

CTSI Subscription Services (AVaaS) for Bridges Consulting Inc.



Challenge

In Spring 2018, Bridges was preparing to move to a new headquarters at 7880 Milestone Parkway in Hanover, Maryland. As part of this solution, an Innovation Lab was designed as a space to test new software products – Bridges’ products as well as those provided by a third-party. Bridges was looking to create a work environment that reflected their innovative and creative culture by utilizing the latest in communication, AV and collaboration technologies. The space was deliberately designed to foster engagement, and innovation by providing areas for people to congregate, brainstorm and collaborate.

Overview

- Met Client’s Clearly Defined Technology Needs/Requirements
- Supported Real-Time Communication & Collaboration
- AVaaS Makes Latest Technology Affordable
- Showcased Innovative & Creative Culture
- Provided Peace of Mind with ENGAGE: Managed Services



Solution

CTSI’s Offers Bridges the Most Advanced Workplace Technology as a Service

Reaching the decision to work with CTSI required receiving three proposals from recommended vendors. Bridges had clearly defined technical and user requirements and CTSI was the only vendor that exhibited a thorough understanding of these requirements.

Once CTSI was determined to be the vendor of choice, the option delivering the AVaaS program through the CTSI’s Subscription Services Portfolio was introduced. As a result of the CTSI Subscription Services program, Bridges was able to add approximately 30% more functionality to their solutions – without impacting their capital budget for the new headquarters build out.

CTSI Subscription Services - Making the Latest Technology Affordable

“From a financial standpoint, we evaluated proposals from various systems integrators, and considered capital purchase and OpEx options. We determined that CTSI’s Subscription Services best served our needs, considering our budget, ongoing service and support needs, and future technology refresh opportunities. **What tipped the scale, was the realization that the cash conservation through the subscription program could be applied to other areas generating additional financial outcomes.** In addition, Bridges doesn’t keep AV, Conferencing, & Collaboration experts on staff. If a device failed after the first year, when the warranties had run out, we’d be on the hook for replacing devices. The real value came from having peace of mind that CTSI will take care of any issue, no matter what happens, either remotely through their Help Desk or here on site.”

- Steve Radanovic, Bridges’ Chief Financial Officer

CTSI Subscription Services - Customer Benefits

<p>Completely Bundled Service</p>	<p>Fixed Monthly Payments</p>	<p>No Down Payments or Capital Budget</p>	<p>Accelerate Technology Adoption</p>
<p>Add Features or Expand at Any Time</p>	<p>High Availability & Priority Customer Care</p>	<p>Reduced Risk & Ownership Expense</p>	<p>End of Term Options - Tech Refresh/Renew</p>

Bridges' Technology Showcase Enhanced by Panasonic Display Technology

Bridges want people to walk in the door of their headquarters and know that they are in a state-of-the-art cyber security firm. Upon entering, visitors are now greeted by a 2x2 Panasonic Video Wall- which deliver a series of high impact visuals. In addition, there are Panasonic displays throughout the building - in conference rooms and huddle rooms available for easy access. Enhanced audio has been installed throughout the building - providing the ability to make announcements, deliver multimedia presentations, and conduct high quality audio and video conferencing sessions, that can be clearly heard - throughout the entire building.

With this new technology in place, the new Bridges headquarters has hosted meetings attended by the State of Maryland Secretary of Commerce, Mike Gill as well as by Congressman Butch Ruppberger who participated in a working session on a current policy issue. With this newly installed AV system, meeting participants can launch a presentation and a person from a remote location can easily see and hear what is going on in the room.

The *Baltimore Business Journal* identified the new Hanover, Maryland headquarters as

"Cool Digs"

CTSI ENGAGE: Managed Services – Providing Peace of Mind

It's difficult to place a dollar figure on downtime - but when comparing the total cost of ownership - AV-as-a Service model versus CapEx - what became the clear advantage was the CTSI Engage Managed Services program and end of term Technology Refresh. Bridges made the decision to move forward with CTSI's Subscription and Engage Managed Services so that they would not be distracted by the need to troubleshoot their AV technology, relying on the CTSI Engage team to keep their systems up and running. In addition, CTSI has the ability to remotely access and manage the technology, should any issue arise.

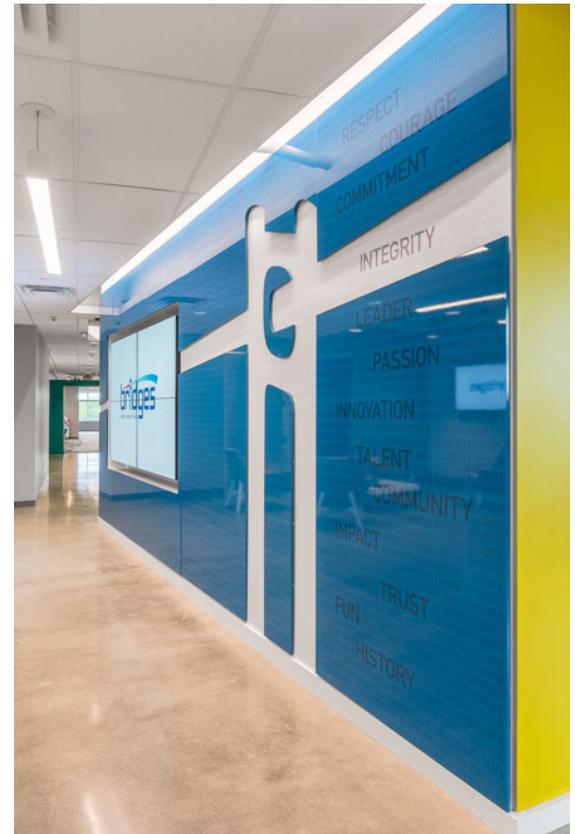
Bridges Consulting runs a world-renowned cyber security company - they leave managing their AV, conferencing and collaboration systems to CTSI.



Client Background

Bridges' mission, as a trusted cyber security consultancy, is to help shape big data so that it will lead to confident and competent decisions, making the world a safer place. By protecting sensitive information and enabling the use of big data to make informed decisions, the heroes in this industry quietly work behind the scenes serving Bridges' customers, communities, the country and the world.

The Bridges' story is told in terms of Integrity, Innovation, and Impact. A company that was founded in trust and integrity provides their people with the freedom to be creative and find innovative solutions. And, when those solutions are applied to a real-world problem, they are able to make a difference in the lives of people throughout the world.



Our Services



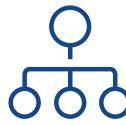
Design & Engineering



Installation & Integration



Customer Care



Subscription Services

CTSI provides high-impact communications solutions that enable people to consolidate information and collaborate effectively. We design, install and implement customized turnkey solutions using innovative, high-performance technologies, and our dedicated professionals provide complete customer care. From boardrooms and hospitals, to classrooms and command centers, CTSI solutions engage, inspire and deliver.

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Our Solutions



Audiovisual & Collaboration



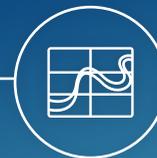
Healthcare Technologies



Education Technologies



Retail



Digital Signage



Digital Infrastructure



Security