



Freshfields Bruckhaus Deringer

Case Study – Enterprise

Challenge

To simplify the video conferencing setup for legal practitioners with aim of better utilizing their time and allocating IT technical support resources

Solution

To design a simple-to-use meeting solution that supports different form of conference settings.



Freshfields Bruckhaus Deringer

About Freshfields Bruckhaus Deringer

Freshfields Bruckhaus Deringer is a global law firm with a long-standing track record of successfully supporting the world's leading national and multinational corporations, financial institutions and governments on ground-breaking and business-critical mandates. Its 2,800 plus lawyers deliver results worldwide through its own offices and alongside leading local firms. The firm's commitment, local and multi-national expertise and business know-how brings its clients total peace-of-mind.

Business Communications

The rise of Internet of Things (IoT) has changed the way we conduct business communications, in particular for professional services like the legal sector that demands speed and decisiveness. To law practitioners, time is especially precious as they have different priorities to work on in their daily routine and a slight delay may result in irreparable loss to a client, potentially putting the firm's reputation into jeopardy.

As one of the leading global legal firms, Freshfields Bruckhaus Deringer (Freshfields) has always looked to enhance communication efficiency and flexibility for its employees with use of innovative technologies, specifically for meetings where IT support was often required to assist in video conferencing setup due to system complexity.

With the opening of its new office at One Island East in Hong Kong, Freshfields was hoping to overcome such intricacy through tapping into the expertise of Vega Global, an AV and IT total solution provider, in designing a simple, one-touch control environment for their newly furnished boardroom and multi-purpose room. The multi-purpose room can be further split into three smaller meeting spaces with partitions if needed.



Easy customizable control ensure no delay in meeting setup

Meeting rooms in Freshfields are always in high demand for different form of conference meetings. To ensure every meeting runs smoothly as scheduled, it is crucial to provide users with a simple control interface to manage the room environment with ease, in particular when setting up a video conference.

"The Crestron automation solution suggested by Vega provides us with high flexibility to customize the functions we needed for a meeting. From lighting, shading to audiovisual, everything can be easily controlled with the push of a button with no learning curve. As simple as that," said Kevin Chapman, Head of IT, Asia at Freshfields Bruckhaus Deringer. "This not only enhances meeting efficiencies by reducing the idle time for meeting setup, but also mitigates IT support requests, where we can better allocate our resources to other business priorities."



Flexible audiovisual settings for different room scenarios

Adjustment to audiovisual is flexible for different room settings with a Crestron panel. In the event of a scalable corporate activity (say a town hall meeting) held in the multi-purpose room where meeting spaces are combined, users can choose to separate or synchronise audiovisual source in different displays and speakers within the area, simply with just a few gestures on a Crestron panel.



"In Freshfields, we understand the growing impact and importance of workplace meeting technologies and how they can be of benefits to our business operations. We are grateful Vega Global helps turn our vision into reality with Crestron's offerings, which has what it takes in assisting us to achieve our business objectives." Kevin added.

"The capability of managing audiovisual source in a control panel has simplified the process and significantly reduced the lead time in transforming our multi-purpose room into different meeting spaces. It is now possible for us to switch between a large and small scale meeting setting in a glimpse of time without encountering major technical difficulties and dealing with cables." said Kevin.



Workplace meeting technology plays a growing role in legal practice



Equipment List

- 3-Series Control System®
- CP3
- 64x64 DigitalMedia™ Switcher
- DM-MD64X64
- 7" Touch Screen, Black Smooth
- TSW-760-B-S
- Digital Graphics Engine 200 w/PinPoint™ UX & 4K DM 8G+® Input
- DM-DGE-200-C

For additional information on Crestron, visit our website: www.crestron.com