

AUDIOVISUAL AS-A-SERVICE CASE STUDY

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

**CENTRALINA**
REGIONAL COUNCIL

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.



INTEGRATOR HIGHLIGHT

Premiere Communications & Consulting, a Kane Company, is a technology system integrator dedicated to providing clients with the highest level of quality and efficient technology infrastructure that delivers optimum performance needs. Premiere understands the complexities of today's changing market and rapidly evolving technology. Therefore, Premiere has adopted a service-focused sales model to address these challenges. With their exclusive technology-as-a-service subscription payment program, Premiere helps its client's future-proof their technology, preserve their capital, and always have the support and maintenance services they need, when they need them.

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

Geraldine connected with Lee Thompson from Premiere Communications & Consulting, a Kane Company. After listening to the concerns and evaluating their needs Lee identified two challenges; one, there was a poor design of the existing system and two, there was not enough equipment to outfit all of the additional rooms in their new location. Through his discovery process, Lee also identified that Geraldine wanted the peace of mind that Lee and his team at Premiere would be there for them through training and ongoing support services to help maximize the technology and overall user experience. Taking all of this into consideration made it easy for Lee to recommend Premiere's AV-as-a-service (AVaaS) solution.

AV-AS-A-SERVICE

Premiere's AVaaS solution is a use-based monthly payment subscription solution, powered by TAMCO, for AV technology hardware and support services with more flexibility, control, and peace of mind.

With Premiere's AVaaS solution, Centralina would never have to worry about staying abreast of technology advancements, being held back by obsolete and ineffective technology, or having to deal with the frustrations of a poorly designed system. They would always be protected by the support and maintenance services of Lee and his team at Premiere for the entire term of their contract. Additionally, Centralina appreciated the peace of mind AVaaS provided in the event that they need to migrate to new technology or if the solution becomes obsolete they could pivot without financial repercussions.

THE SOLUTION CONT'D

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 Lee and his team at Premiere 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

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THE RESULT

By choosing Premiere's 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, Premiere's ongoing support services ensured that the AV equipment operated smoothly, minimizing downtime and maximizing utilization. The council can focus on its core responsibilities without the hassle of managing AV infrastructure, trusting Premiere to handle all maintenance and technical issues promptly and efficiently.



CONCLUSION • GOAL ACHIEVED

With Premiere's AVaaS solution, Centralina Regional Council successfully achieved 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 continue to rely on Premiere as their trusted AV partner, enabling them to conduct seamless meetings that contribute to their mission of regional growth and economic development.