

macom enables digital transformation in space.

We connect people using the latest AV & IT technology in the physical and virtual worlds, in your work locations, collaboration environments and at the interface to your customers.



INAVATION AWARDS PROJECT WINNER 2017 **INAVATION AWARDS PROJECT FINALIST 2019** **INAVATION AWARDS PROJECT FINALIST 2019**



88% of executive leaders consider strategy implementation important,

61% percent also acknowledge that their organisations are struggling to bridge the gap between strategy formulation and its day-to-day implementation.

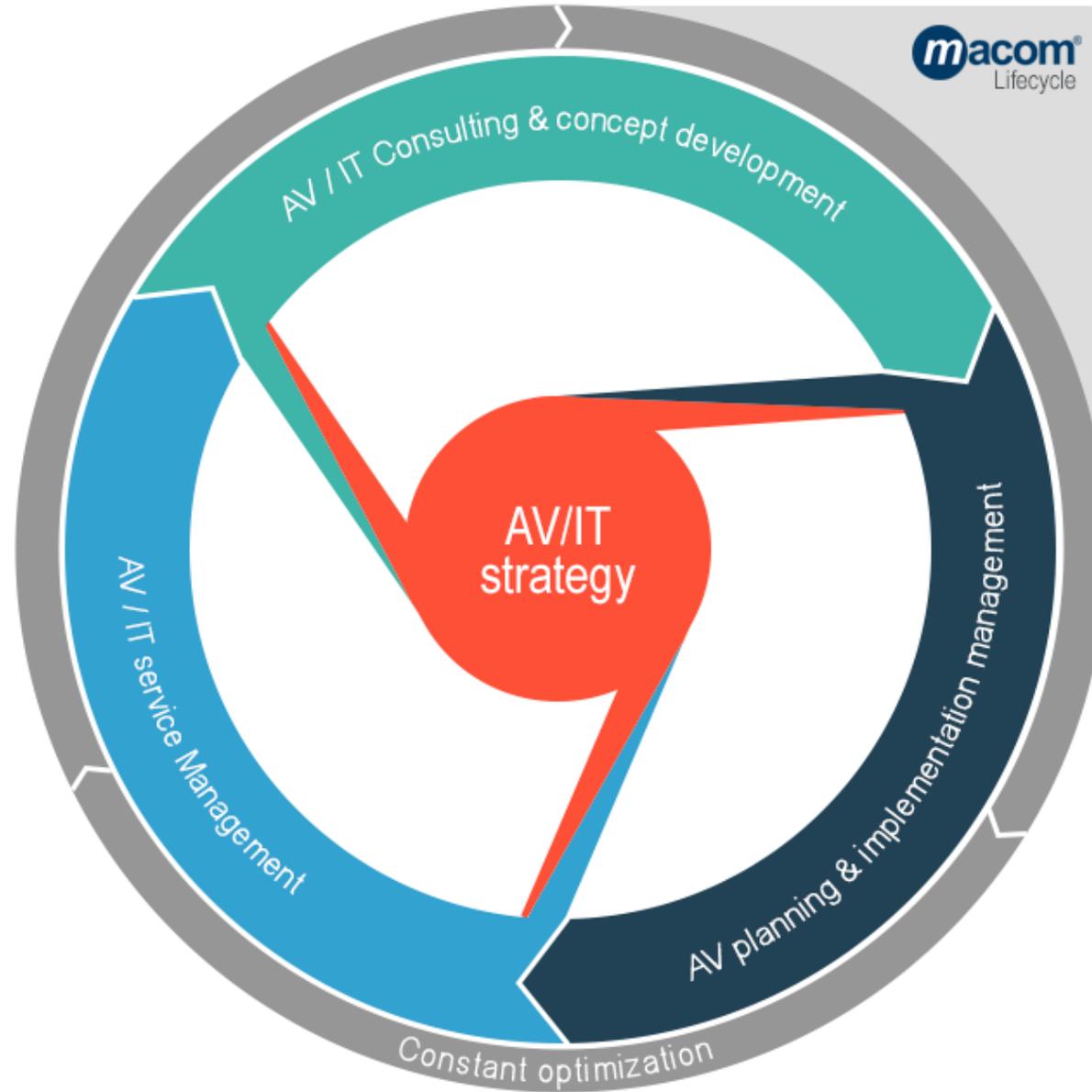
only **17%** see implementation efforts as strategic.

The separation between what organisations say they should do, and what they actually do, demonstrates a very real lack of understanding that strategy is implemented through strategic initiatives.

Work place technology and UC strategy

What is it? how do you define it, test it, deliver and support it?



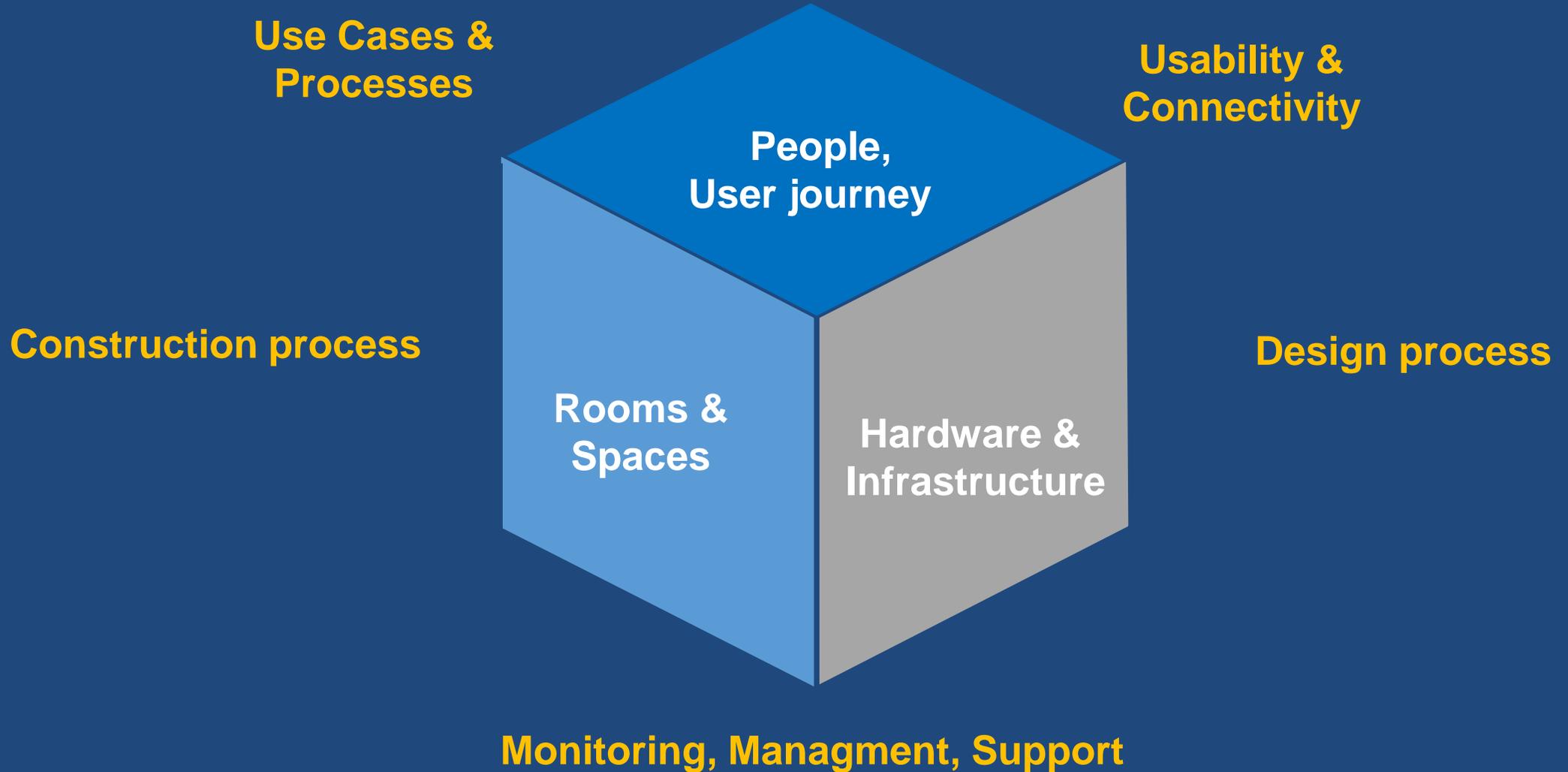


Strategic Planning	AV, Technology and Smart Building Strategy	Future workspace technologies	Future customer & brand technology	macomLAB
Consulting and concept development	Business cases and technology concepts	AV / Technology standards	AV software and system architectures	Operational concepts
Specialist planning and implementation management	New buildings / Renovations	Relocations	Rollouts	Trade fairs and events
Service management	AV / IT operations management	Reviews and optimisation	Certification and EoL management	AV / IT outsourcing

Technology focused business analyst approach



Understand what is involved internally







AV, VC, UC, collaboration tools under the collective term of technology is finally being seen as mission critical by many businesses.

However many companies are ill equipped to deal with this important new set of productivity drivers.

The reasons why are varied and are generally different in each company.

The evolutionary nature of AV within in a business and the fact that it touches many different areas of the business including IT, telecommunications, real-estate, customer experience means AV has never really had a specific home.

Often AV is seen as just BIG TV and many departments look at the technology rather than what needs to be provided to support the business teams to improve productivity or what support needs to be in place to help the user.

Whatever the reason it can be difficult to see from within the business.

Audio Visual Business Analyst

1

Define and scope of project

What should be included in the review what areas does AV include

2

Analyse and communicate business requirements

Look at what the business has in place currently what needs to be included and service gaps

3

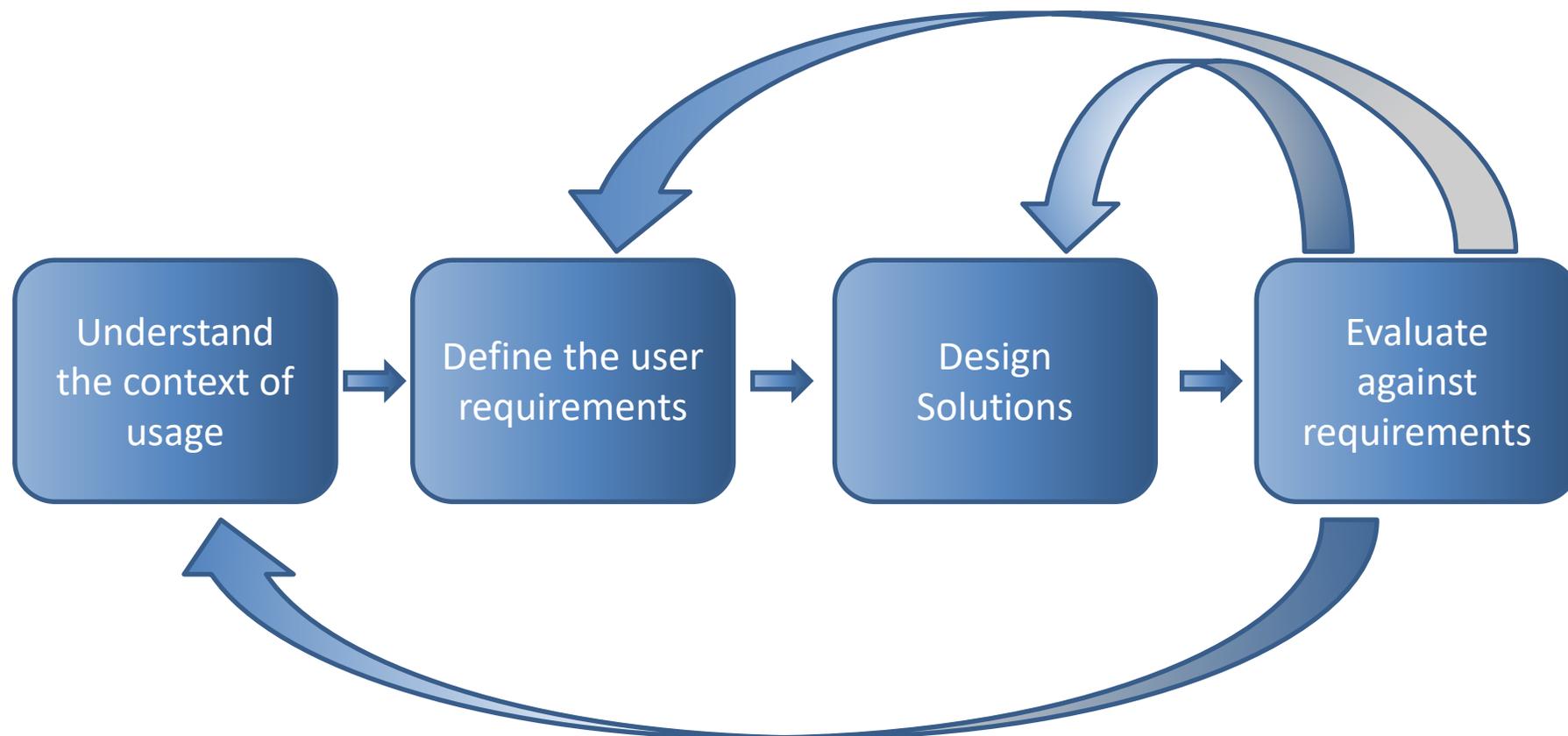
Identify solution

Identify changes required in order to meet revised requirements including structural and process

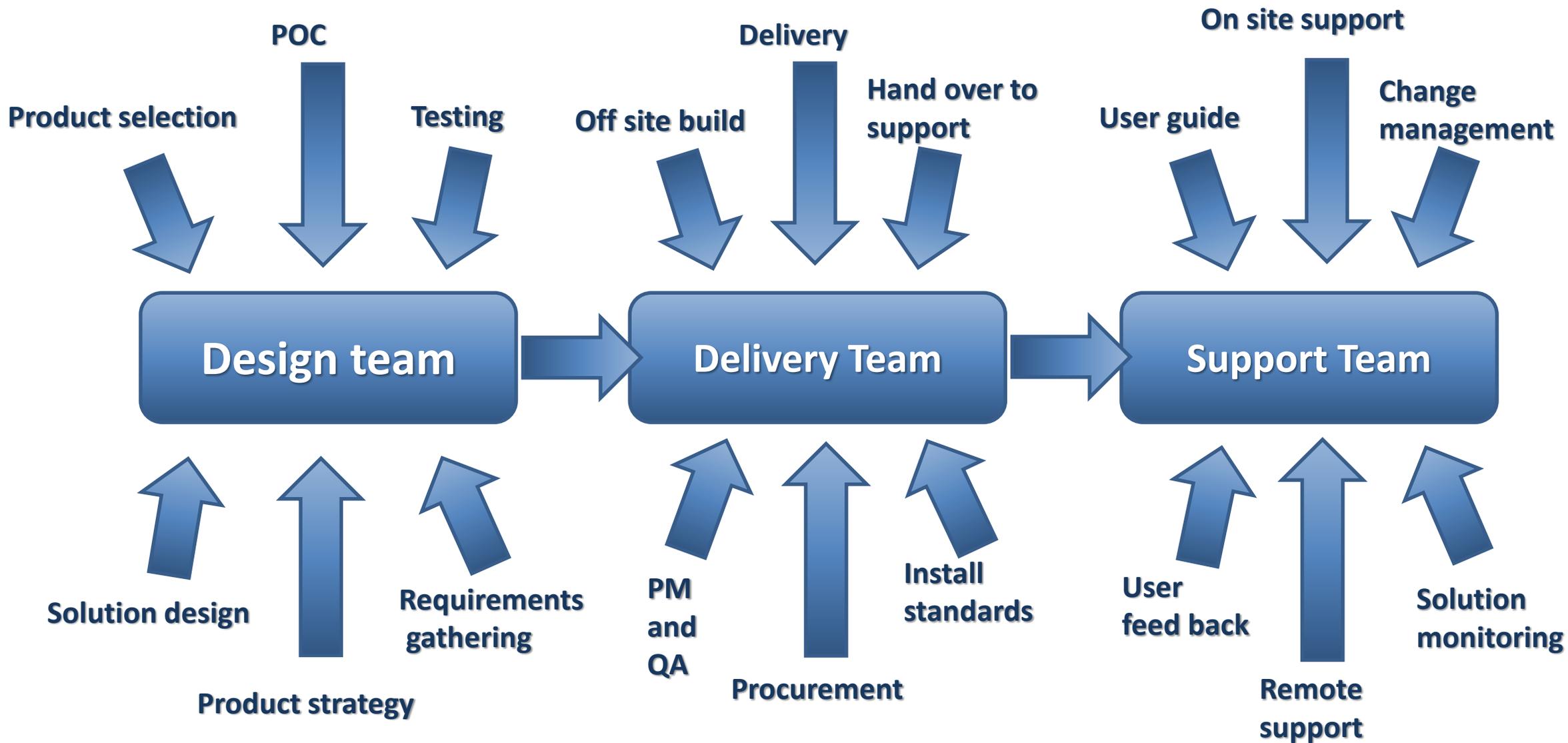
4

Verify that solution meets the requirements

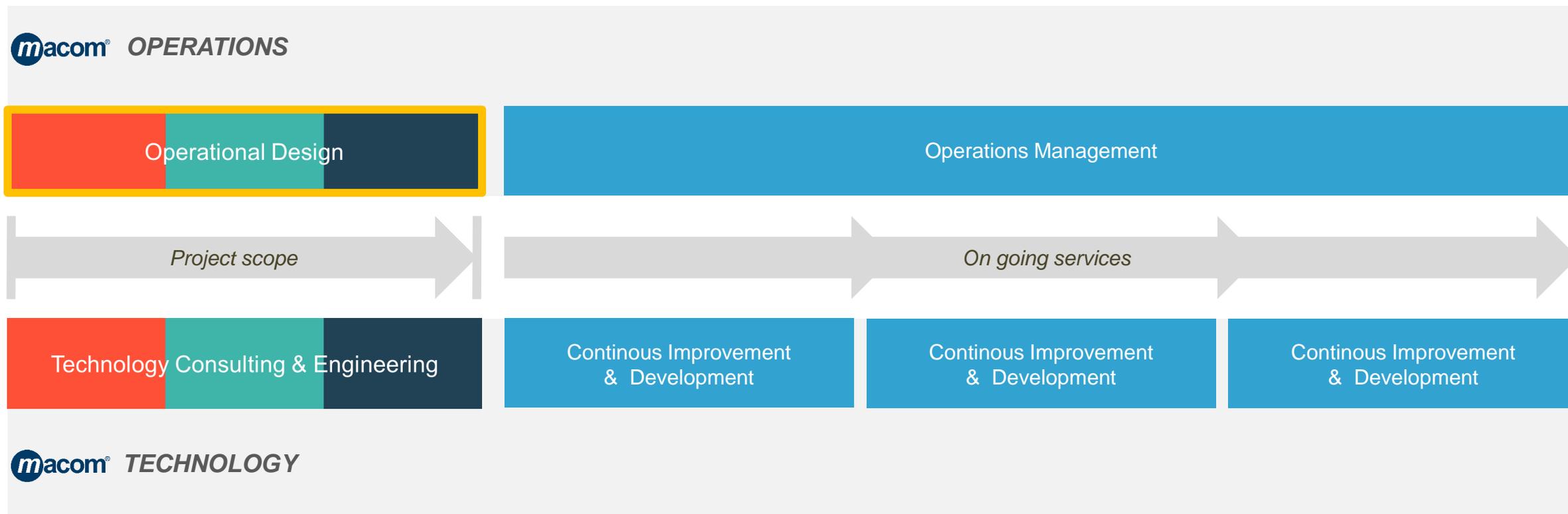
Test the changes and implement change management



User-Centered Design is an iterative process that takes an understanding of the users and their context as a starting point for all design and development.

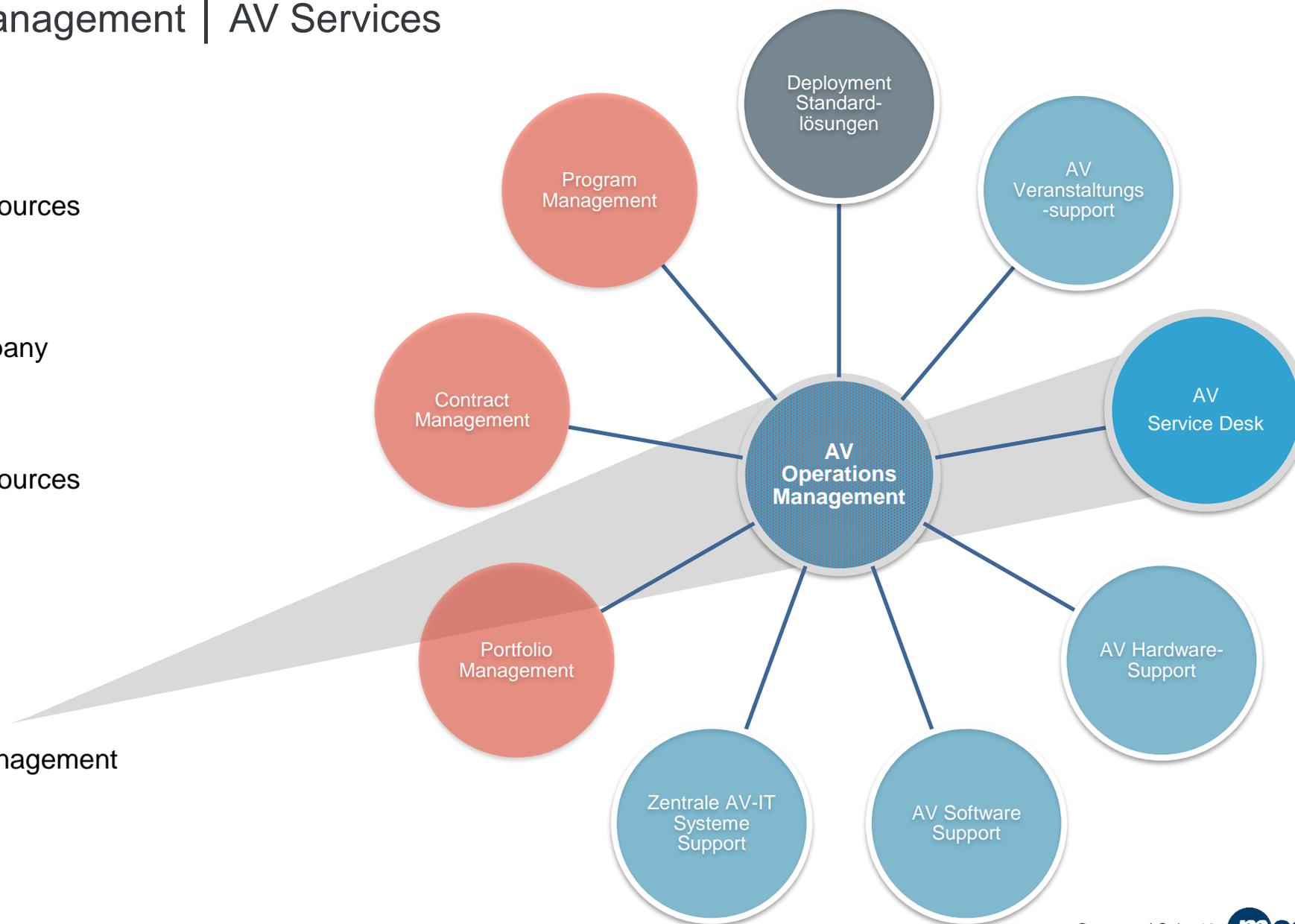


AV Operational Design | Abgrenzung *macom* Portfolio



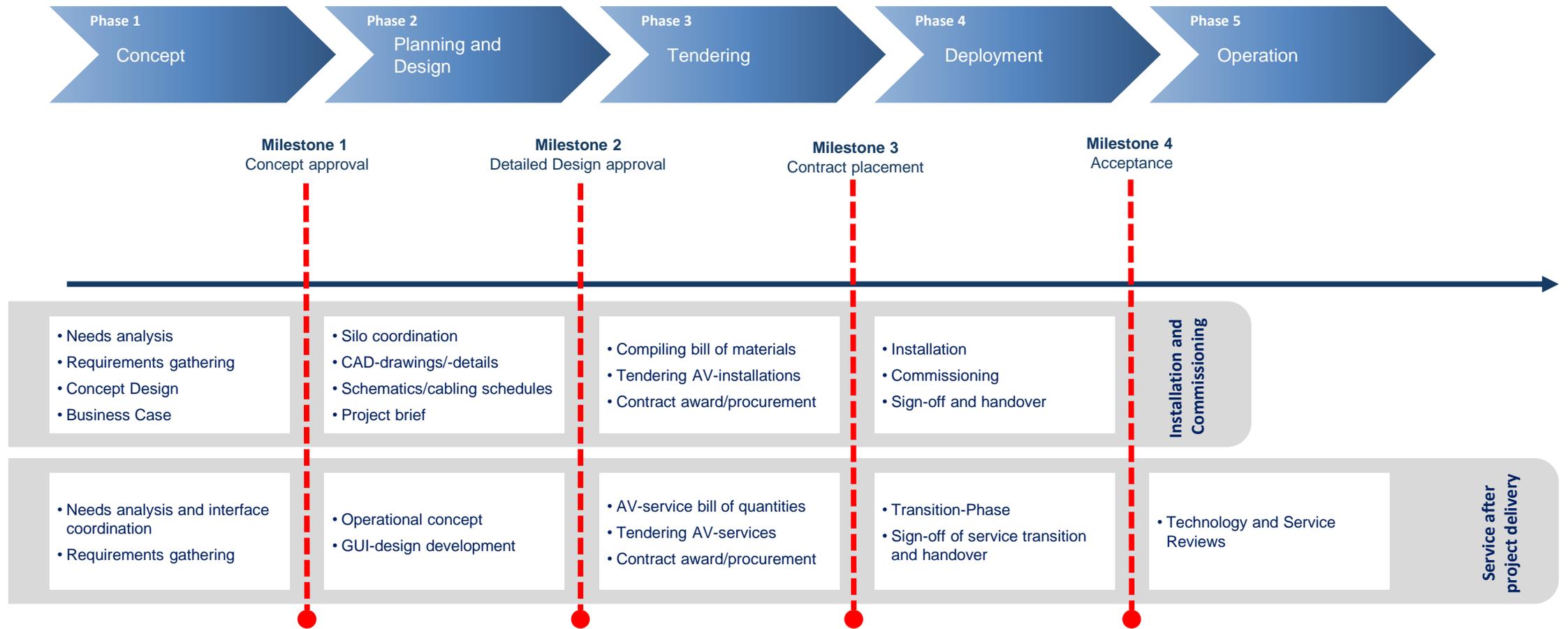
AV Operations Management | AV Services

-  Internal or out sources
-  Internal to company
-  Internal or out sources





AV technology -Project: Process & Phases



Acceleration

Organisations are being challenged to stay in pole position in an interconnected, fast-moving world. Technology importance is growing, as is its complexity. We are seeing ever larger projects, as organisations wrestle with the impact of digital disruption, and increasing interconnectedness.

The engine

The technology that allows for accelerated development and increased collaboration will become critical to serving the business. Organisations must adapt to new, innovative business models and technologies.

Project driver

Organisations that successfully align their technology strategy to organisational strategy and processes have a higher success rate than those that don't. Strong technology leadership will enable organisations to deliver ground breaking productivity

Delivery and handling

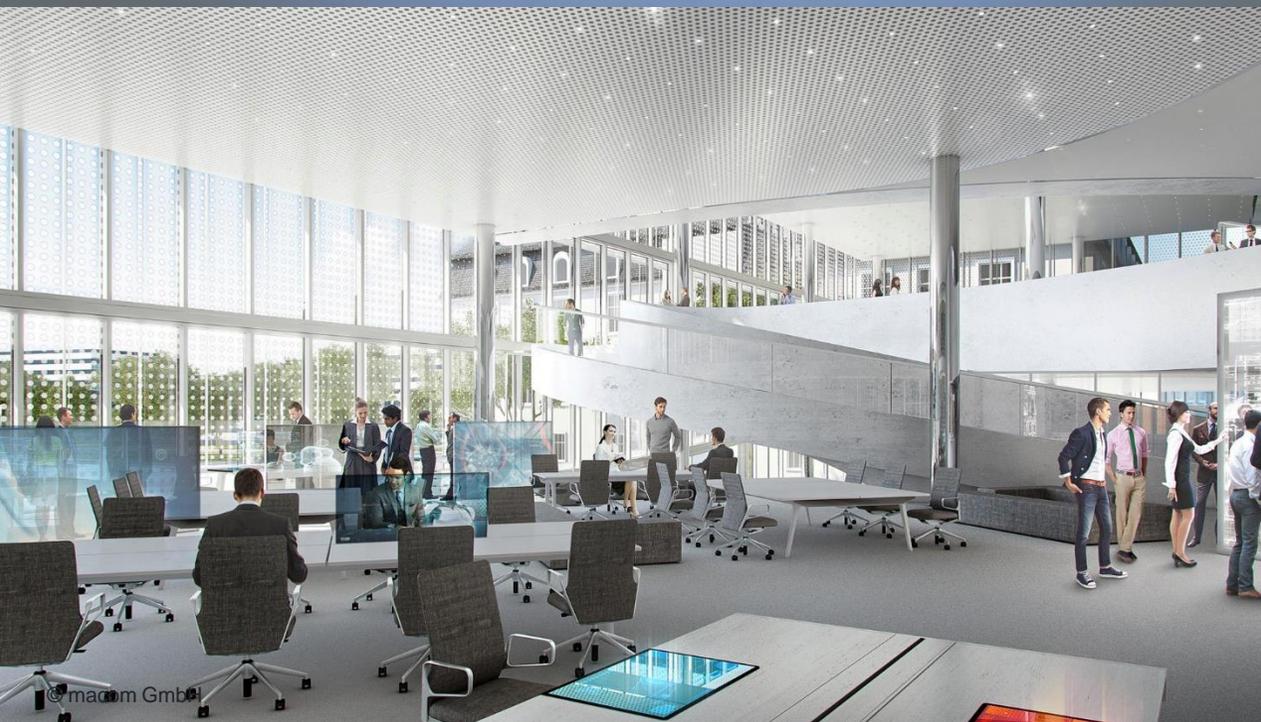
A strategic approach to technology has huge importance in driving businesses forward and delivering business value but the correct implementation and delivery across the business is key to the success



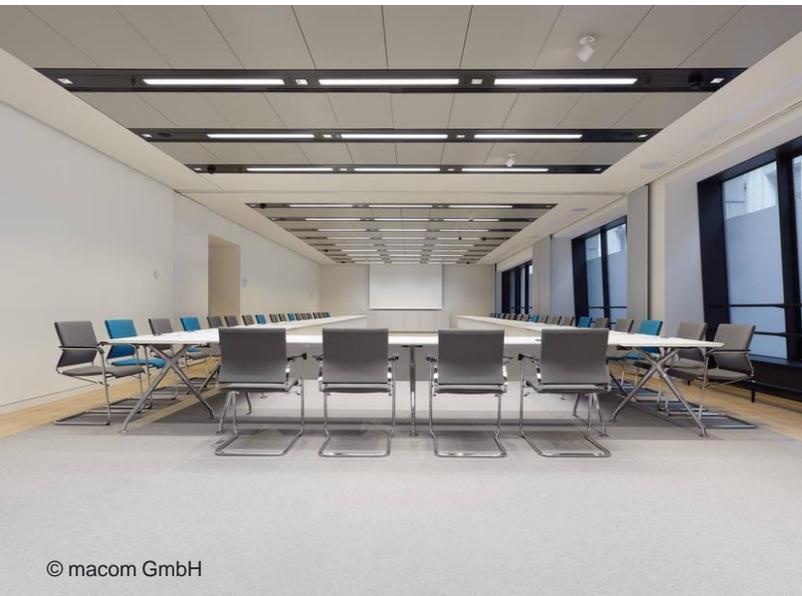
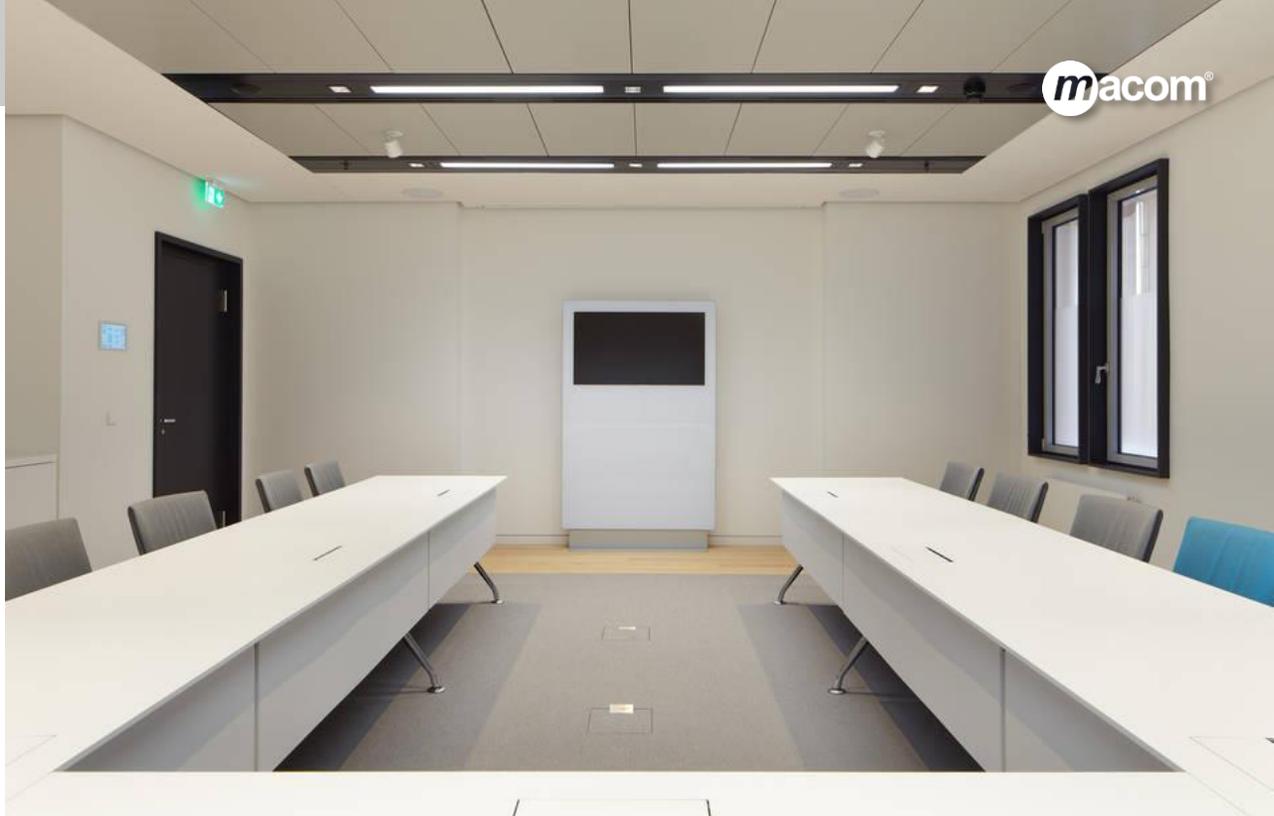
Design



WORK & MEETING SPACES



WORK & MEETING SPACES



WORK & MEETING SPACES



macom®



CUSTOMER & BRAND SPACES





Christian Bozeat
Managing Director
macom GmbH (UK) Ltd.

+ 44 1233 467111
+ 44 7807 722000
bozeat@macom-uk.com



Michael Kottke
Operations Director
macom GmbH (UK) Ltd.
Deutsche Bank Account Manager

+ 49 711 2500545
+ 49 152 5 2500545
kottke@macom-uk.com

THANK YOU!



macom[®] is a registered trademark of macom GmbH

macom GmbH | Lenzhalde 28 | D-70192 Stuttgart | Tel +49 (0)7 11 / 2 50 05 - 0 | Fax - 55 | mail@macom.de | www.macom.de

All specifications are based on the present state of knowledge and subject to change without notice. This document of the macom GmbH is determined exclusively for the addressee or client. All rights reserved by macom GmbH. Any usage and/or duplication is prohibited without permission by macom GmbH.