



Use Case Story

Crestron Fusion™ Enterprise Management Platform:

How usage data saves you money



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Introduction

Crestron control platforms integrate systems and technologies that typically operate in silos so they work together as a single system. Audio, video, voice and data, lighting, security, digital signage, Building Management Systems (BMS), shades, and heating & cooling systems can be managed remotely and globally.

Crestron Fusion adds a layer of intelligence to turn an integrated building into a “smart” building, enabling complete Enterprise Building Management. With Crestron Fusion you have complete visibility of all the devices and systems in every room in every building on the campus or around the world.

Crestron Fusion provides more data points and connects them in ways that no other platform can. Robust usage reports supply the intelligence needed to make informed data-driven decisions about purchasing, staffing, scheduling, resource allocation, and workspace design. With Crestron Fusion, you’re not merely monitoring systems and controlling devices; you’re managing the enterprise.

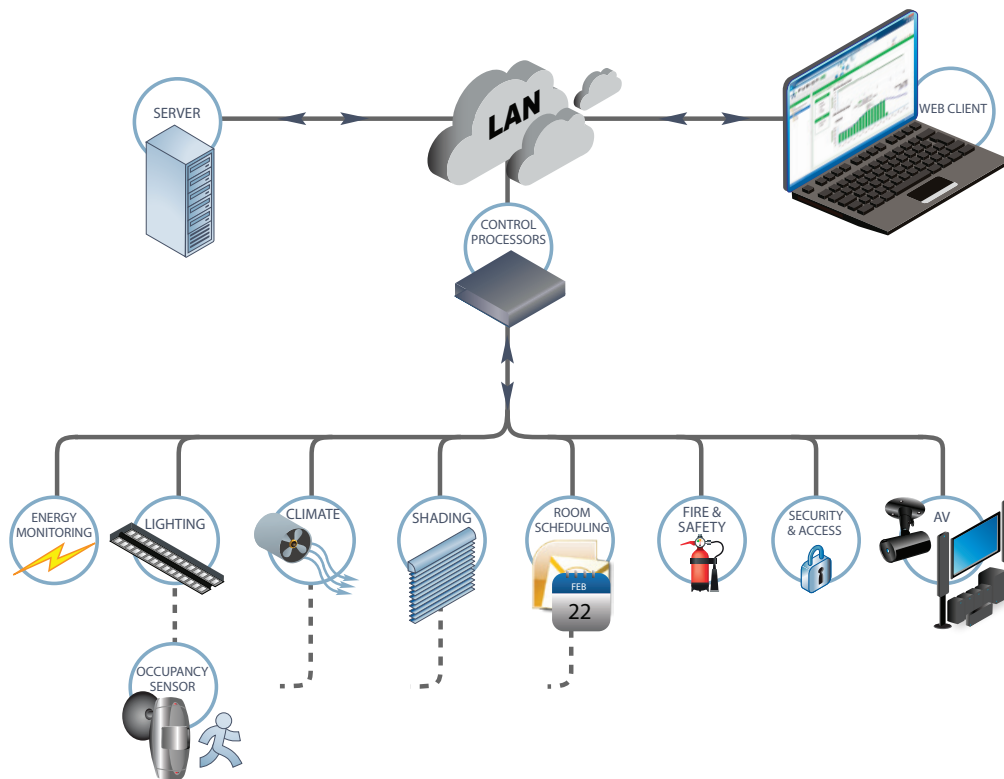


Figure 1: Crestron Fusion RV System Overview

Crestron Fusion RV



Crestron Fusion RV (RoomView®) software enables facility and IT managers to centrally monitor, manage, and maintain AV resources in every room. You can track equipment usage to schedule preemptive routine maintenance, reducing tech support cases. When issues arise, you can provide real-time remote technical support and receive instant alert notifications on any web-enabled computer, mobile device, or touch screen, minimizing downtime. Built-in room scheduling empowers end-users to schedule meetings and book rooms.

One of the most powerful features of Crestron Fusion RV is tracking and reporting of room and device usage by time, date, and users. By seeing which rooms and technology are used most – and by whom – you can maximize room usage and more effectively plan budgets and forecast staffing needs. Assets can be auto-discovered upon deployment for improved tracking, and built-in templates make it easy to run quick reports. Custom reports can quickly be added dynamically and scheduled reporting automatically sends any report to a group of recipients on a recurring basis.



The challenge

Facility managers at a Fortune 500 company were struggling with video teleconferencing (VTC) room availability issues. Even with more than 300 conference rooms in their U.S. offices alone, workers would book whatever rooms they could find, rather than the room they really needed. Specifically, workers were complaining that there weren't enough meeting rooms with VTC technology. Given the considerable costs associated with building and equipping these rooms, the facilities management team at the company determined that a technology standard and room management processes were necessary to ensure maximum efficiency and meaningful cost controls.

The facilities management team established the business requirement that room scheduling information had to be displayed on touch screens mounted outside conference rooms using Microsoft® Exchange as the engine. With Hallway Display, workers could instantly reserve a room directly from the touch screen; Exchange would then update the room schedule in Outlook®.

Despite the ability to book rooms in Outlook, workers were holding spontaneous meetings in any empty room. This frequently interfered with scheduled meetings in rooms that were selected specifically for their video conferencing capability. This often resulted in groups spending valuable time searching for another room with video conferencing equipment. Attendees for scheduled meetings found themselves in disputes with colleagues, and scheduled rooms would go unused when organizers cancelled meetings but didn't release them in the calendar. To end this wasted productivity, the client needed to implement a networked room scheduling system, ensure efficient use of both rooms and devices, and have informational resources to evaluate results.

The solution

After evaluating all available vendor solutions, the client standardized on Crestron Fusion RV. It was the one solution that offers the level of flexibility, integration, and results they required. The built-in reporting tools in Crestron Fusion RV produce actionable usage data that can redefine conference space standards at the company, including the technology installed in rooms, such as displays, and the number of room types constructed.

Crestron Fusion RV integrates with Microsoft® Exchange Server for room scheduling and with SQL Server® for direct database integration. This enables building occupants to conveniently book rooms based on location, capacity, and assets. The software also enables network room scheduling from the RoomView add-in for Outlook® and from a touch screen conveniently wall-mounted outside each room. The RoomView add-in for Outlook displays the appropriate rooms for each meeting based on the number of participants and technology needed, ensuring efficient resource allocation and increased productivity.

To gather data on room usage, Crestron motion sensors were installed in the conference rooms and integrated with Crestron Fusion RV. When the motion sensors detect that no one has shown up for a scheduled meeting, Crestron Fusion RV automatically releases the room and clears it from the calendar and the touch screen to indicate the room is available for use.

Scheduled reports on room and technology usage were automatically sent to the facility managers on a regular basis. The data in these reports indicated that rooms with VTC technology were seeing an extraordinary amount of use. And yet workers were constantly complaining about the unavailability of the VTC rooms. This compelled the facility managers to conduct a study.

The study

The facility managers wanted to determine how often rooms with VTC technology were actually being used for video teleconferencing. Using Crestron Fusion RV, they generated two reports that revealed highly insightful usage data. A side-by-side analysis was then constructed from the data.

Report 1: Meetings by Room

This report showed that utilization of VTC rooms, compared to rooms without VTC capability, was indeed high.

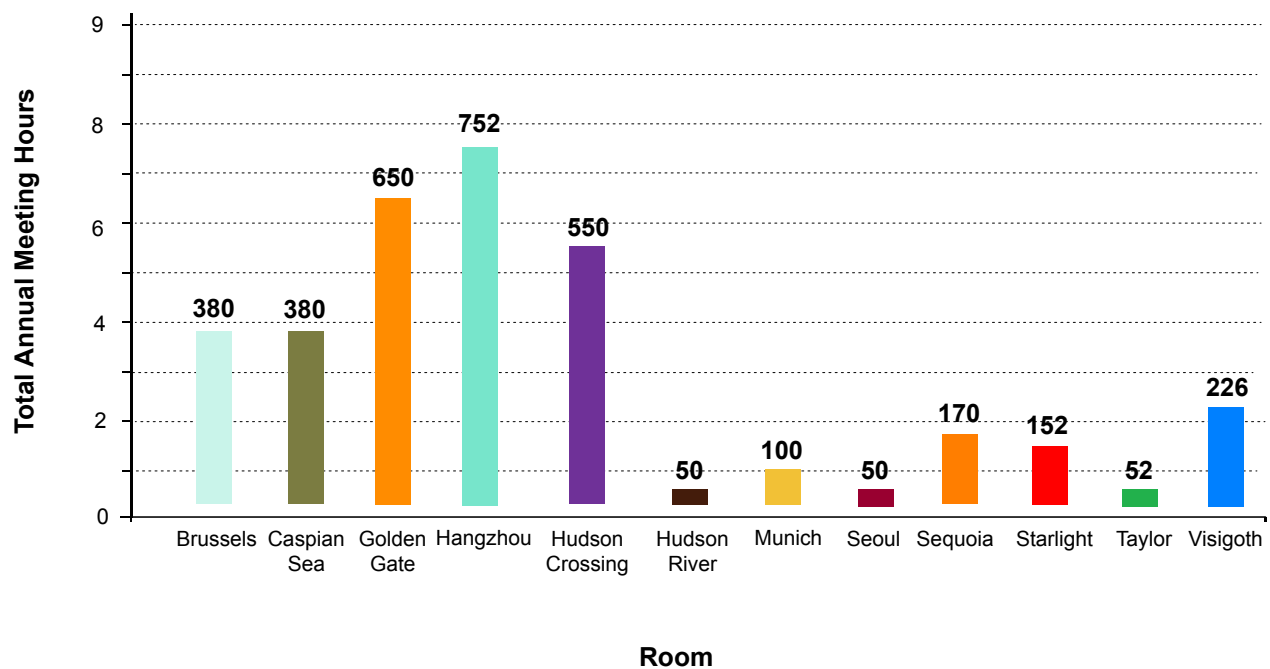


Figure 2: Meetings by Room report shows the most popular rooms – Golden Gate, Hangzhou, and Hudson Crossing – are the ones with VTC capability.

Report 2: Device Usage

The Device Usage report charted the exact number of hours the VTC technology was being used in the three VTC rooms.

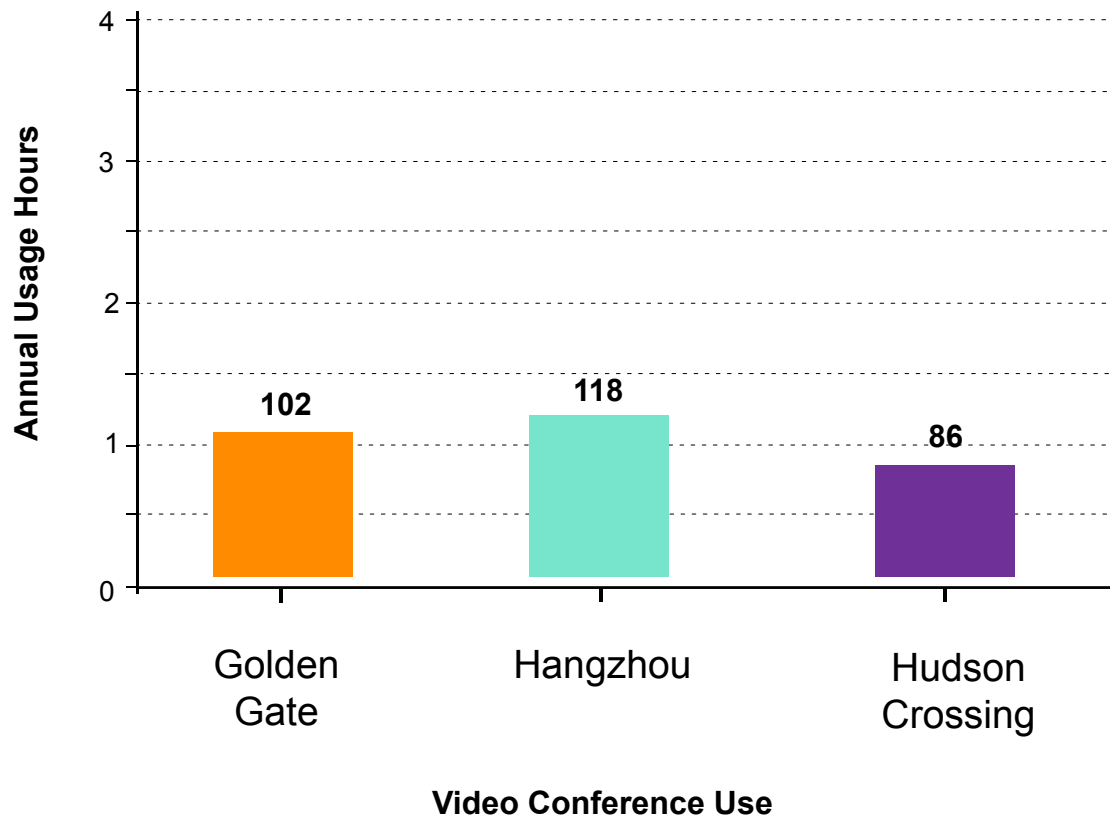


Figure 3: Device Usage report shows number of hours, annually, VTC technology is being used in the three VTC rooms.

Analysis: VTC Room Usage vs. VTC Technology Usage

By comparing the two reports, it was clear that while the VTC rooms appear to be in heavy use, the VTC technology in them is logging less than 16% of use per day. This indicates that the VTC rooms are not being used for their intended purpose of video teleconferencing. Rather, they're being used for presentations or general meetings.

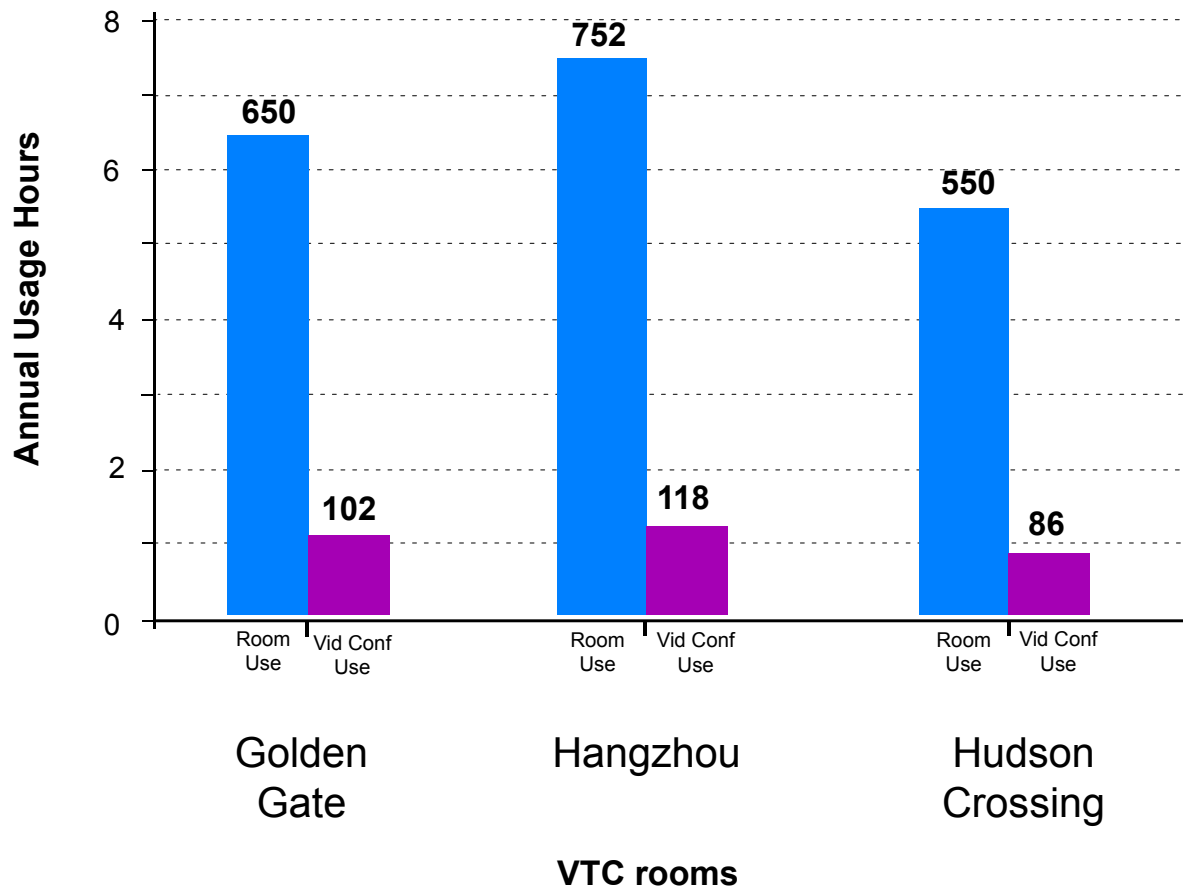


Figure 4: By charting the annual VTC room usage against the VTC technology usage in those rooms, it's clear that the VTC rooms are not being used for their intended primary purpose: video teleconferencing.

Report 3: Top Meeting Organizers

This report revealed that Joe Smith and Martin Perez are the most frequent users of the VTC rooms. As a result, the facility managers informed them that they had to stop using the VTC rooms for purposes other than video teleconferencing.

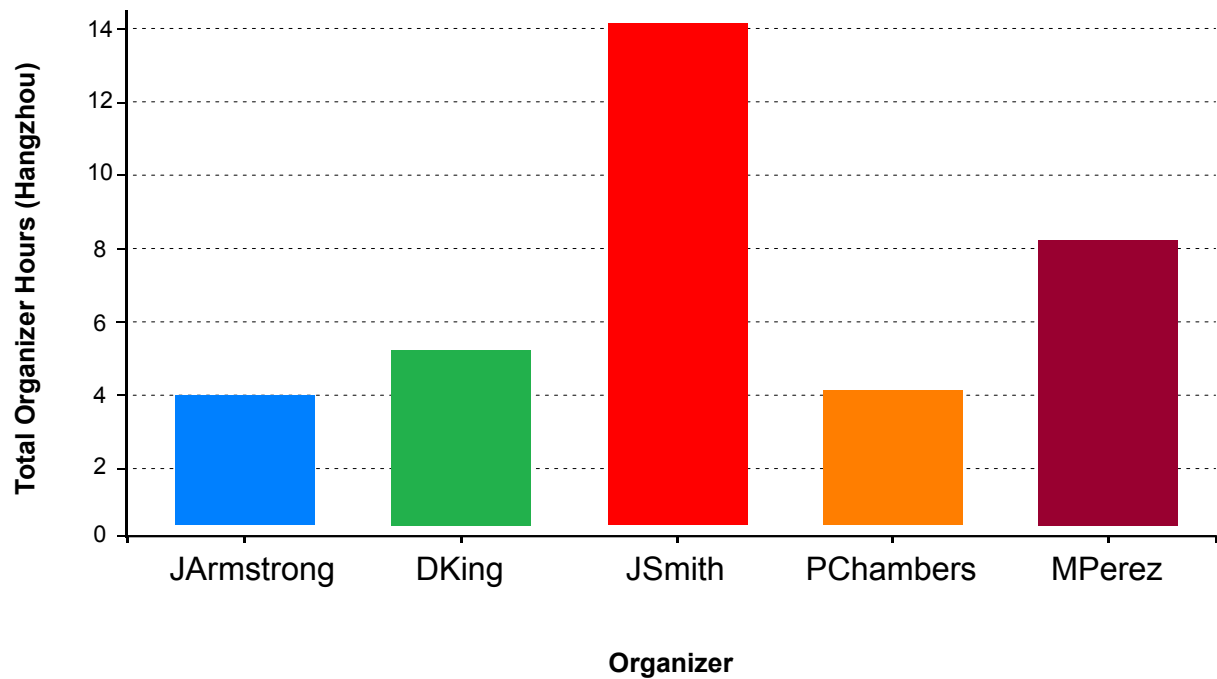


Figure 5: Top Meeting Organizers report shows that Joe Smith and Martin Perez are the most frequent users of VTC rooms. However, they're not using them for VTC.

Conclusion

Crestron Fusion RV enabled the facility managers to centrally monitor and manage room and technology usage. Integration with Microsoft Exchange, coupled with hard data and the robust reporting features in Crestron Fusion RV, enabled them to perform data analysis to get to the root cause of user complaints.

Without the actionable insights that Crestron Fusion RV provided, the facilities managers might have put more VTC rooms in the next budget, blindly spending more money on VTC technology, unnecessarily. Crestron Fusion RV helped them to make more effective AV purchasing decisions, maximize efficient room usage and availability, and streamline the organization. THAT is the power of Crestron Fusion RV.

Crestron Fusion is integral to the daily operations of leading organizations and institutions worldwide, including Microsoft®, Jeppesen® - a Boeing® Subsidiary, Revel®, DuPont® Pioneer®, DTE Energy®, American Water®, The David & Lucile Packard Foundation, The University of Arizona® College of Medicine – Phoenix, Salix Pharmaceuticals, Peabody Energy®, and BHP Billiton.

For more information visit crestron.com/fusion or call 855.263.8754