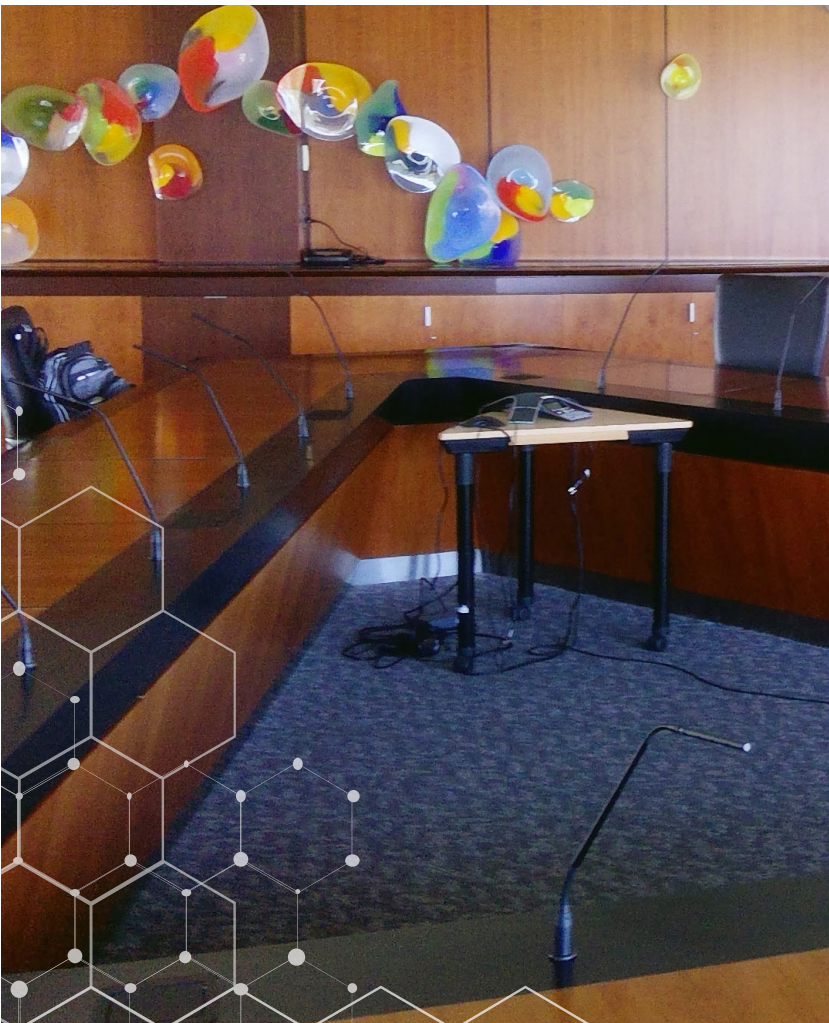


CASE STUDY FORUM CREDIT UNION

Overview

- Outdated boardroom needed to connect with work-from-home employees
- Updated Zoom Room technology supported remote and on-site workers
- Boardroom now used more often than before, realizing instant ROI



FORUM Credit Union's administrative team was operating in a uniquely designed boardroom that had dated technology, which created specific challenges. Their main boardroom was about 15 years old with legacy audio/visual technology that limited how they could hold video conferencing meetings. With the advent of the COVID-19 pandemic, teams began working remotely and meeting via video platforms like Zoom.

"We probably would have eventually updated our systems," says Cameron Piercefield, FORUM Credit Union Chief Technology and Risk Officer. "The pandemic just put it in overdrive to make a decision."

After reopening the office, FORUM Credit Union's employees were a mix of employees who returned to the office, who elected to remain remote, or a hybrid of both. "The problem was that half the people were remote and half were on-site, and we didn't have a way of facilitation Zoom meetings," explains Cameron.

These challenges presented an immediate need for an upgraded system to support their new way of working together. Additionally, the design needed to accommodate board members, who needed to continue working remotely instead of traveling for in-person meetings as they did in the past.

With no video-enabled room system, FORUM Credit Union needed a refresh that was easy to use and accommodate remote participants on any device.

“THE PROBLEM WAS THAT HALF THE PEOPLE WERE REMOTE AND HALF WERE ON-SITE, AND WE DIDN'T HAVE A WAY OF FACILITATION ZOOM MEETINGS.”

CAMERON PIERCEFIELD
CHIEF TECHNOLOGY AND RISK
OFFICER

“During our consultation, FORUM Credit Union described that they were looking for a ‘sports bar’ feel yet sophisticated with multiple screens at different levels and angles for various meeting types. The group mentioned they did not want a projector and screen,” said Mitch Farnar, IDS Account Manager. “It was clear we needed to come up with a modern solution that’s flexible, affordable, and would facilitate easy collaboration whether in the room or joining virtually.”

Another significant component of the solution was the unique design of the room. The half-circle space with a triangular table and large floor-to-ceiling windows presented their own challenges. Natural lighting, echoing, and display visibility were all difficult hurdles to jump. The planning process needed to consider the angles and placement of displays and the position of participants and microphones.

“When I first saw the layout of the room, I knew that ceiling-mounted monitors would be key for the best experience. It was a complex room with divide and combine capabilities. The layout had to be functional for not only board meetings, but also flexible to open the room into a larger multi-purpose space,” explains Justin Fitzpatrick, IDS Account Manager.

Action

Engineers designed a solution for quality audio and visuals for all participants. The engineers needed to make very few revisions because they understood the end goal and all the various challenges. The IDS engineer team also incorporated FORUM Credit Union’s existing microphones for a more cost-effective solution. An important update was the placement of two new Digital Sound Processor (DSP) servers to provide acoustic echo cancellation and Bluetooth connectivity.

The boardroom included six ceiling speakers optimized for speech reproduction. A 10-inch touch panel was mounted on the table to allow for an easy and convenient user experience for overall control of the Zoom Room system. The touch screen would control components of the Zoom system such as mute, volume, camera, and data/visual sources. An additional 7-inch touch panel was mounted to act as the controller for the second Zoom Room.

Results

The FORUM Credit Union team quickly adopted the new technology system. The conference room that was used less than once a month is now much more active. FORUM Credit Union’s leadership sees the unexpected benefits of their investment now that it’s getting used weekly for management and other central meetings.

The new meeting tools and boardroom have received positive feedback from employees, board members, and chairpersons. Even after everyone returned to work, the room will continue to be used as much as possible, including remote board members. The team has stated they are happy to have a video option if they need to go back to working remotely or hybrid. The solution has met the need of improving communication and connection between employees, leaders, board members, and customers.



LEARN MORE TODAY

Contact IDS to discover what a complete video solution can do for you.

INTERACTIVE
DIGITAL SOLUTIONS

www.teamIDS.com | 877.880.0022