



Top International Law Firm Selects IMT to Lead the Video Conferencing Build-out at New Global Headquarters in NYC

An international law firm with offices in the world's largest financial hubs recently relocated their New York global headquarters from Wall Street to one of Midtown New York's newest neighborhoods and the largest private real estate development in the United States. When the firm embarked on the selection of an audio visual collaboration partner, they were looking for a provider experienced in implementing enterprise solutions meeting the intricate needs for collaboration and video conferencing at their new base of operations. They would also require multi-tool collaboration rooms to accommodate the way employees grew accustomed to working during the COVID-19 pandemic. Integrated Media Technologies Inc. (IMT), a trusted systems integration partner and advisor, was selected for the task.



Business Benefits

- Simplifying the user experience
- Self-service support model
- White glove monitoring and control
- Reduce support staff burden



Simplifying the User Experience With State of the Art Technology

The goal for the new corporate headquarters was to simplify the user experience and reduce the heavy burden around meeting setup and connectivity. The custom build-out consisted of multiple floors and 34 state-of-the-art videoconferencing rooms in total. When discussing the vision for the space, the firm's CIO expressed, "As our new corporate headquarters, the technology needs to sizzle and pop when you walk into the space." Not only did the technology need to be easy to use, it also needed that "wow factor." IMT faced this challenge head on, developing a plan that would be commensurate to the new space while meeting the goal of showcasing their use of innovative, cutting edge technology.

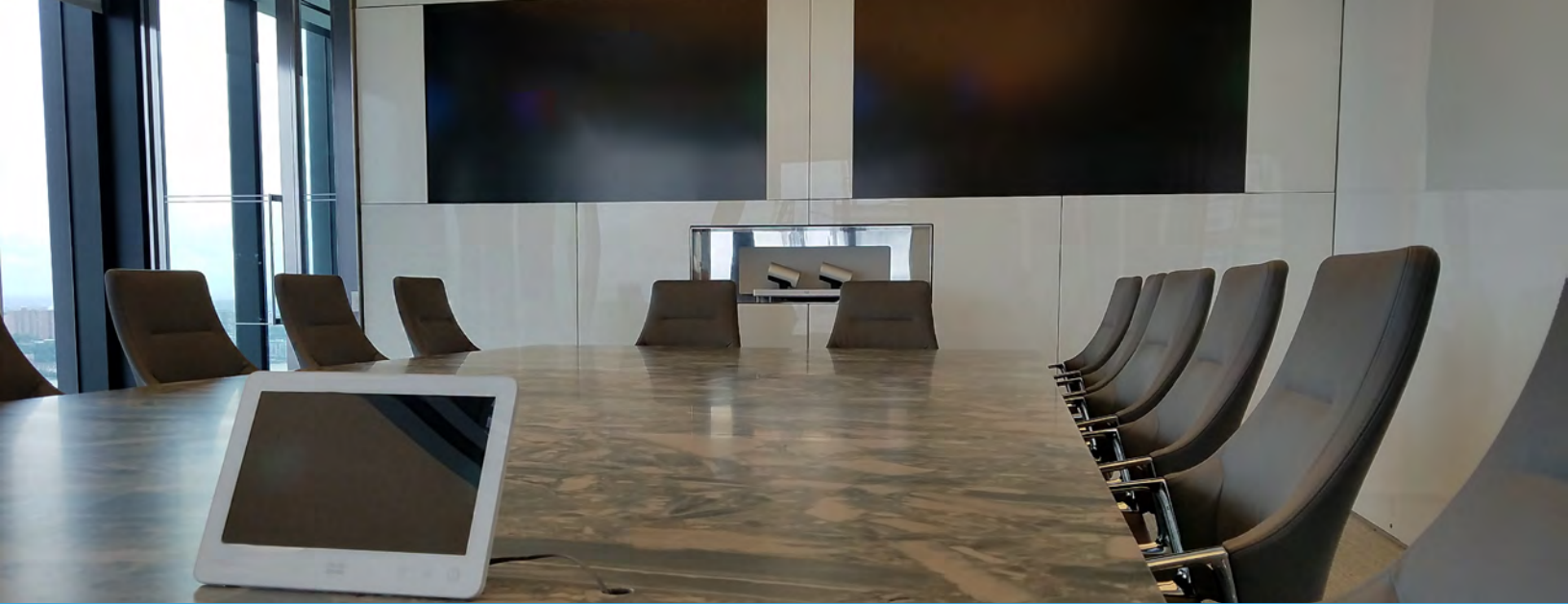
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The Solution

It took a team of seasoned, expert engineers to implement the solution constructed by IMT, which included Cisco's Touch-10 as the primary user interface and Crestron control in more high profile rooms; features which enabled legal administrators and support staff to leverage custom configurations when needed. The project consisted of not only multiple integrated conference rooms but also included multi-purpose rooms with high end displays and two 12x6 LED video walls. With such an overall complex solution, in order to significantly reduce the burden on the firm's support staff, IMT implemented a video/network control room allowing for white glove monitoring and control in the more complex rooms, while implementing a self-service support model in the less complex integrated conference rooms. Since project completion, this law firm has experienced a significant increase in video conferencing use, with the 34 rooms typically booked back-to-back throughout the day.

A Trusted Partner

The lawfirm's roots of inception date back 150 years. Today, several mergers and name changes later, the law firm is widely respected with hundreds of attorneys, revenues of over 1 billion, and offices worldwide. The firm's global reach over multiple countries demands a robust, reliable technology infrastructure, allowing for seamless communication between offices and locations around the world. With a skilled engineering team and proven track record of successfully implementing high-end solutions in the legal market, IMT was a natural choice to meet their complex needs. Forging a strong partnership over the years, IMT has proven to be a trusted, long term source for equipping the law firm with best in class collaboration tools and technology, and augmenting those solutions with proven best practices and procedures.



Global Support

IMT provides support for the law firms entire U.S. video conferencing operations in addition to the back end VTC network infrastructure. Globally, IMT supports the firm's video conferencing network infrastructure, consisting of a geo-diverse deployment of Cisco CMS, Recording, TMS, Meeting Manager, dedicated CUCM cluster, Expressway Core/Edge, and the Video Network Control Room.

A Satisfied Client Prepared for Return to Office

Return to Office strategy was the firms next challenge. Employees and clients had grown accustomed to multiple collaboration platforms due to the pandemic and work from home initiatives.

Allowing newly built rooms the capability to inter-operate with employees desired collaboration tools of choice is now mission critical as they return to the workplace. Gateway solutions catering to these diverse tools such as Zoom and MS Teams were implemented. COVID-19 has changed the paradigm of how law firms communicate not only internally but also to their clients. Adapting to these multi-application collaboration environments has become paramount. IMT was able to convert 34 "RTO" ready, platform independent multi-tool collaboration rooms to the firm's satisfaction.

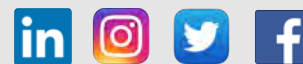
"Based on historical experience with the [IMT] team, I had confidence IMT would deliver on the vision commensurate with our new world headquarters location. They delivered on exactly what was asked and we could not be happier with the end result." - The Firm's CIO



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