



AVALL and Peter Bosson

A Colebrook Bosson Saunders Case Study

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When Colebrook Bosson Saunders' design team created an ergonomic unit to house audio visual equipment little did they know of the impact it would have upon their own business. The product was designed to meet a growing demand for complex audio visual equipment in the workplace and in public spaces. Considerations such as ease of use for both users and installers were key; as was the desire to create a unit that would look good in any environment. Cable management was a major concern as well as ease of access for maintenance and day-to-day use.

CBS collaborated with industry leaders in screen manufacture, renowned software and equipment integrators, as well as global video conferencing equipment suppliers to understand the real needs and coming trends of the technology to be housed.



Peter Bosson, Director, Colebrook Bosson Saunders



Avall video conference system in UK Showroom

Background

Peter Bosson, founding director of the company, architect and product designer, became increasingly involved in the development of CBS' US operation back in early 2007 (around the same time as the final development of the AVALL unit). Understanding the need to have a local operation from which to service US clients Peter designed the new showroom in the financial and cultural heart of the States within the New York Design Centre. The first priority was to hand-pick the US team, including a Vice President of operations, a regional manager, three sales people, one showroom manager, one project manager and a market research manager for product development and business analysis.

Peter has lived in London all of his working life, and to uproot his family and move to the US was not a viable option. Consequently, months of travel ensued: with fortnightly trips between London and New York to locate premises, interview potential staff and meet with clients and specifiers. Apart from the obvious side effects of general fatigue and constant disorientation from jet-lag the cost to the business of Peter's travel was significant. What's more his carbon footprint was taking on a shadow the size of Manhattan itself!

With the final development of the AVALL system complete by mid 2007 the units were installed in both the London and New York showrooms.



London Head Office and Showroom



New York Office and Showroom



AVALL audio visual system

Technology

The AVALL unit enables two or more locations to interact via two-way video and audio transmissions simultaneously. And much more, it can be used to share documents, computer displayed information and whiteboards. It wasn't until the nineties that the technology came into its own when Internet Protocol (IP) based videoconferencing became possible and more efficient video compression technologies were developed.

Environment

AVALL's use is being driven increasingly by concern for the environment. Motivated by climate change, green specification is the hot topic of the moment. By reducing the need for travel to meetings videoconferencing is playing a pivotal role in reduction of carbon emissions.

Collaborative Working

The technology housed within the unit not only enables virtual meetings and conversations, visual tools can also be shared to enhance the creative process. Two (or more) people on different sides of the world can work on a drawing or scheme together with the aid of touch screen technology to manipulate and develop a project.

Measurable Cost Savings

Peter has been able to reduce his trips to New York from every two weeks to every six. Over a one year period this equates to a cost saving of £20,000 per person. In addition the two days previously spent in transit for each trip have

now been recaptured: over forty days of what was dead time can now be dedicated to the business.

Business Benefits

With the AVALL system in place CBS offices worldwide can now work much more closely together as one integrated unit. It enables staff in different locations to have spontaneous conversations on daily operational matters and to speed up decision making. The AVALL system makes it possible to discuss product development in real time and at high definition. Different members of the team (who simply would not have had a say) can be brought in on meetings to discuss details and help make better informed decisions. Computer programmes can be run on the screens in multi-locations bringing financial, marketing and design groups together as if gathered around a work station.

Since the introduction of the AVALL video conferencing units global teams feel far more connected with their colleagues around the world, improving motivation and job satisfaction and reducing stress.

Of course there will always be a need for travel to take part in face-to-face meetings, but when these sessions do take place the focus can be firmly upon customers as operational matters have already been resolved via AVALL. Now, during Peter Bosson's visits to the States, he can dedicate his time and attention to customers' needs, winning projects, solving problems and motivating staff: a more productive and efficient use of his time.

For further information regarding AVALL, please contact **Steve Sear** on **+44 (0)7843 689 080** or by e-mail **steve.sear@cbsproducts.co.uk**