

TECHNOLOGY THAT MAKES CENTS: THE PERFECT MEETING FOR THE CFO



The CFO is primarily concerned with financial performance. The CFO and other senior executives are often surprised to see how a well-designed conference room AV strategy can be a vital contributor to a healthy bottom line.

Configurable versus Programmable. A significant cost in a typical customized conference room automation solution is programming. These costs can be so high as to deter organizations from installing effective control and automation equipment, especially in their smaller conference rooms. Additionally, programming costs don't end with the initial installation – they can be sky high when making even a minor modification or addition to an existing conference room. The best solution for minimizing programming costs is to deploy a configurable solution that can be set up via an easy-to-use software interface, greatly reducing or even

eliminating programming costs.

Energy Efficient. Let's face it: AV systems consume energy. They frequently remain powered on throughout the day, and are often left powered on 24/7, even when a room is not in use. By far the best solution is to deploy an automated system that makes it easy for users to shut down or that can be shut down remotely by IT personnel. State-of-the-art systems also include the capability to power equipment on or off based on a pre-set schedule or set of conditions. Having an integrated component like an Enova DVX will save significant energy costs when compared to a system consisting of several different components.

Making it Perfect for the CFO

Any conference room automation solution must pass financial muster. As such, it's important that the solution encourage behaviors that save money (such as adopting video conferencing) while reducing programming and energy costs.

Soft Costs. In addition to the hard cost savings in programming and energy, the right conference room technology makes meetings more effective and employees more efficient. Intuitive control of video conferencing equipment leads to more widespread adoption, thereby reducing travel costs. Use of enterprise-wide scheduling software helps users keep their meetings running on time. And standardizing on the same platform from room-to-room leads to considerable savings in training and support, as well as improved user adoption.



AMX provides the industry's best total cost of ownership by designing cost savings into the solution from start to finish. It begins with configuring the system, where AMX's revolutionary

Rapid Project Maker (RPM) software allows you to completely configure a conference room system in less than an hour versus more than a day. Not only does this save time and money, it also generates rock-solid, problem-free code. To provide a cost effective operating environment, the Enova DVX dramatically saves energy costs by incorporating several components into one, and by offering a standby mode that reduces active energy usage. And finally, AMX builds a platform that can easily be standardized across the enterprise, allowing users to derive the most value as possible from the investment.

From the AMX White Paper "AMX and the Perfect Meeting" (www.amx.com)