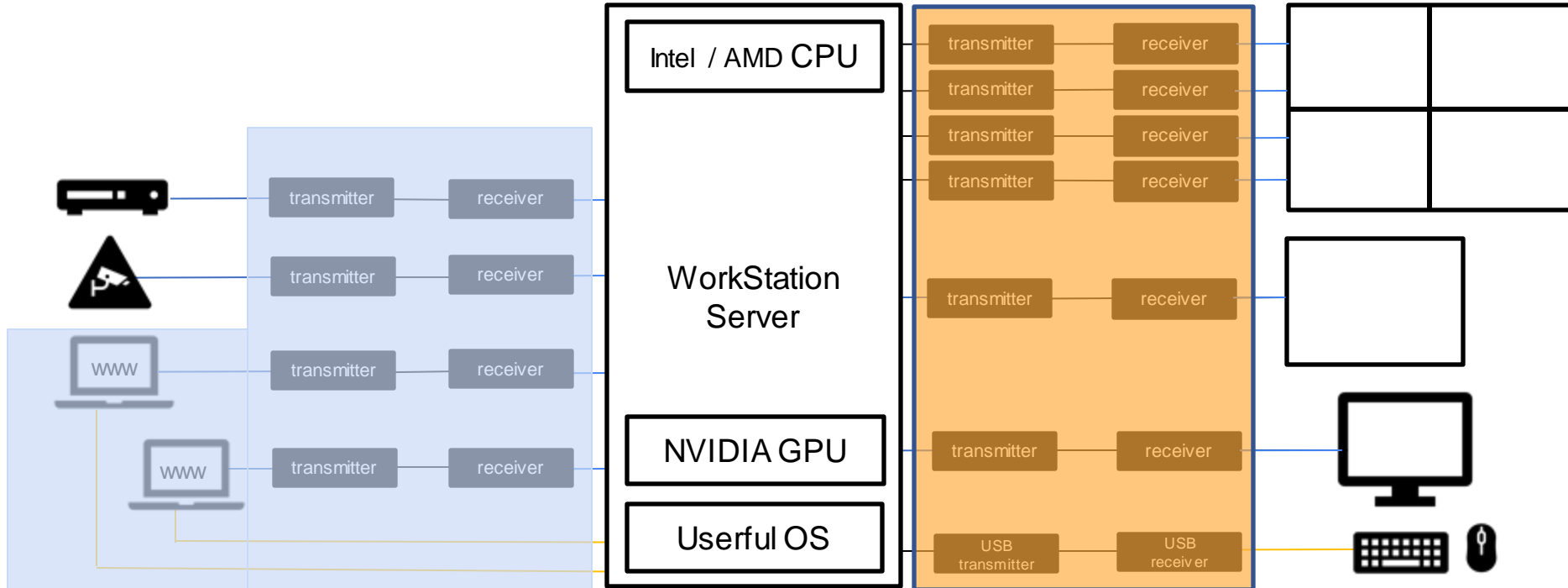
Traditional AV Architecture: Consolidation



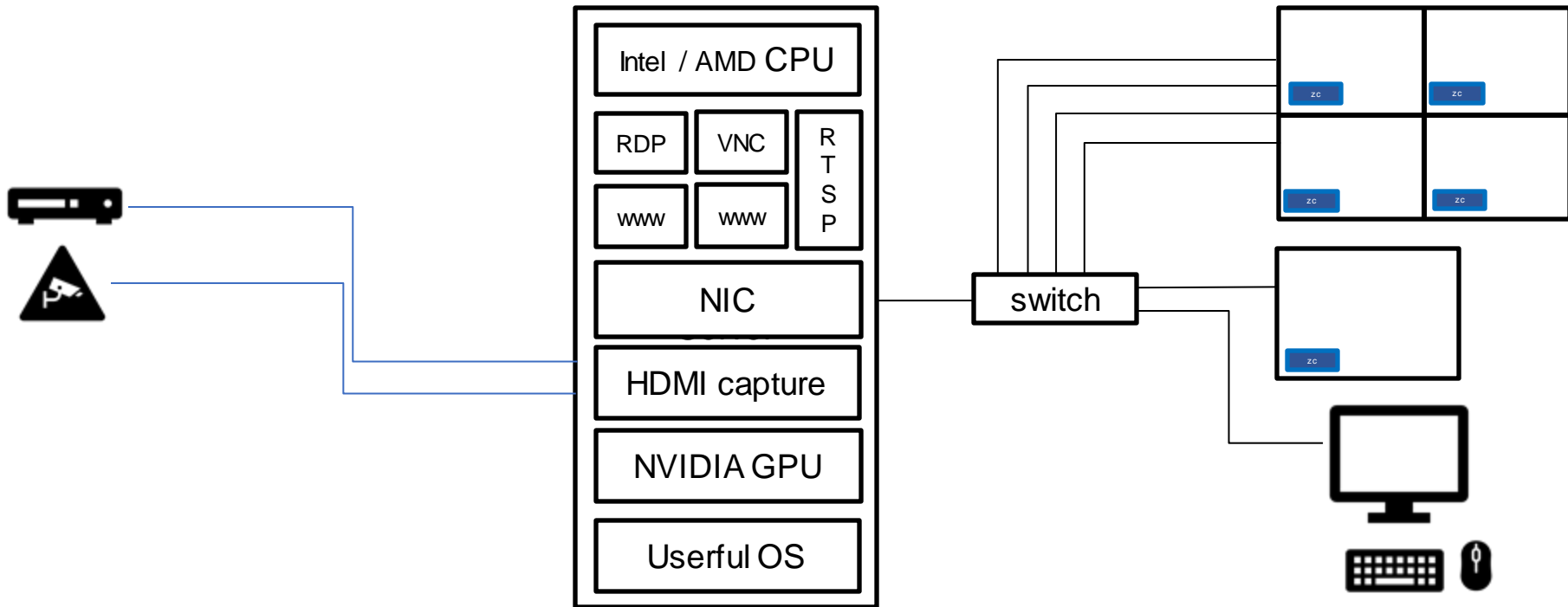
Traditional AV Architecture: Consolidation



Traditional AV Architecture: Consolidation



Software-Defined AVoIP Architecture (COTS HW)



Software Brings Manageability

- End-to-end Management
- uClient end-point Manageability
- Managed Updates
- Power Management
- Remote Reboot
- Locked Device Mode
- Browser-based access



Device Management

Software Lowers Total Cost of Ownership



1. Significantly less hardware
2. Hardware is off-the-shelf
3. Ends vendor lock in
4. Lower electrical install costs, electricity
5. Supply chain options
6. Flexible set up and training options
7. Software product: fewer risks of need to “rip and replace”
8. Single pane of glass access –
Platform can deliver integrated apps



I&O and Applications



Operations Centers



Corporate Signage



Meeting Spaces



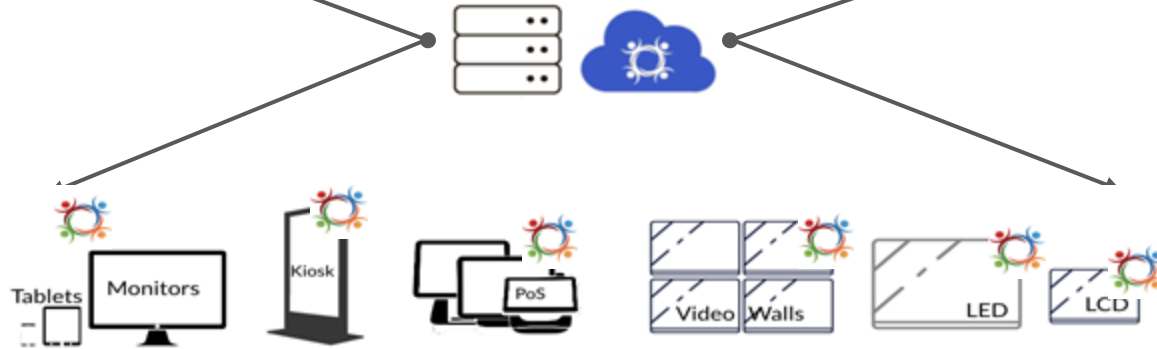
Video Streaming



Operational Metrics



Lobby & Experiential



- ✓ Rising demand for AV services
- ✓ Increasingly distributed (inherently)
- ✓ AV and IT teams gain management scalability thru Software
- ✓ Software opens new supply chain options
- ✓ Software lowers total solution costs

Thank you!

For more info: <http://www.userful.com/contact-us>