



## Case Study

### Reflex Management Summary

Founded in 1805 in Geneva, Pictet & Cie is today one of Switzerland's largest private banks. It employs over 2,000 people in the following locations: Geneva, London, Frankfurt, Madrid, Zurich, Lausanne, Luxembourg, Paris, Rome, Milan, Turin, Florence, Montreal, Nassau, Singapore, Hong Kong and Tokyo.

The partnership recently decided to move its London Office across town from Tower 42 to two floors in new premises at Moor House on London Wall.

The size and specification of the audio-visual requirements for the new building made this an extremely exciting and prestigious project. In simple terms the requirements were to:-

- Equip a series of conference and meeting rooms with audio visual equipment to be used for video conferencing and internal and external meetings.
- To equip a trading floor with LCD screens to provide traders with up to date financial information and live video.
- To provide a central room booking and equipment management system.
- To provide a large screen display in a cafeteria area to be used for briefings and entertainment.

At the same time Pictet were keen to use their organisation-wide computer network to distribute information around the offices and to provide them with central control of all of the rooms and AV systems.

They also wanted to create a wow factor for both their clients and their staff and achieve the sort of fast-moving, dynamic, leading edge facility that befits the City financial services market.

To meet the requirements we put together an innovative proposal that incorporated a number of A-V / IT integrated solutions including:-

- A room booking/management system created by combining Lotus Notes, Polyvision Room Wizard and AMX Meeting Manager.
- An AMX Netlinx control system running over Pictet's network that enabled central control of all AV equipment anywhere in the building.
- An Omnivex digital signage solution that enabled the display of several data sources simultaneously throughout the building.
- A 4 x 4 plasma wall displaying data, video and even Nintendo Wii in the cafeteria.

The proposal was accepted and in February 2007 Reflex secured a £600K.

The solution was installed over the next 3 months to the very highest standards. The client is absolutely delighted with the final solution and believes that Reflex has exceeded their expectations in delivering audio-visual facilities of the highest calibre. During a recent visit, one of the Pictet Partners proclaimed that the new London building was Pictet's best worldwide. This was an extremely challenging project that tested Reflex's technical, project management and installation skills to the full. Much of the solution was extremely innovative and parts of it were ground breaking, for example we don't believe that the integration of Lotus Notes, Room Wizard and Meeting Manager has been done in Europe before.



## Case Study

### Further Information

#### Background

Founded in 1805 in Geneva, Pictet & Cie is today one of Switzerland's largest private banks, and one of the premier independent asset management specialists in Europe, with over CHF 369 billion in assets under management and custody as at end-December 2006.

The Bank is a partnership currently owned by eight general partners who have unlimited liability.

The Pictet Group is an asset management specialist focusing mainly on the following areas of expertise: private and institutional asset management, fund administration and management, global custody and Family Office services.

The Group employs over 2,000 people in the following locations: Geneva, London, Frankfurt, Madrid, Zurich, Lausanne, Luxembourg, Paris, Milan, Turin, Florence, Montreal, Nassau, Singapore, Hong Kong and Tokyo.

In 2006 they took the decision to move their London City Office from Tower 42 to new premises on the 10<sup>th</sup> and 11<sup>th</sup> floors of Moor House on London Wall.

As one of the major private banks and asset management organisations in London, employing 160 people it was extremely important that their new offices reflected the prestigious, fast moving, innovative image demanded by clients and staff alike in this sector.

At the heart of creating the right image were the audio-visual requirements. The AV facilities in Pictet's previous offices in Tower 42 had not been ideal with only 2 fully equipped rooms, and such was the demand for them that very often there were problems regarding room booking.

#### Requirements

Global Project Manager – Marco Panarese was determined that these issues would be overcome with the move to the new premises. He decided that all meeting rooms would be fully equipped with high quality AV facilities, that there would be a consistency across the building and that all the facilities would be simple enough to enable everyone to use them.

In terms of functionality, there were requirements to:

1. Hold internal and external meetings using a variety of video and data materials.
2. Hold multi-site video conferences with shared documents.
3. Hold audio conferences.
4. Carry out briefings to varying numbers of staff – up to 150. There are three areas – Lausanne, Geneva and the cafeteria that are capable of operating as stand alone facilities or being combined into larger meeting areas comprising either of 2 or all 3 of the rooms.
5. Annotate over material displayed.
6. Create a large screen display in the cafeteria to be used for either entertainment or briefings.

7. Display a variety of information to employees working on the dealer floor.
8. Enable staff to book meeting rooms and to enable administration staff to have clear visibility of occupancy and availability of all the rooms.
9. Enable the IT department to be able to monitor the status of the AV equipment in the rooms, provide first level support and manage the TV distribution system.
10. Shut down equipment when not in use.

There were a total of 16 rooms involved in the project plus the dealer floor. Each of the rooms was named after other Pictet sites across the world. The designation of the individual rooms was as follows:-

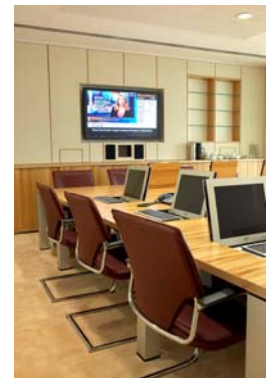
<i>External Rooms:</i>	Montreal, Frankfurt, Tokyo, Zurich and London
<i>Divisible Rooms:</i>	Lausanne, Geneva and Staff Break-out area (cafeteria)
<i>Meeting Rooms:</i>	Paris, Milan, Luxembourg, Madrid, Rome, Hong Kong, Singapore and Turin
<i>Total rooms:</i>	16
<i>Dealer Floor:</i>	10 <sup>th</sup> Floor, Moor House

In terms of delivering the requirements we have outlined below our solutions. We have also included in **Appendix 1** the schematics that show our designs for each of the room types.

### **1. Hold internal and external meetings using a variety of video and data materials.**



Each meeting room was kitted out with a NEC LCD screen of a size appropriate to the room (40", 46" or 57") as the main display, a secondary preview/confidence monitor was provided through an AMX Modero touch panel. A client supplied resident PC was incorporated and allowance was made for the display of laptop inputs (between 1 and 4 dependant on room size) via a table mounted tilt and plug connection plate. Video input was provided by a DVD, VCR and Satellite Receiver – the latter fed around the network using the AMX Endeleo TV distribution system – in addition an



auxiliary video input was provided in each room to allow for the connection of external video inputs such as a video conferencing codec, document camera, video recorder or visualiser. Due to the number of VGA-with-audio and video-with-audio inputs exceeding the maximum number of switchable inputs through the LCD, an external matrix switcher was provided to handle this seamlessly.

All audio sources within the room were relayed to the room occupants via either a pair of speakers attached directly to the LCD display device itself and the display devices internal amplifier in the smaller rooms or a number of ceiling recessed speakers and a power amplifier in the larger rooms.

The ceiling mounted speaker system in the larger rooms has been designed to provide voice re-enforcement to accommodate any future provisions of videoconference systems.





Control of all system functionality is via an AMX Netlinx central control system. The main processor controls all system switching; source selection, transport control and audio levels as well as system start up and shut down. The main processor has the inherent ability to control the room environment, namely area electronic/ motorised blinds and AC units via external interfaces. To drive the control system we proposed a desk-mounted, full tilt operation, 12" AMX Modero control panel, complete with the ability to view all available sources directly either as preview before display or as a repeater function once displayed.

All of the equipment within the room is stored within a Middle Atlantic Swivel rack solution, which is housed within the credenza supplied by others. This solution was chosen to provide a simple means of accessing the equipment for installation and future servicing requirements.

## ***2. Hold multi-site video conferences with shared documents.***

The video conferencing facility was provided in three of the rooms via client supplied Tandberg MXP6000 or MXP3000s (purchased via a global purchasing agreement) and "Presentation" software, which was integrated by Reflex into the room design. Tandberg was selected to provide continuity with Pictet's other sites worldwide. All other rooms were future-proofed to allow for the incorporation of video conferencing facilities at a later date.



## ***3. Hold audio conferences.***

This requirement was satisfied by the provision of Polycom Sound Station 2W wireless conferencing phones, which operate stand alone from the network.

## ***4. Carry out briefings to varying numbers of staff – up to 150. There are three areas – Lausanne, Geneva and the cafeteria that are capable of operating as stand alone facilities or being combined into larger meeting areas comprising either of 2 or all 3 of the rooms.***

The rooms were equipped with the same basic equipment as the internal and external meeting rooms, with the exception of the cafeteria area where we supplied a MPDP plasma wall (see 6 below). Each room was equipped with its own stand-alone presentation equipment. To accommodate the requirement to open up all three rooms to form a larger meeting space we proposed a Master/Slave configuration with the cafeteria designated as the Master area.



To assist viewing when configured as a single large meeting area we installed additional 40" NEC LCD monitors in Lausanne and Geneva meeting rooms.

**5. Annotate over material displayed.**

This requirement was satisfied by the inclusion of a SMART Sympodium. This enables users to write over slides in digital ink, save notes, access any website or multimedia file and project your work onto a large screen.



**6. Create a large screen display in the cafeteria to be used for either entertainment or briefings.**

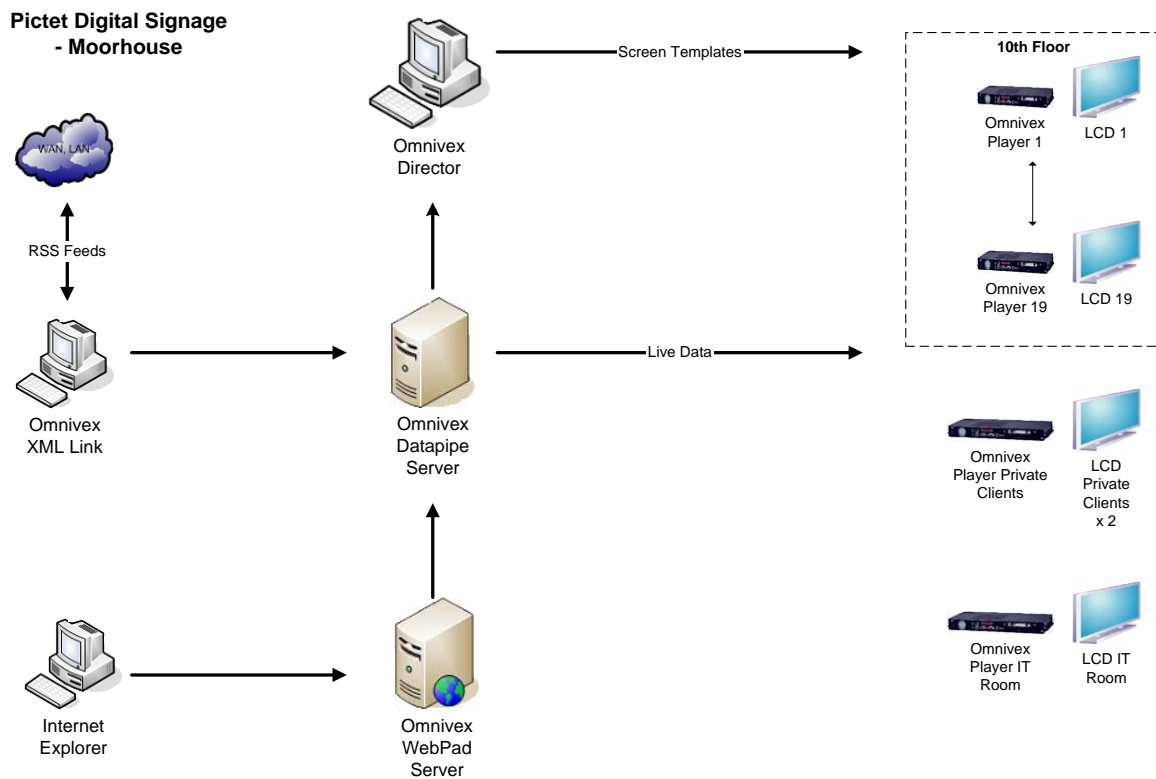
The large Cafeteria/Break-out area was one of the key features of the new building. Pictet wanted this area to achieve a number of different things – a large screen display for large meetings, a recreational area where staff could watch sporting events etc and an area that created a real “wow” for staff and visitors alike. All of these requirements were satisfied by the specification of a 4 x 4 MPDP seamless plasma wall and Omnivex digital signage software (see 7 below for details). We also incorporated a Nintendo Wii as an extra feature for the staff to use.



**7. Display a variety of information to employees working on the dealer floor.**

To provide updated information to the employees working on the dealer floor we specified 22 NEC 40” LCD monitors, located on Unicol stands and placed in appropriate areas to enable all staff to see a screen easily. The 22 LCD monitors and the MPDP media wall have Bluechip Vario computers attached to them running Omnivex Display signage software. A server in the IT communications room is remotely accessed to design and publish screen layouts across both floors. The server pulls in data from various sources including SQL databases, XML RSS feeds and Streaming screen grabs. Users can also update selected zones on their designated screens using through Internet Explorer.





**8. Enable staff to book meeting rooms and to enable administration staff to have clear visibility of occupancy and availability of all the rooms.**



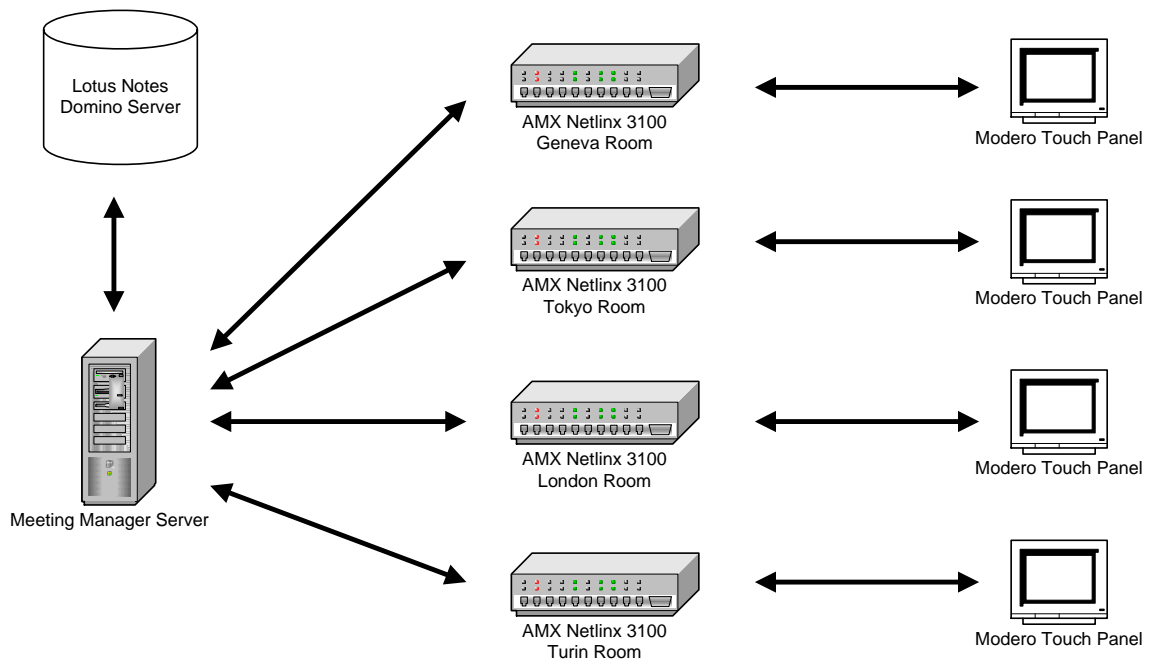
The 16 client meeting rooms on the 11<sup>th</sup> floor all have Polyvision Room Wizard room booking touch panels. These are all connected over IP to the Lotus Notes server in Geneva and display room scheduling information in real-time.



Users can book and end meetings locally on the panels ensuring valuable meeting spaces are efficiently utilized. Additionally, each Room Wizard displays the purpose of the meeting, the attendees and the duration so that people walking past the rooms can see exactly what is happening inside.

The AMX Meeting Manager software application enables central administration of all the AV meeting rooms. The Netlinx controllers register with the server and report on room status. The application also queries the Lotus Notes server in Geneva for all meeting room bookings. These are then relayed to two 17" Modero touchpanel in reception. The users can easily view all of the meeting room schedules and reset the rooms remotely.

This integration of Lotus Notes, AMX Meeting Manager and Polyvision's Room Wizard software was particularly challenging and ground breaking and we are informed by AMX that this project is the first time it has been successfully completed outside of the US.



The screenshot shows a meeting room status dashboard. The top left corner has a calendar icon showing the date **17**. The main area is a grid with the following columns: **Room**, **7am**, **8am**, **9am**, **10am**, **11am**, **12pm**, **1pm**, **2pm**, **3pm**, **4pm**, **5pm**, **6pm**, **7pm**, **8pm**, and **Next Meeting**. The rows list various rooms: Montreal, Frankfurt, Tokyo, Zürich, London, Geneva, Lausanne, Paris, Milan, Luxembourg, Hong Kong, Singapore, and Turin. The 'Next Meeting' column for all rooms is currently empty and labeled 'Offline'. At the bottom left is an **Exit** button. At the bottom right is a logo featuring a lion rampant.



**9. Enable the IT department to be able to monitor the status of the AV equipment in the rooms, provide first level support and manage the TV distribution system.**

Staff can also tap into the AMX Meeting Manager System which provides information on room usage together with the status of equipment within the rooms. Additionally the system interrogates Netlinx control processors, which enables the IT department to carry out first line support remotely.

With regard to the TV distribution the AMX Endeleo system was chosen to distribute the 16 modulated TV channels to 40 endpoints on the 10<sup>th</sup> & 11<sup>th</sup> floors over cat5.

The three 16 channel units are centrally located in the IT communications room and controlled using an AMX Netlinx 2100.

All the other AMX processors throughout the building can then select the channel to receive using master-to-master control over IP.

The IT department can also switch groups of LCD's to selected channels using the Endeleo's built-in Web server for special broadcasts.



**10. Shut down equipment when not in use.**

As all of the equipment sits on Pictet's computer network, the IT staff have full control over it. Consequently, they can switch all equipment on or off as and when required and even program the system to switch everything on or off at set times. They also have control over the lighting via the network, centrally located dimmer units are connected to the AMX controller in the Frankfurt room. All the other meeting rooms connect over the network to control the lighting in their area.

**Project Delivery**

Pictet accepted our design/specification and in February 2007 issued us with a purchase order for £600k and we set about making it happen.

Timescales were extremely tight with the staff move from Tower 42 scheduled for the end of April and building works were already under way.

We appointed our project team comprising of:-

- |                |   |                         |
|----------------|---|-------------------------|
| Steve Phippen  | - | Project Manager         |
| Dave Spink     | - | Installation supervisor |
| James Johnston | - | Lead programmer         |



The team was augmented with additional engineers with a range of skill sets as and when required on the project. However we retained the same top team throughout the project to give a consistent approach.

With tight timescales, and a building design that was perhaps a little too fluid to be ideal, we had to work very hard on logistics and planning.

Work commenced on-site in less than 4 weeks from receipt of purchase order and a total of 23 equipment racks were fully built, programmed and tested off site.

With constantly changing specifications, due to design changes by the client and architect, we had to react quickly, but we adopted a just-in-time approach to avoid redundant kit and re-stocking charges and to help combat storage/security issues on-site.

We had some interesting challenges along the way. A late change to the design of the mounting brackets meant we had to change supplier at the eleventh hour, we then had to pull out all the stops to hit the client's timescales for the first fix work so the ceilings could be closed. Unicol assisted us greatly by manufacturing customer brackets over a weekend and the deadline was met.

As the deadline, approached the dealer floor, meeting rooms and cafeteria areas all needed to be practically complete in time for occupation at the end of April. The latter stages of the installation had been characterised by delays to the furniture (supplied by others) and Reflex were left with just 5 days in which to complete the final fix.

The attitude of the project team was very much a can do one and the team worked right behind the furniture suppliers as they installed the media walls.

The engineers and programmers all worked long hours and we achieved the deadline thanks to the huge willingness to succeed and no shortage of willing volunteers over the weekend.

Since the completion of the project we continued to work on site providing; training, O & M manuals, some extra facilities and providing some user requested modifications to the control system.

Having now completed the project we are extremely proud of our achievement. Perhaps more importantly, the client is delighted and believes that we met and exceeded his objectives for the project.

In summary this was a true A-V / IT integrated project which presented Reflex with a variety of challenges. Certain aspects of the solution such as the integration of Lotus Notes, AMX Meeting Manager and Polyvision's Room Wizard really pushed the boundaries and as stated before we believe this is the first time this has been successfully accomplished outside of the US. Not only did we get the design right to achieve the clients brief, we also carried out the installation to the very highest standard, on time and within budget.

*Please note we were requested by the client not to show data images on any of the screens, consequently the illustrations all show television images.*