

The logo consists of the lowercase letters 'ic18' in a bold, sans-serif font, positioned inside a white right-pointing triangle. The background of the slide is a dark, abstract composition of vibrant red and purple light trails and bokeh effects, suggesting a dynamic, high-tech environment.

ic18

Delivering AV as a Service

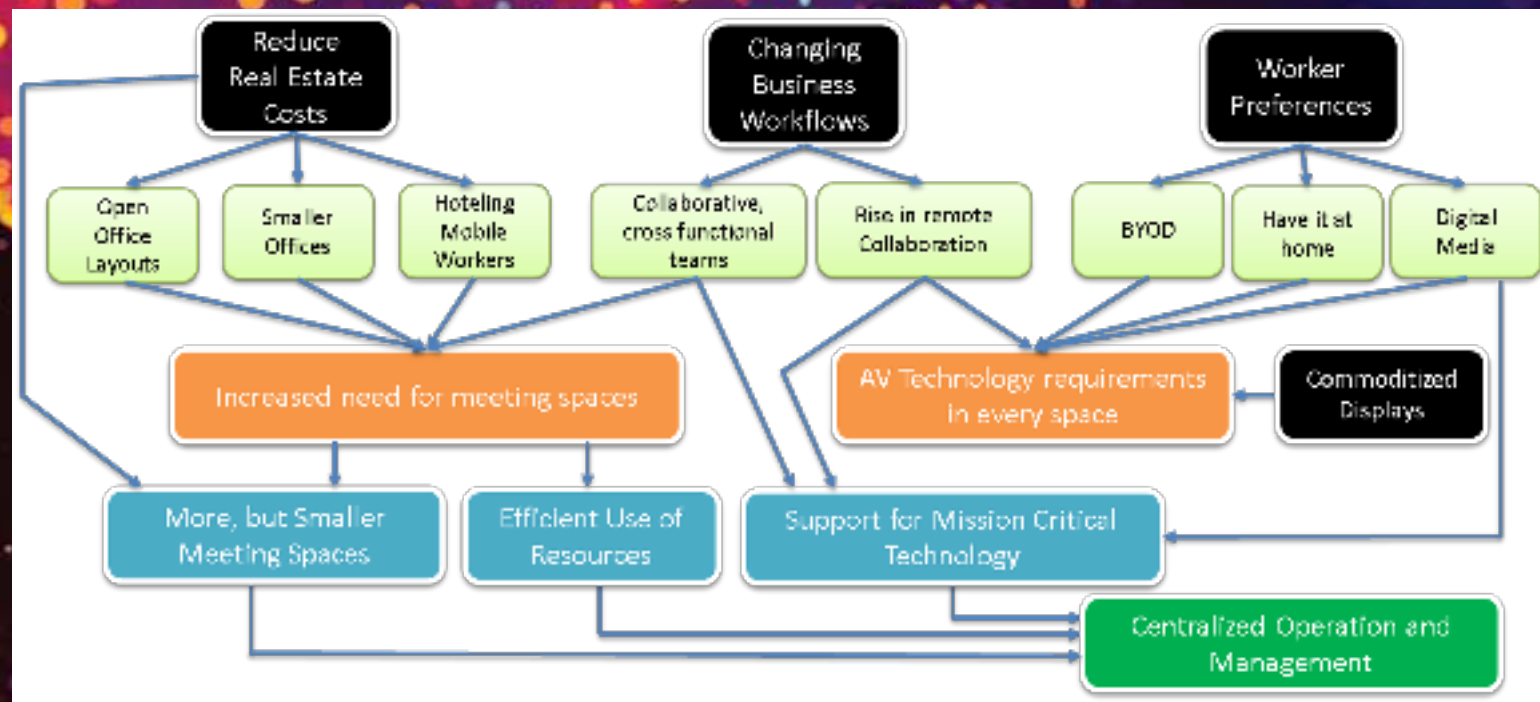
Paul Zielie

Manager, Enterprise Solutions,

Harman Professional

paul.zielie@harman.com

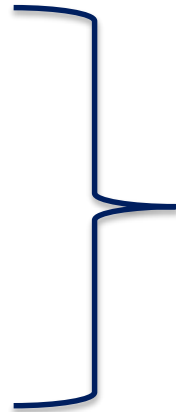
Enterprise Trends



The AV Application

An application is a technology or technologies put to a particular use or purpose.

Audio
Video
Control
Lighting
Network



Effective Communication

The Five "I"s of Services.

- **Intangibility**
 - They are not manufactured, transported or stocked.
- **Inventory**
 - Services cannot be stored for a future use. They are produced and consumed simultaneously.
- **Inseparability**
 - The service is not manifested in a physical object that is independent of the provider.
 - The service consumer is also inseparable from service delivery.
- **Inconsistency**
 - Each service is unique as the time, location, circumstances, conditions, current configurations and/or assigned resources are different for the next delivery
- **Involvement**
 - Both service provider and service consumer participate in the service provision.

AV as a Service

Delivery of the AV application to the end users Should be considered an End-to-End (E2E) Service.

- The service is directly consumed by the end user to do their work and is something they ask for and recognize.
- It is discrete.
 - The service can stand alone and does not require other services to operate.
 - You can to measure it

Delivering AV as a Service

Service Delivery Framework

A set of principles, standards, policies and constraints used to guide the entire lifecycle of the service including; design, development, deployment, operation and retirement of services.

- ISO/IEC 20000
- Information Technology Infrastructure Library (ITIL)
- Control Objectives for Information and Related Technologies (COBIT)

Delivering AV as a Service

Service Lifecycle

- Not the same as the AV equipment lifecycle
- Invoked any time a change is made to the service
 - may be many times over the equipment lifecycle



No more “integrate and forget”

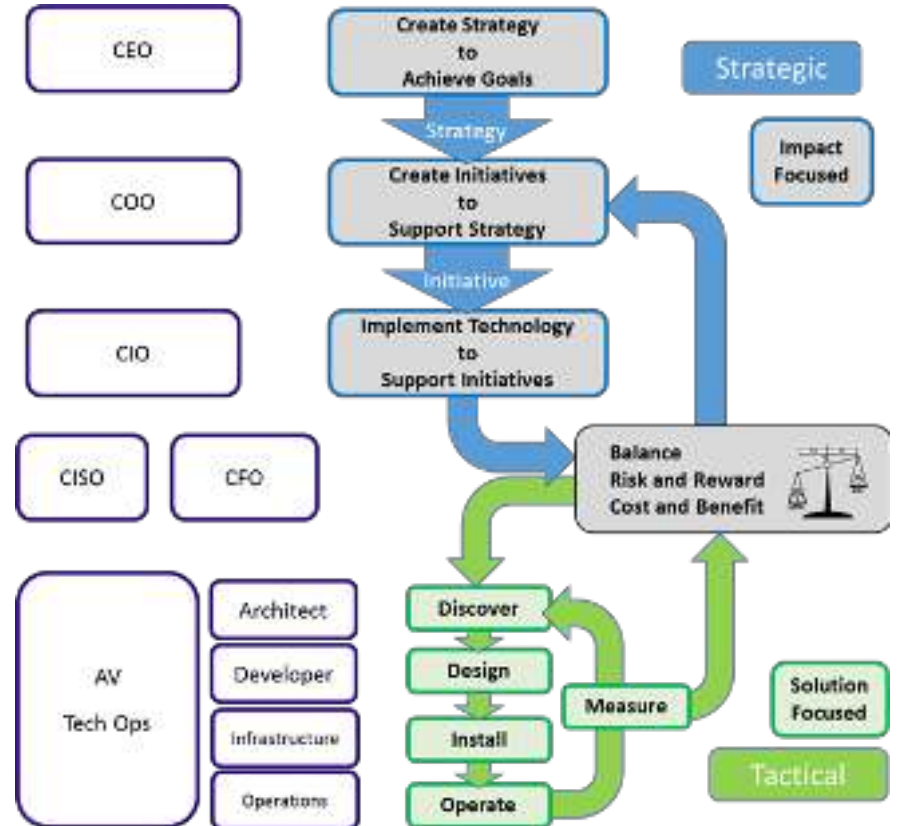
Service Delivery Priorities*

Business value	over	Technical strategy
Strategic goals	over	Project-specific benefits
Intrinsic interoperability	over	Custom integration
Shared services	over	Specific-purpose implementations
Flexibility	over	Optimization
Evolutionary refinement	over	Pursuit of initial perfection

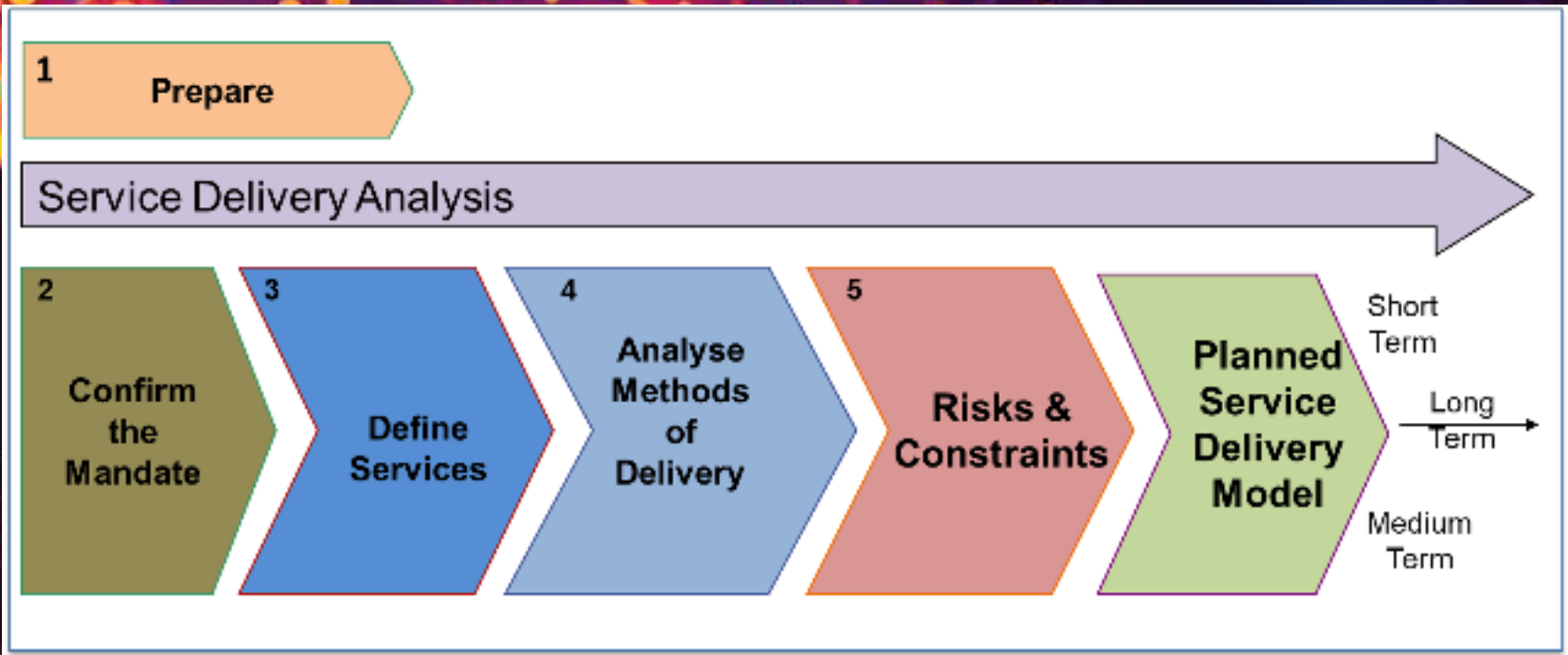
*SOA Manifesto (2009) <http://www.soa-manifesto.org/>

Critical Path for Service Implementation

A service needs to support the goals of the organization as a whole.



Service Design



AV industry Call to Action

- **Promote Standardization**
- **Solutions vs. Components**
- **Supporting vs. Dictating**



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