



## Meeting Room Case Study: Digital Transformation

**Medallia transforms meeting room technology to increase support capabilities of these devices connected to the Internet of Things at its global headquarters with the Q-SYS™ Ecosystem, a scalable platform powered by Intel processing and standard IT protocols.**

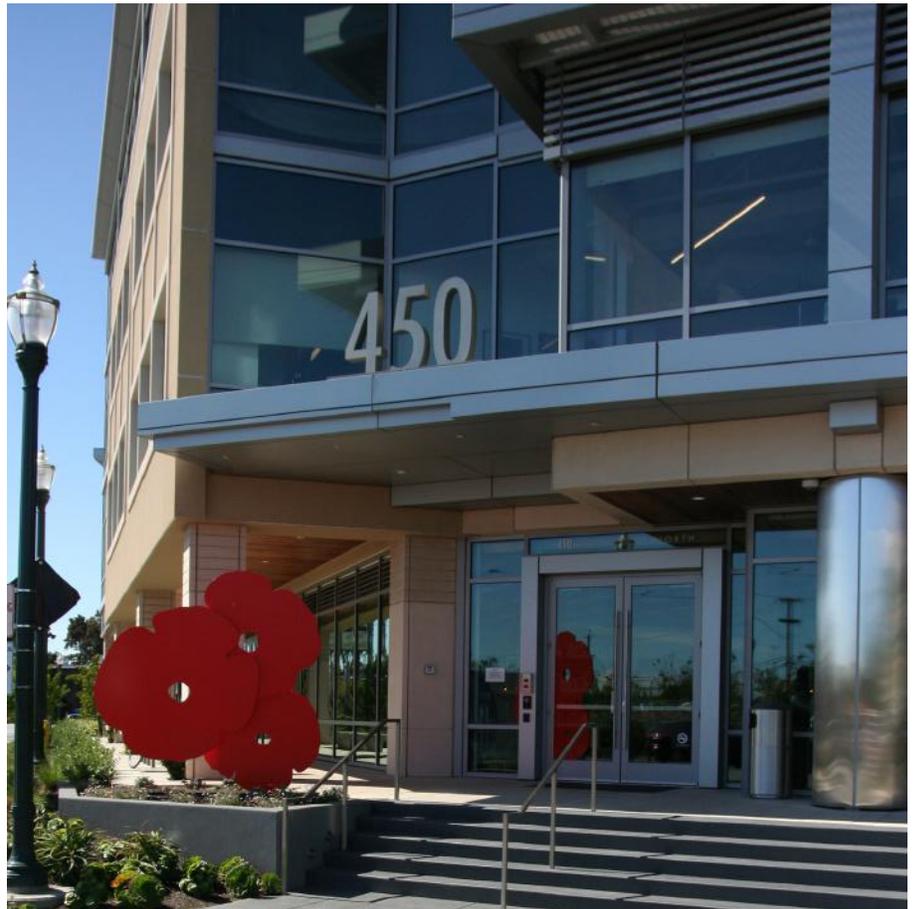
More than a thousand of the world's leading brands trust the Medallia Experience Cloud™ (SaaS) platform to win through customer experience

A recent relocation of their global headquarters prompted the need to consolidate global infrastructure with the implementation to a scalable meeting room platform, to remotely manage and troubleshoot the Audio and Video technology. Medallia selected the Q-SYS Ecosystem with the Core 110f and Core 510i from QSC, built on the Intel Atom/Core i5 processors for their ability to scale as well as the ability to manage and support remotely.



## MEDALLIA

**Global Headquarters San Mateo, CA**



The Q-SYS Ecosystem gave us a simplified solution for our meeting room users along with the ability for our team in San Francisco to support any of our office locations around the globe.

**Robert Vicario – Manager, IT Collaboration Services at Medallia**

The challenge confronting Medallia was the need to implement a scalable, easy-to-use, conferencing system they could easily standardize for its meeting rooms that serve over 1,200 employees across more than 15 offices worldwide.



zoom

## Soft Codec Integration

While Medallia's current Zoom™ soft codec conferencing platform was effective for small groups – such as at a user's desk or in a huddle space – they needed a solution that provided users with the same Zoom experience in larger spaces such as boardrooms, training rooms and all-hand meeting spaces.



## Digitally Transform Support Model

With a small team and offices around the globe, Medallia needed a solution that would automate end-user processes and enable remote monitoring. Overall, the IT department was looking to deploy fewer “boots on the ground”.



## Scalability & Standardization

Once the headquarters renovation was complete, Medallia's team was tasked with upgrading their global headquarters and creating global standards for their offices around the world.



## Streamlined Vendor Relationship

Medallia wanted to reduce potential breaking points, and sought a single vendor that would provide a proactive and genuinely personalized approach to customer support as part of a simplified supply chain with better accountability.

## Intel® processing enables Software-based AV features

Rather than relying on *disparate hardware* components to audio, video and control (AV&C), the Q-SYS Ecosystem leverages robust Intel processing that provides abundant, scalable processing headroom to achieve **integrated** AV&C at the *software layer*. This allows for a more holistic system, less installation time, and feature upgrade without needing to replacing hardware.

# Q-SYS™ ECOSYSTEM

integrated AV&C platform powered by

# intel®

## Support for Multiple Meeting Room Types

Each large meeting space at the new San Mateo campus is supported by the Q-SYS Core 110f processor. “The Q-SYS Core 110f processor is amazing for these room. It offered us 16 channels of software-based acoustic echo cancellation (AEC) which is just the right amount to support remote for two ceiling tile microphones. It was so nice to get all of that AEC without having to deal with AEC card slots. At that price point, the Core 110f is everything we needed and more,” said Robert Vicario – Manager, IT Collaboration Services at Medallia.

When it came to addressing larger 50’ x 70’ divisible training rooms, which required additional I/O channel counts and additional processing capabilities, Medillia turned to the next tier of Q-SYS Core processors, the Core 510i Integrated Processor.

Audio I/O channels from AES67-enabled room microphone inputs and line outputs are were distributed over the Q-LAN network with standard NETGEAR network switches. Because Q-SYS uses IT-industry standard equipment and protocols, Medallia was able standardize on the Q-SYS solution across all its facilities.

Q-SYS is also managing the third-party control using the integrated Q-SYS Scripting Engine. Similar to AEC processing, Q-SYS has implemented

its scripting engine at the software layer, thanks to its processing headroom provided by Intel chipsets. As a result, Medallia added control to their Q-SYS system with a simple software license, rather than relying on hardware additions.

## Driverless USB Integration with Zoom

The Q-SYS Ecosystem allowed Medallia to integrate Zoom web conferencing into these larger rooms via a simple driverless USB connection. This allows Zoom video and audio calls to take advantage of additional cameras, room microphones, EQ and processing from the Q-SYS system. Furthermore, it allowed users bring their own laptops to any Medallia conference room and take advantage of the room’s assets on their own computers, if they don’t want to use the room’s computer. “We put a large emphasis on our ability to encourage effective communication. This is the perfect opportunity to provide a seamless experience for the users,” said Vicario.



## Digital Transformation for IT Support Teams

Medallia sought an AV solution that would help reduce “white glove” IT support and do more with a limited support staff.

Accordingly, setting up and operating the Q-SYS Ecosystem was very simple, and required little IT staff intervention. “We run a lean IT team,” said Hamilton Gordon, Global Head of AV and Collaboration for Medallia. “Everything we can do to handle more with less bloat is encouraged.”

“Q-SYS was so easy to implement, especially for Tier 1 IT admins who didn’t have extensive backgrounds in AV,” said Gordon. “Being node-based is a huge advantage. It’s very similar to working with digital audio workstations, and that made designing systems very approachable. Q-SYS Designer Software follows the same intuitive input to output signal flow, which was a no-brainer and easy to teach.”

Furthermore, Medallia can connect their AV support to the cloud with Q-SYS Reflect Enterprise Manager for remote monitoring and management capabilities. They get a bird’s eye view of the status of the entire

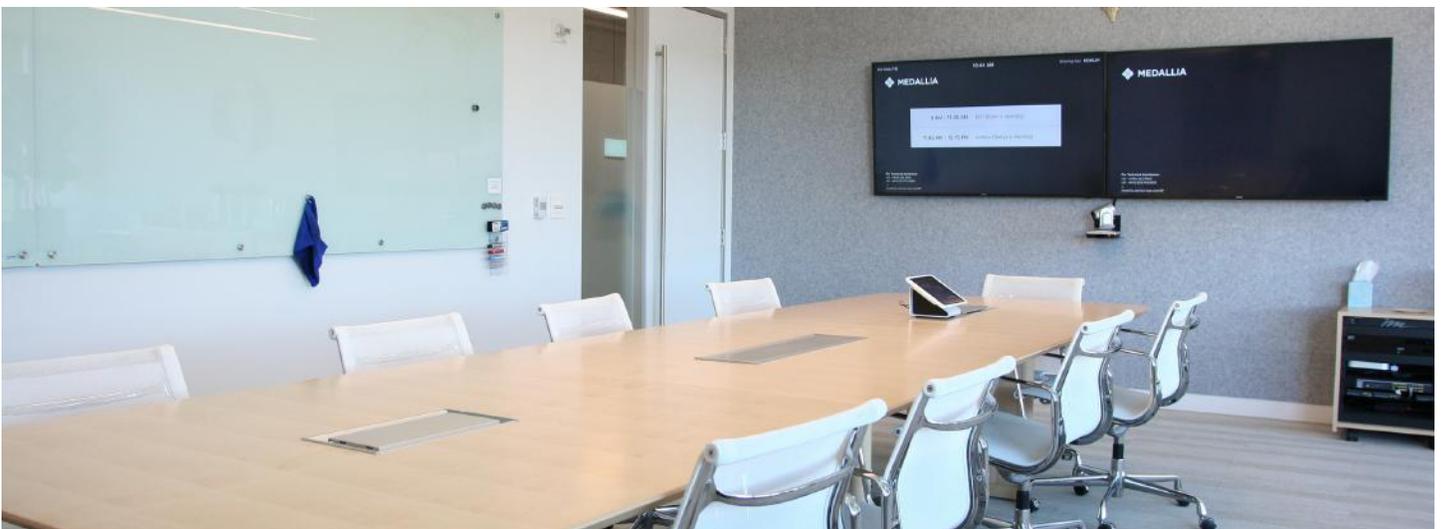
AV enterprise, receive notification when issues arise and perform detailed error log audits of the system’s individual components for troubleshooting activities, all without ever putting boots on the ground.

## Customer Service/Partnership

Having previously suffered from poor support from other manufacturers, Medallia welcomed QSC’s more attentive approach. “QSC seemed scrappy in a good way. When it came to customer service they seemed to lean in,” he explained. “They understood Silicon Valley culture from the start, and the service didn’t seem to be dependent on the size of our purchase order.”

Gordon added, “The team from QSC really understood where soft codecs were going with networked systems. Their technology vision aligned with ours, and that is what we were looking for.”

He concluded, “QSC has been one of the best and most supportive full-service organizations I’ve had the pleasure to do business with. It ended up being the best decision we could have made with the end-to-end support we receive from QSC. In all areas, QSC have been rock solid and we have never looked back.”



## Global Standardization

Developing standardized AV systems in all its fifteen global offices was an important consideration for Medallia. QSC's ability to provide a solution that could be sourced and supported globally was a key factor. With offices around the world, QSC can provide the local staff and direct relationships needed to implement global projects.

## Single Vendor

Medallia has benefited by adopting QSC as single vendor for its audio and video conferencing integration. Being able to work directly with the end user has allowed QSC to form a deeper relationship with Medallia and develop a true partnership with their team.

## Total Reliability

Medallia requires systems that work every time, regardless of location. These large meeting spaces, with larger channel count requirements, are where the QSC technology shines – being able to easily connect with soft codecs and third-party equipment without additional hardware, saving money and providing the IT team with a more accessible system to maintain and manage.



## About QSC

Founded over five decades ago, QSC is a globally-recognized leader in the design, engineering and manufacture of award-winning high-performance loudspeakers, digital mixers, power amplifiers, audio processors, digital cinema solutions, and the Q-SYS™ software-based audio, video and control Ecosystem. Offering reliable, scalable and flexible solutions for professional installed, portable, production, corporate and cinema applications, QSC puts customers first with its highly-acclaimed sales, service, and support networks worldwide.



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Model	Pcs Used	Description	Image
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## Large Meeting Rooms (18' x 25')

<a href="#">Q-SYS Core 110f Unified processor</a>	<b>2</b>	AV&C processor (powered by Intel), 24 I/O + USB, POTS and VoIP, simultaneously, 128x128 network channels and 16 AEC processors	
<a href="#">SPA2-60</a>	<b>11</b>	SPA Series amplifier 60 w x 2 channels	
<a href="#">AD-C6T</a>	<b>6</b>	AcousticDesign™ Series ceiling-mount loudspeakers 6.5", 2-way, 135° conical DMT, passive	
<a href="#">TSC-7T</a>	<b>1</b>	7" tabletop Q-SYS network touch screen controllers	
Netgear GS516TP	<b>1</b>	Standard commercial network switch, 16-port	

## Training / All Hands Rooms (50' x 70')

<a href="#">Q-SYS Core 510i Integrated processor</a>	<b>1</b>	AV&C processor (powered by Intel), customizable I/O I/O card slots, 128x128 local audio channels, 256x256 network channels and 64 AEC processors	
<a href="#">SPA2-60</a>	<b>11</b>	SPA Series amplifier 60 w x 2 channels	
<a href="#">AD-C6T</a>	<b>50</b>	AcousticDesign™ Series ceiling-mount loudspeakers 6.5", 2-way, 135° conical DMT, passive	
<a href="#">AD-P4T</a>	<b>10</b>	AcousticDesign™ Series surface-mount loudspeakers 4" 2-way, 120° conical DMT, passive	
<a href="#">TSC-7w</a>	<b>9</b>	7" wall-mounted Q-SYS network touch screen controllers	
<a href="#">I/O-USB Bridge</a>	<b>1</b>	AV-to-USB bridging endpoint	
Netgear GS516TP	<b>1</b>	Standard commercial network switch, 16-port	