

# Cisco Telepresence End Point Installation

---

## Who Was The Client?

Phillips Lighting in Amsterdam Holland had purchased a Cisco CTS 3210 from BT (c. \$300K) during November 2011 to upgrade their boardroom adding to their existing Telepresence and Video Conferencing estate

---

## What Business Problem is Being Addressed?

The refurbishment of the Phillips Boardroom in Amsterdam was a major IT project that took place during Q4 in 2010 and had a budget of up to \$1m.

Procure were the project managers, and equipment was supplied by BT.

Due to the high profile nature of the project, additional implementation Services were required and were supplied by Cisco Advanced Services who subsequently subcontracted the installation/commissioning of the 3210 to **aap3**.

---

## What is aap3's solution ?

Pre-arrival on site, **aap3** conducted and participated in three planning meetings with Phillips, Cisco, Procure and other suppliers in the month before the equipment was due to arrive on site.

In addition **aap3** performed a site survey to understand the bespoke nature of the project. This meeting was critical to the success of the project as it highlighted focus areas such as cabling, lighting, acoustics and screen mounting techniques (brackets).

On arrival at the site, the equipment was met by the **aap3** lead engineer and verified as "fit for purpose" whereupon the equipment was transferred to the staging area.

In the boardroom, the initial task was to install the cables in the sub floor before the glue had set on the carpet tiles, this was followed by the installation of bespoke furniture, the CTS 3210 codecs, cameras, microphones and plasma screens.

Calibration and commissioning of the system followed, which highlighted that the blinds on the windows were not suitable necessitating replacement blinds. Although this delayed the project by a week, it had the additional advantage of improving the acoustics of the room which made the sound calibration easier.

Handover of the system consisted of a detailed "unit acceptance test" which took about two hours. Happily there were no "non conformances" or test failures.

---

**What are the business benefits?**

The business benefits for Phillips are:

- Improved, updated and “State of the art” collaboration tool in a highly visible environment “the boardroom”.
- Project delivered on time and within budget including many risky bespoke elements.
- For Cisco, this was a first, in that it demonstrated their ability to customise their systems to work in a bespoke environment.

**What does the customer have to say about our service?**

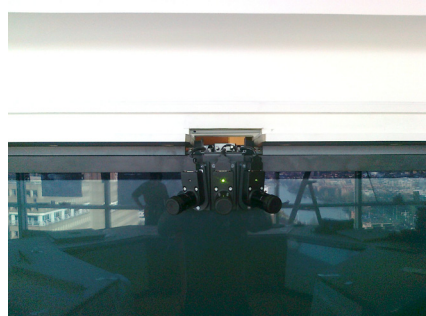
Procore “the project managers” said – we’re very pleased with the professional way that aap<sup>3</sup> integrated with the overall project team and were key to the success of the project.

Cisco “the system architects” said – thanks for your successful efforts, flexibility and technical ability all of which contributed to making this project a huge success.

**Visuals**



Rear of the Camera Housing



Front of the Camera



General View of the Screens



The Speakers



One of the Display Monitors



General View for Main Seat

## The Finished Product

---



The Finished Product



A View Of The Presentation Screens



Some Of The Team Admiring The Work



The Screens, View 1



The Screens, View 2



The Screens, View 3



A View From The Side Of The Table

