

# Meeting Room as a Service

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macomGROUP

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# macomGROUP – AV/IT consultants for Europe

With more than 2.500 successfully completed projects and over 20 years of professional AV/IT expertise, macom offers a unique portfolio of know-how and services.

**12**

LOCATIONS IN  
EUROPE

**80+**

AV EXPERTS

**>20** years

EXPERIENCE

**>2.500**

AV PROJECTS IN  
WORK-, LEARNING AND  
EXPERIENCE SPACES

**>100** MIO.

CLIENT AV  
INVESTMENT P.A

**2**

TECHNOLOGY AND  
WORKSPACE  
INNOVATION LABS



# The pressure is increasing

Influences on Corporate AV / IT



# Robert's challenge

Areas of responsibility and decision-making in AV / IT management

## Business requirements

- user journey & user experience
- meeting productivity
- business continuity
- flexibility

## Sourcing

- make or buy
- CAPEX vs. OPEX
- supply chain issues & independence
- single vs. multiple vendor model



## Deployment

- standard vs. non-standard
- speed & flexibility
- classic integration vs. AVaaS

## Operations & Governance

- service quality
- service availability
- performance measurement
- AV lifecycle management

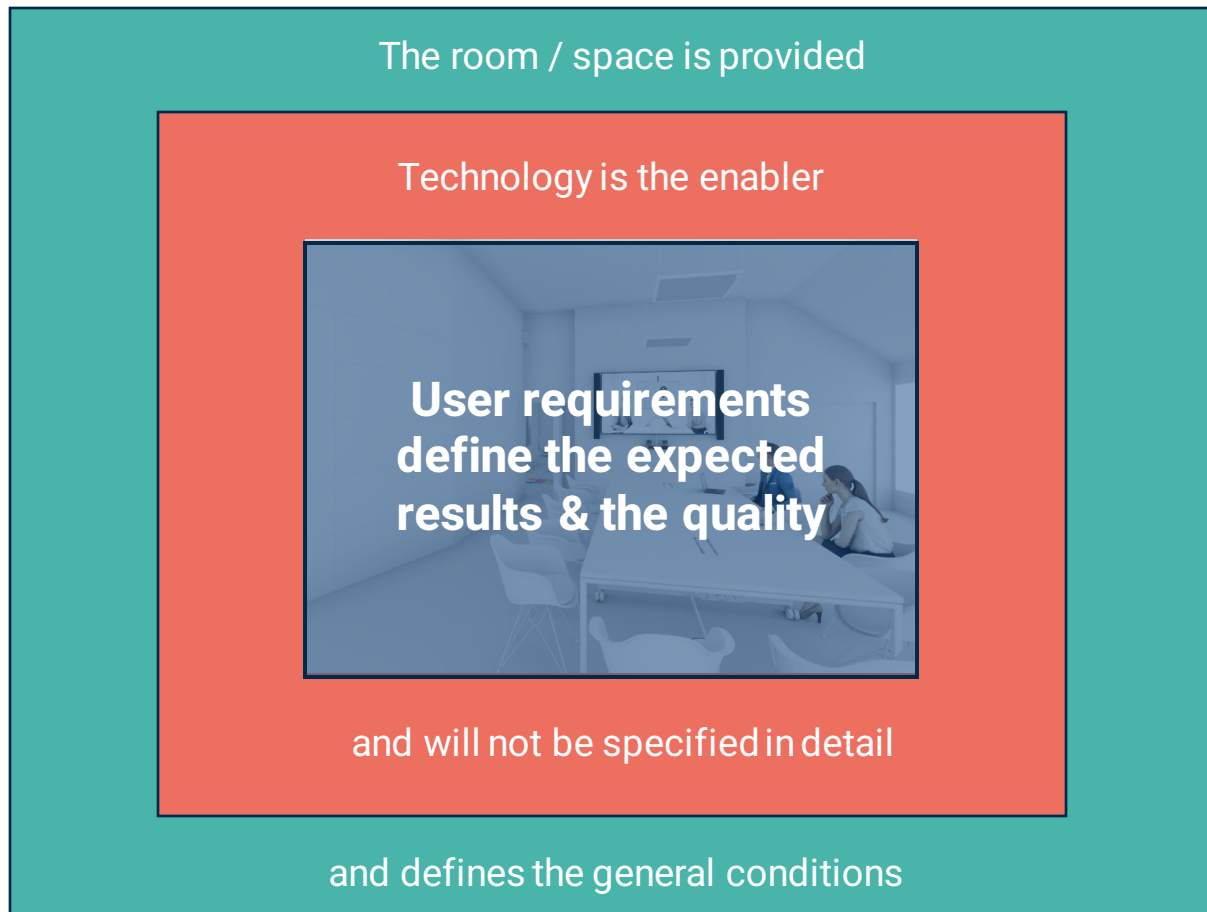
# Let's sort things out

Approach to scalability - standard vs. non-standard consideration



# Setting the scene

Meeting Room as a Service from a bird's eye



- Meeting Room as a Service means it's always about the expected results and qualities - not about a detailed technical solution
- The use case-based requirements and the desired results are defined and tendered – not a detailed bill of material.
- It is not about buying or leasing hardware
- There is no quality definition of products!

**The decision for AVaaS is a decision for a permanent provision of a service and not for a technical solution.**

# Let's make it tangible

<https://swapfiets.de/en>

Show products

All

E-bikes

City bikes

⚡ E-bike



## Power 7

Powerful e-Bike to comfortably ride longer distances.

Gears	7 gears
Power	508 Wh
Range (max.)	100 km

From  
€79.90 per month

[More details](#)

● Available

Subscribe

⚡ E-bike



## Power 1

Agile e-Bike to zip around the city and conquer shorter distances.

Gears	Single speed
Power	418 Wh
Range (max.)	80 km

From  
€59.90 per month

[More details](#)

● Available

Subscribe



## Deluxe 7

Sleek top notch pedal bike with 7 gears and hand brake.

Gears	7 gears
Brake	Hand and coaster brakes
Lock	Ring lock + chain lock

From  
€22.90 per month

[More details](#)

● Available

Subscribe

# What makes the difference?

Buy / Lease vs. Use / as a Service approach

Approach	
Meeting Room as a Service	<div>Change from technology ownership to usage &amp; performance based model</div>
Buy / Lease	

# Robert's opportunities

New business model for Corporate AV/IT

## Provide a measurable full service for standard rooms

- focused on user's needs and business performance
- OPEX based, continuously improved and scalable




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## Become a service manager and establish an AV governance

- plannable and controllable over the entire life cycle
- get transparency into usage and performance




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## Become an advisor for your business

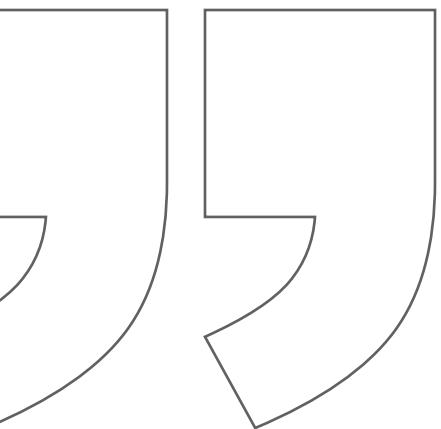
- focus on business needs and continuous improvement
- shift resources from „sneaker support“ to project management and special requirements projects



# Sneak Peek

macom360 Dashboard





**LIKE IT OR NOT,  
WE LIVE IN  
INTERESTING TIMES.**

**Robert F. Kennedy (1966, Kapstadt)**



# Thank you!



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