



Case Study

# Creating a Better AV User Experience

Unified Communication Solutions  
for UST Global

by Spinitar

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Spinitar Headquarters  
16751 Knott Avenue  
La Mirada, CA 90638

P: 714-367-2900  
E: [sales@spinitar.com](mailto:sales@spinitar.com)  
[www.spinitar.com](http://www.spinitar.com)

## Spinitar — Services. Simplified.

Since 1986, Spinitar has been designing, building, and supporting audiovisual and communication technology for use in business, government, and education markets.

### EMAIL

[sales@spinitar.com](mailto:sales@spinitar.com)

### PHONE

P : 714-367-2900

P : 800-722-6444

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# The Client

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UST Global is a worldwide company providing digital transformation services for enterprise businesses that want to stay on the cutting edge of design and technology. From digital maturity assessment to strategy, change management and implementation, UST helps businesses enter the digital age. When it came time for UST Global to build out a new corporate headquarters in Orange County, California, they turned to Spinitar for help in solving audiovisual challenges to ensure optimal unified communications to keep business running smoothly.

As a global company with 17,000 employees across 18 countries, UST depends heavily on video conferencing solutions, but had been facing important audiovisual challenges it wanted to fix in the construction of its new offices in Orange County. UST Global had a clear idea of which front end devices needed to be installed and Spinitar delivered.

# The Challenge



UST Global was looking for an AV integrator to implement state of the art AV infrastructure in its new corporate headquarters in Orange County. In its previous space, audiovisual shortfalls caused a bad user experience in some of its meeting and collaboration spaces. As one employee put it, "We had to turn on the TV with one remote, use another remote to turn on the codec, and then another remote to turn up or down the volume." The company needed a fix, and Spinitar was faced with the challenge to deliver a better user experience.

## **Here are just a few more of the specific audiovisual problems UST wanted to solve:**

- Users were not able to properly dial in to the bridge
- Confusion caused by different technology in different rooms
- Inefficient meetings because of AV delays

Coupled with technological and architectural challenges, Spinitar had to overcome negative experiences from the client's past to win the job, and deliver beyond expectations. UST Global did not have a great experience with the audiovisual implementation in their existing space in years prior so they did not want to repeat that experience, and were very sensitive during the bidding process, gathering much detail before making a decision to go with Spinitar as their audiovisual integrator.

## **Some of the support challenges UST Global sought to overcome include:**

- UST's previous AV company had a four-day turnaround for support.
- The prior AV company wasn't local, so they had to travel, which often time didn't leave them enough time to finish the project at hand.
- According to insiders at UST Global, "Service call follow-up wasn't great. We had to follow-up at least 10 times before we got a response from our old service provider."

Spinitar took on the challenge to streamline technology and overcome past negative experiences to provide an audiovisual and support solution to exceed the client's expectations.



# Our Approach

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Our approach was twofold: provide the best technology solutions and back it up with stellar customer support. The first step was to assess the client's technology needs, and recommend the best, most user friendly solutions possible. Throughout the process, we kept important stakeholders involved, to ensure the audiovisual design-build would meet the needs of day-to-day end users.

In addition, we understood the need for an improved support experience, and planned our ongoing service agreements around that desired experience. Throughout the project, our approach remained customer-focused, providing maximum uptime and minimum hassle.



## Testimonial

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"Spinitar was capable of handling the requests from the design to implementation phase. Spinitar experts were very helpful in solving the challenges which we faced during the build out phase." - Krishnan Unni Bahuleyan, UST, Global.



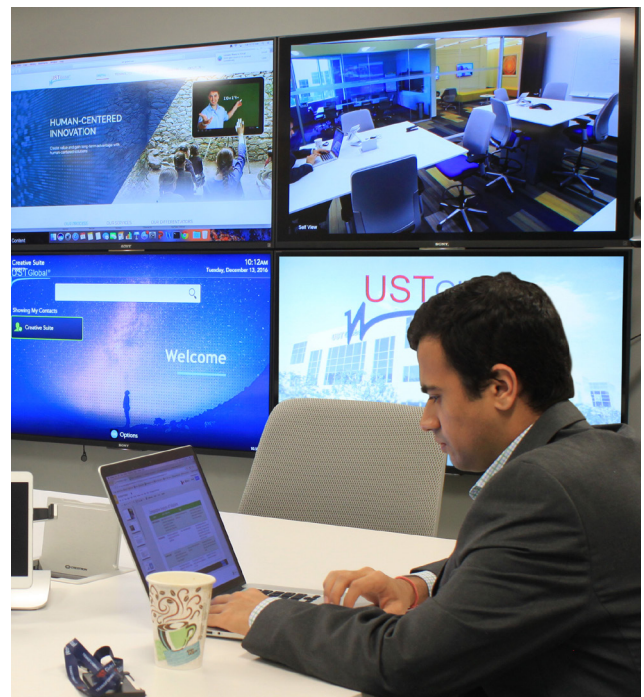


# Our Solution

Spinitar delivered a world class solution for UST Global, with new touch-panel-controlled conference rooms, and a support and service package to provide a quick response from talented folks who care any time an issue arises. This technology and design solution exceeds user experience improvement expectations, and provides support to keep systems running smoothly for maximum uptime and optimized productivity. As a UST employee put it, "Every room has the same interface, and from a user experience standpoint, that is a major achievement!"

UST Global integrated a Crestron Touch Panel with existing Cisco and Polycom systems to ensure a seamless experience of booking and using meeting spaces.

In 20 rooms across the client's new headquarters, 80% of the audiovisual equipment is brand new, but the technology choices and audiovisual design makes it easy to use any technology an employee would like to try.



"We were able to bring in a global standard with a mix of Polycom, Crestron and Cisco and with the help of Spinitar we were able to derive that global standard across other countries."

- Krishnan Unni Bahuleyan

# Our Results

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Instead of providing results from Spinitar's point of view, let's turn to UST Global for results in their own words:

## Design

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"Users are very happy with the one touch feature in all the rooms. Productivity levels increased a lot, because users can join the bridge very quickly compared to our earlier deployment."

- Spinitar's design team is very knowledgeable about technology and new platforms.
- Spinitar was able to provide the right solutions for UST Global.

## Support

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"Spinitar's support is unique and exceptional. Turnaround time is less than 8 hours, and the knowledge of support personnel is really high in all components of AV which helps in resolving any problem very quickly. Downtime of major rooms in our building is close to zero which helps in gaining the trust of end users in the entire AV infrastructure."

- Spinitar is proactive and quick to get all requests closed out.
- Spinitar provides the right talent to get the job done in a short amount of time.
- Spinitar isolates the problem, solves it and ensures it doesn't happen again.



## Savings

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"Having major offices in a number of countries, UST Global relies heavily on video conferencing in order to cut travel and accommodation costs."

- Spinitar addressed the need for virtual communication that reduced overhead travel expenses.
- Spinitar installed reliable technology that allows for more efficient remote communication among global employees, helping to save on labor costs.



# Talk to a Spinitar Expert About Your AV User Experience.

**Contact Us  
or Tour the Technology**