

# Henkel Dial Corporation Scottsdale, Arizona

Corporate | Residential | Education | Government | Hospitality | Transportation | Worship | Healthcare | Cultural and Event Centers | Commercial Lighting

When Henkel AG and Co., a Germany-based Fortune Global 500 company, acquired the Dial Corporation, the international consumer product giant expanded its reach into the North American personal care and household cleaning market. The expansion included a new high tech North American headquarters facility not far from the former Dial campus, in Scottsdale, AZ.

Crestron integrated enterprise control technology was selected to manage, monitor and control global video conferencing systems, campus-wide audio/video distribution, shades/drapes and digital signage throughout the new property. Mesa, AZ-based Level 3 Audio Visual (L3AV), provided consulting, systems integration and programming of the fully integrated enterprise solution.

"We were impressed by the overall interface and design by L3AV, while Crestron's reputation for innovative and creative solutions also played a big factor," says Greg Wolf, Director of AV Services at Henkel Dial.



**"I've been able to move into a new headquarters with 10 more conference rooms than our previous facility, increased our videoconferencing capabilities, implemented new digital signage technology, and haven't needed to hire any extra staff to cover our additional responsibilities"**

To design and deliver a world-class solution for maximum return on investment, the L3AV project team began by gaining an intimate knowledge of their client's core values. For example, they learned that Henkel Dial places a big focus on its culture, people and achievements through "eco leadership", so L3AV applied this information in their design.

"We researched who the client was and what their business focus was. We took their focus and goals as direction for our programming and design, and created processes using a simple interface to assist in the conservation of resources," said Alan Rook, Director of Programming at L3AV.

### Every Room Connected, All 45 – Complex Presentation and Communication Systems Made Simple

The building integration totals 45 connected rooms consisting of a 60-seat training room/lecture hall, conference rooms, executive boardroom, cafeteria, mezzanine, and a focus room. Fully integrated room control in these spaces, including

all presentation systems, HVAC and video conferencing, is performed using the Crestron MC2E Control System with Ethernet.

A dynamic source feed which is routed and controlled from the headend only, delivers an array of media sources throughout the building. This feed includes 12 Polycom HDX 9000s Video Conferencing systems, eight Sony digital signage players, 8 DirecTV satellite receivers, PC and DVD player, plus audio/video feeds from all other rooms. A Crestron PRO2 Dual Bus Control System automates the headend, integrating all multimedia technology into a single, centrally managed platform.

Crestron TPMC-8T touchpanels in all conference rooms provide an intuitive user interface with one-touch presets that enable effortless control of an HD projector, 40" flat panel LCD, PC, DVD player, PTZ camera, and ceiling-mounted microphones for video conferencing and corporate presentations.

The theater-style training room features a podium-mounted TPS-15L touchpanel which controls two 16:9 HD projectors, two PTZ cameras, side-by-side 10' screens, and microphones. Multimedia systems in the corporate café, which are controlled by a TPMC-8X touchpanel, include a wide format projector, two 40" LCDs for digital signage, two cameras, and a wireless microphone system used for reproduction and video conferencing.



The CEO's personal boardroom hosts continuous high-level meetings. A TPS-15 touchpanel provides the top officer with reliable one-touch control of a 16:9 projector, 16 tabletop boundary mics for video conferencing, a 52" HD flat panel screen, in addition to the standard presentation configuration.

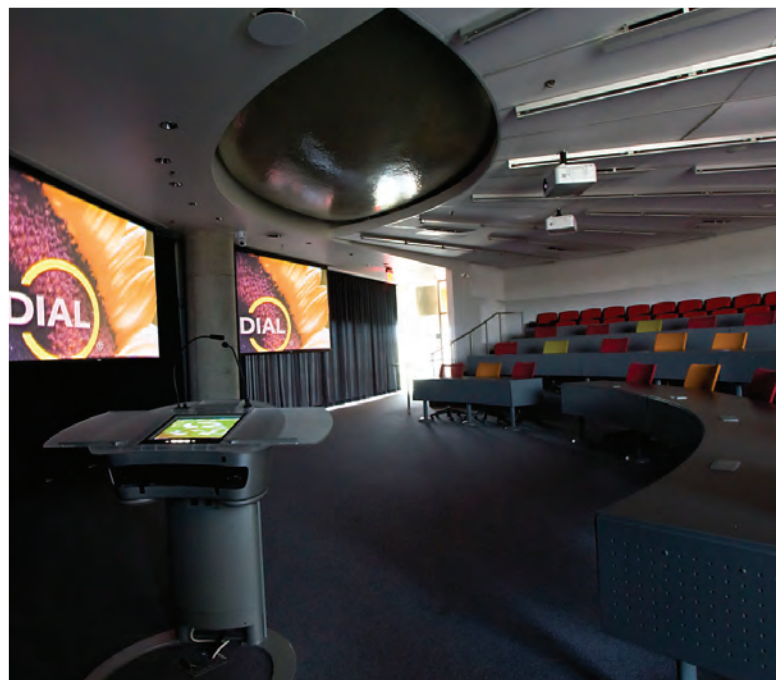
"We created a versatile, dynamic system that allows them to route audio or video feeds from anywhere in the building and patch to any meeting space, which provides flexibility for any user demands that arise," explains Rooks, "This not only saves a lot of time, but conserves valuable resources and accommodates all end users."

### Video Conferencing Explodes Productivity, Saves Time, Money and Energy

As a global organization with executives all over the world, a big part of Henkel's eco friendly strategy is its major reliance on video conferencing. This initiative eliminates massive waste in travel time, and saves substantial amounts fuel and money. Accordingly, all meeting rooms are configured for advanced video conference capabilities.

A central 12-unit Polycom Video Conferencing Codec (VCC) farm enables videoconferencing from each of the 30 conference rooms, eliminating the need to purchase additional equipment for individual rooms. The interface for the advanced queuing system is simple enough for any user to walk in, press "Request Video Conferencing Session" on the touchpanel, and the next available VCC unit is assigned automatically.

Queues can also be taken for high profile meetings with top executives around the world, and staff can effortlessly patch any AV feed into a room, right from the touchpanel. The result?



Significantly enhanced service levels to upper management with fast and reliable VC connections, and the elimination of pulling cables down hallways for impromptu VC meetings, which was a common practice at the old building.

And, Henkel Dial has seen tangible benefits. "I've been able to move into a new building with 10 more conference rooms than our previous facility, increased our videoconferencing capabilities, implemented new digital signage technology, and I haven't needed to hire any extra staff to cover our additional responsibilities," exclaims Wolf.







### Campus-wide Command, Total Control

From the IT command center, intuitive menu options on the TPS-15 touchscreen enables seamless routing of presentation systems, cameras, microphones, satellite TV receivers, computers, and VC units to conference rooms, signage displays, and other monitors with a few quick button presses. Control of microphone settings, system-wide audio and digital signage content is also executed with push button simplicity. The headend GUI provides consistency with all panels throughout the building, which simplifies both end user control and tech support.

The feedback from the users at Henkel Dial has exceeded expectations. “End users really like the conference room controls. Level 3 AV designed a very intuitive menu with beautiful graphics, allowing us to train users in less than 5 minutes on the functionality of the touchpanels. I've had quite a few clients tell me how easy it is to present, that they only need to touch one button and everything goes on like magic,” Wolf says.

### Centralized Control and Complete Remote Help Desk Management

Crestron RoomView™ software provides room scheduling and resource allocation, remote control access to all touchpanels, maintenance and asset tracking, and device usage analytics across the campus, all from any web browser. For prompt, hassle-free help-desk resolutions, staff can “take over” a room remotely and communicate with users in real-time via two-way text messaging to any touchpanel. These remote management features result in significant reductions in response and resolution times, and support costs.

The enterprise management capabilities of RoomView have made support processes, and the jobs of those responsible for it, much easier. Wolf explains, “The ability to centrally control our AV systems is critical to the success of the entire support function. It’s allowed us to continue the high level of service expected of us, without sacrificing quality due to the increased demand. My staff can now concentrate on providing better service, instead of spending time walking to and from conference rooms addressing issues that we now can solve remotely, either through Crestron touchpanels or with the click of a mouse.”

And there are more benefits, adds Rook, “RoomView provides flexibility for Henkel to manage building-wide schedules and reduces the time required for staff to stay onsite to ensure rooms are properly shut down. They can create individual schedules for certain displays or rooms, or a broad schedule to shut down all controlled technology at a preset time. This feature alone will result in substantial cost savings in electricity and projector lamp conservation.”

Henkel Dial also deployed Crestron XPanel, which enables touchscreen GUIs to be replicated and accessed remotely from any web browser. Integrated with the IP-based MC2E control system, all networked AV equipment can be managed from any internet connection or mobile device, giving staff the versatility to control the headend panel from virtually anywhere. “XPanel gives them a lot of flexibility, they aren’t tied to the control room to make simple audio and video patches for individual conferencing needs,” explains L3AV’s Rook.

To sum it up, Wolf concludes, “Overall, I’ve been very pleased by the performance of Crestron’s control panels.”

