

7 Steps to Audio Visual Managed Services



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Vizual Symphony

Ideas in Focus

“Ideas in Focus” is our tagline at Vizual Symphony, and it is one that shapes every service and product we provide to our valued clients. Today’s business owners don’t have the luxury of only thinking about how to run their businesses. Most are wearing multiple hats at all times, trying to handle many tasks at once, and feeling like they are falling behind every day—especially when it comes to technology. It is our honor to come along side clients to take their organizations to higher levels of productivity and success by bringing their ideas in focus through audiovisual technology services.

Chances are, you don’t consider yourself an AV tech expert, and you shouldn’t have to be. You should be able to trust your audiovisual needs to the experts so you can focus on doing what you do best: running your business. While most business owners would love the idea of letting the professionals handle these services for them, the cost of services tends to be a roadblock. We wrote this eBook with these business owners and leaders in mind.

In the following chapters, we will cover exactly how business owners and organization leaders like you can take advantage of our Vizual Shield Audio Visual as a Service (AVaaS) program to obtain and pay for the technology solutions you need. We will cover the features of this program, including the consultancy, hardware, personalization, installation, and SLA contracts, as well as our replace and recycle services that will take your organization to the next level.





WHAT IS VIZUAL SHIELD?

It's nearly impossible to run your organization well and stay on top of the latest in audiovisual technology. Most businesses and organizations simply don't have the budget available or staff with the knowledge necessary to excel in this area. At Vizual Symphony, we have seen this time and time again over the thirty years we've been in the industry. To solve this common problem, we developed Vizual Shield.

Developed as an Audio Visual as a Service (AVaaS), our program is a way to pay for your AV solutions through Vizual Symphony. However, it involves much more than just a convenient monthly payment plan that works with your operating budget. It also involves a way to procure your solutions with added protection, flexibility, and control.

The agreement bundles your solution and support services, making it affordable while giving you all of the value-added services you need. Key features of our AVaaS include:

Solution Replacement Guarantee (SRG)

If the solution lacks the ability to meet the needs of your business, you have the option to upgrade to a brand new solution at any point during the term. Your existing contract will be completely forgiven without penalty fees or rolling over balances.

National Disaster Coverage

Under the agreement, we pay your insurance deductible, up to \$5,000, if your equipment is damaged by any natural disaster; lightning, tornado, fire, etc.

Bundled Support & Maintenance

Lock-in the cost of our maintenance or support service agreement at today's labor rates for the duration of your contract term. The monthly cost will be bundled without finance charges into the same payment as your equipment.



WHAT IS VISUAL SHIELD?

Accounting & Balance Sheet Perks

AVaaS is an operating expense, which is becoming more ideal for businesses. It can be the least expensive based on the time value of money, and there are little upfront costs. You free-up cash flow to drive your growth and protect credit lines. (Please consult with a trusted accountant on these benefits.)

Multiple End of Term Options

A lot can change in 3-5 years, and you may need to upgrade or renew with the SRG, or you may just want to return the equipment. You will have options that you can decide on at that time.

In the following chapters, we will dive into the specific features of our Vizual Shield program so you can know what to expect when you choose this service to meet your AV technology needs.



CONSULTANCY DELIVERS GUIDANCE TO ACHIEVE THE RIGHT AV SOLUTIONS



When it's time to upgrade the audio/video technology for your business or organization, it's important to have expert assistance to guide you in the right direction. It can be a confusing and overwhelming process. At Vizual Symphony, we understand the unique needs of businesses like yours, which is why we provide such a thorough and personalized consultancy process through the Vizual Shield program.

As a boutique firm specializing in audiovisual, we offer customized services rather than cookie cutter packages like you might expect. Our services are comprehensive and all-encompassing, which means we can be your one-stop-shop. No need to deal with the complicated and often frustrating process of working with multiple companies.

Part of our proprietary process is an in-person consultation. We come to your business to gain a crystal-clear understanding of your goals and your current audiovisual situation, so we can then provide the exact services you need to take your business to the next level of effectiveness.

Your Vizual Symphony consultants will be involved in the process from the first meeting all the way through to project completion. And because you are taking advantage of our AVaaS Vizual Shield program, our expert consultants will continue to be there for you throughout the length of your agreement to provide guidance and assistance as needed.

THE VALUE OF CONSULTANCY

We often find that our clients know they have a need and recognize it's time to upgrade technology to remain competitive in their industries, but they simply aren't sure what equipment and systems they should purchase to get the results they want. This is where our consultants shine, coming alongside you to provide the expertise and services you need to move forward with confidence.

Vizual Shield consultants are extremely hands-on in every phase of your project, even after the installation. This brings our clients peace of mind and helps tremendously when you are training employees on new equipment or experience turn-over in your business. You are our top priority, which is why we only work with as many clients as we can serve with excellence.

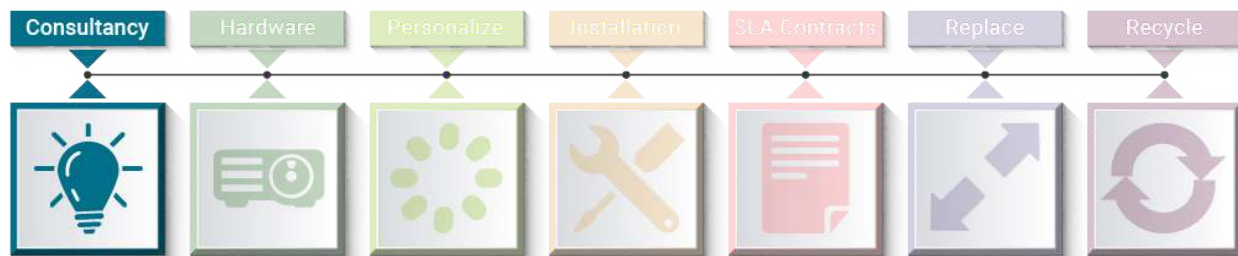
THE IN-PERSON CONSULTATION

During our first consultation with your company, we like to meet with all stakeholders to ensure we are all on the same page and have the same goals. We listen closely to you, so we can catch your vision for your business or organization. We want to hear it all. It's important to us to learn about your target market, your greatest challenges, and your biggest dreams, so we can help you to make your goals a reality.



Part of the Vizual Symphony consultancy involves what we call the Discovery Process. This is where we dig deeper into the project and get to know your facility. Different spaces will require different types of equipment. The best way for us to find the right fit for your organization is to see your building first-hand. We will do a walk-through of your facility and get all of the measurements we need to plan-out the most effective ways to design a space that is ideal for your purposes and your building structure.

During this process, we will also sit down with you to explore your budget and desired project time-frame and go over the payment options available through Vizual Shield. We've tailored the Vizual Shield consultancy process to make obtaining and navigating your new technology solutions as straightforward and easy as possible.



WHAT TO EXPECT FROM YOUR VIZUAL SYMPHONY HARDWARE



The hardware is an essential component of the Vizual Shield program. As part of the service, you will receive the latest, state-of-the-art equipment. We are continually learning everything we can about the best products on the market. Our Vizual Symphony team members are proud to be AV hardware experts and work hard to utilize that expertise to benefit your organization.

The type of hardware you will need depends greatly on your industry and your objectives. We know there are no one-sized-fits all hardware bundles for companies and organizations, which is why the Vizual Symphony consultancy is so vital to the process. We will work closely with you to assess your facility and your goals to identify the ideal hardware to meet your organizational needs.

WHAT KIND OF HARDWARE WILL YOUR SOLUTIONS INCLUDE?

Our clients' applications and hardware needs vary, but here are some of the most common pieces of equipment they require:

- Cameras and any necessary camera controls
- Microphones (hidden or visible)
- Screens
- Speakers
- Displays
- Recording devices (cloud-based or hardware on site)
- Echo-canceling gear
- Control systems
- Seamless infrastructure, including cabling, fiber, cohesive tech from building to building
- Interactive tools integrated into displays and screens
- Credenzas to keep equipment out of view to achieve a tidy aesthetic
- Huddle spaces in nooks, including cushions, chairs, benches, displays, and outlets to charge devices
- Built-in features for confidentiality with AV recording and presentations (turn off audio/video)
- Streaming video and audio - digital feed recording goes straight to a transcription service

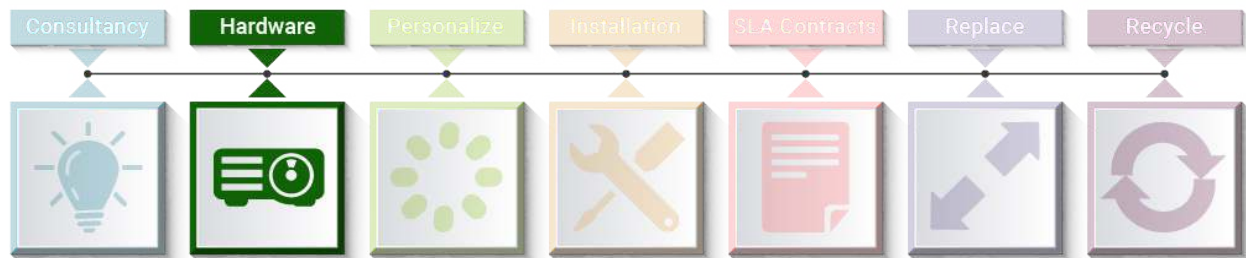
No matter your business or organization type, you need your hardware to look just as great as it functions. Plus, you want the hardware to be extremely user-friendly. You don't have time to waste trying to figure out where cords go or how to get something to work. You and your staff



WHAT TO EXPECT FROM YOUR VIZUAL SYMPHONY HARDWARE

simply want to get down to business and have everything run like a well-oiled machine—as it should!

As we help you to identify the right hardware, you can be sure we are focused on making your life easier and your business more productive and successful.



HOW PERSONALIZATION MAKES THE DIFFERENCE FOR YOUR AV SERVICES



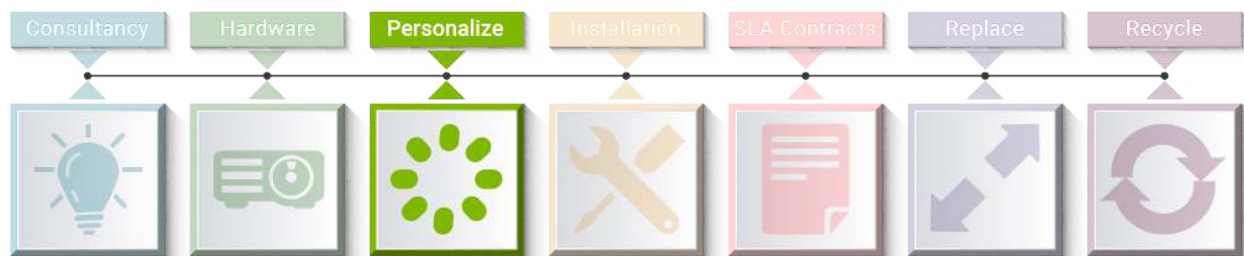
In a world of cookie-cutter services and impersonal, big box stores, the idea of personalization may seem like a foreign concept. We have made it one of our specialties and a core component of our Vizual Shield program.

From the first consultation with our team, you will begin to see we are committed to learning all there is to know about your organization and your audience as well as your AV challenges and goals. We take the time to learn all the ins and outs of what you do in order to provide the kind of personalization to make your business even more efficient.

Vizual Shield takes all the guesswork out of getting, installing, and maintaining the equipment you need, and offers a higher-level of personalization that you simply won't find through any other AV provider. Perhaps your AV needs change over time and you discover you require add-ons and new technology to be competitive in your industry. Vizual Shield makes this possible.

The program is built on flexibility, affordability, and convenience. After all, the way people buy and use technology has changed drastically over the years. Why would AV services remain stagnant? In some cases, owning technology can prevent you from being agile in the market because it lacks that flexibility and can bottleneck your growth.

Putting the focus on outcomes, access, and tech usage—all the while being able to upgrade and adjust your technology as needed—will provide you with a unique advantage. Our AVaaS program makes it easier to personalize your AV needs to grow and evolve your technology as your organization grows and evolves.



THE BENEFITS OF EXPERT INSTALLATION



The installation of your audiovisual technology is essential to your organization's success. This is one area where you simply can't afford to cut corners or go the cheapest, fastest route to accomplish the task.

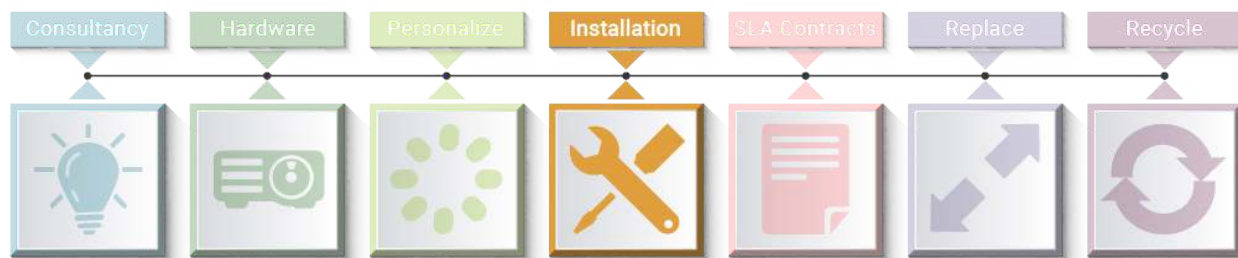
What makes our installation process so streamlined and efficient? We plan, plan, plan and then plan some more before we begin. Once we've confirmed the preferred timeline of your installation, we kick off with a project meeting including the key players on our technology team and any of your staff members relevant to the project, such as IT, facilities management, and electricians.

That's when we map out exactly what needs to happen, list out the tasks, and determine who is handling which task. The key decision-makers and stakeholders verify and confirm the details, so nothing begins until everyone agrees it's time to start.

TESTING OFF-SITE BEFORE INSTALLATION

After we've ordered the equipment, we send it to our professional installers who stage it and test it before it ever arrives on your site. While some companies only test at the business's site, we like to take this extra step to minimize disruption for your organization. By staging and testing everything prior to your installation, we can fix any glitches and ensure an efficient, seamless install.

Assembling items prior to delivery on your site will also keep your location clean and free from the mess and tools involved in the unpacking and assembly process. Once our installers are certain all equipment is running optimally, they will bring it to your job site and begin the final installation.



SLA AGREEMENTS



One important component of the Vizual Shield program is the Service Level Agreement (SLA). This agreement maps out what your organization requires from us for ongoing AV service and support. The agreement also involves what our response time will be and our specific commitments to your facility.

When you are dealing with any type of technology, problems happen from time to time. Whether a piece of equipment is malfunctioning or the software is in a glitch, you don't have the time or expertise to deal with the issue. Thankfully, you don't have to be one of those business owners who must Google tech repairs in a desperate attempt to get things running again.

With our SLA, you can have peace of mind knowing we will be there to handle any issues right away so your organization can keep productivity high. You'll already know how soon to expect our help and how often we will be in contact. You will even know how many touches it may take us to solve problems for you. Knowing what to expect from our service minimizes frustrations and keeps everyone on the same page.

SIMPLIFICATION FOR AV SERVICES AND SUPPORT

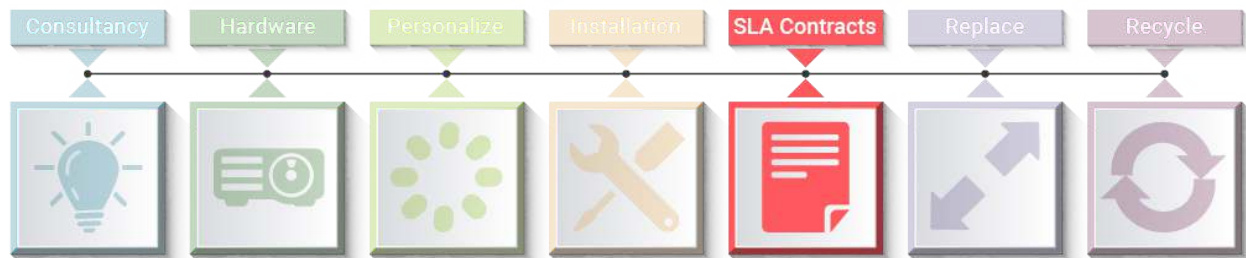
We designed our Vizual Shield program as a tool to simplify your AV technology services and costs. Investing in new technology is a significant expense for any business or organization. The risk is that once you own the new technology, you may discover it bottlenecks your growth and prevents you from being agile in the market. What you need is flexibility and affordability—upgrades and new technology without having to start over from scratch and go into significant debt.

Your solutions and support services are bundled into a convenient package, so everything is covered—even if you require personalization, upgrades, and add-ons in the future. Under the Vizual Shield program, you will have the ability to keep your business at the forefront of AV technology through your operating expense, rather than dealing with traditional leasing and cash investments.



SLA AGREEMENTS

As a business owner, you have your fair share of complicated tasks throughout the day. Our SLA agreement is one way you can make things easier for yourself and your team. It's essentially taking the guesswork out of your AV services. No more surprises or feeling like you are completely on your own trying to navigate the world of AV tech.



REPLACE REPLACE OUTDATED, INEFFICIENT TECH



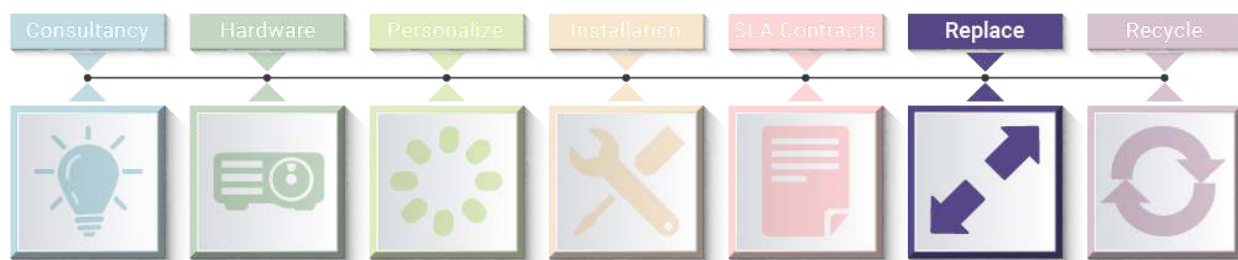
When your latest, greatest AV technology feels and looks so shiny and new, it's difficult to imagine that a day will come in the not-so-distant future in which you need an upgrade. However, change is inevitable, and it's important to have protection in place so you aren't locked into technology that no longer serves your needs.

The Vizual Shield program includes a Solution Replacement Guarantee (SRG); this is the protection you need from technology obsolescence. It provides you with the ability to grow, remain competitive, and be agile in the market by always being at the forefront of technology. SRG upgrades or replaces your solutions at any point in the term if they are no longer meeting your needs. Plus, there are no rollover balances or penalty fees.

In the past, outgrowing your organization's technology meant that you had to keep using it until you could afford to invest in something new. That strategy no longer works in today's fast-paced, technology-driven world. These days, you can't afford not to have the best technology. Without it, your business will fall behind fast.

Because SRG is part of your Vizual Shield program, it's all covered by your monthly payment. There's nothing extra required. Your organization's technology is meant to make you more productive, efficient, and profitable. When you invest and own the technology, you also own the additional responsibility of it holding you back when something goes wrong or it no longer serves your purposes.

Through the SRG, you can focus on operating and using the technology while it is useful and avoid the risk of being chained down to obsolete, outdated technology. Vizual Symphony consultants are there to keep tabs on your productivity and profitability. We can guide you every step of the way and help you to realize when it's time for replacements or upgrades.

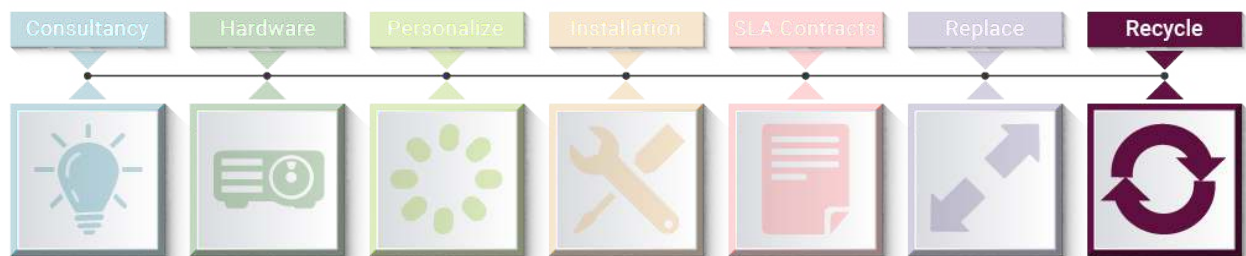


RECYCLING SERVICES FOR YOUR OUTDATED AV EQUIPMENT



If there comes a time when your business chooses not to renew or refresh your technology and equipment, we make the process as easy as possible. Never fear that we will just walk away and leave you with equipment you no longer want or need. Our team will be there to remove the gear from your site and provide the appropriate recycling services. If you are interested in keeping the equipment but just want to discontinue your Vizual Shield plan, you can purchase the used equipment for a small fee.

Clearly, equipment can't just go out on the curb or to the landfill. It's our responsibility to ensure we handle it properly, and we take that responsibility seriously. If we determine your gear has some life left in it, we can refresh it and then pass it on to non-profit organizations or schools.



SUMMARY

BEGINNING YOUR VS JOURNEY TO OPTIMAL AV TECH SOLUTION

Whether you are ready to sign up for Vizual Shield or have additional questions, we welcome you to contact our expert team today. We are here to help your organization achieve your goals for productivity, efficiency, and growth. Bringing your ideas in focus through the latest in AV technology is no longer a challenge when you have the support of a team of professionals who are there for you every step of the way.

**SIGN UP FOR
FREE CONSULTATION**

