



Case Study

Beverly Hills Estate Home Technology Refresh

Bill and Wendy Carlton own a beautiful 11,000 square foot estate, nestled in affluent Beverly Hills. While their home's features and technology are impressive, recently they were facing aggravating performance issues with their control system, which acts as the brain for their home automation. It seemed like whenever they were enjoying a quiet evening in or hosting a dinner party, they would uncover an unexpected issue with their home automation. "There was always something that wouldn't work, whether it was our lighting, network, or control systems," Bill says. "We couldn't keep track of all the technologies failing at different times throughout our house. It was exhausting." For the Carltons and many homeowners like them, it turned into a miserable and embarrassing experience when one piece of the technology ceased to work along with the rest.

This experience occurs frequently for high-end homeowners. Most residential audiovisual integrators seemingly provide their services for a bargain, but the joy of getting a low price entry point fades as the system proves to be incomplete and unreliable. Eventually,

many homeowners realize it is time to invest in technological improvements. The Carltons recognized their need for a better system and chose Profound Technologies. "Through our thorough vetting process, we decided Profound had the experience and industry knowledge we needed to update our technology," Bill explains.

In the end, we wanted quality. We chose Profound because they focused on reliability and protecting network and property.

Profound upgraded their network, surveillance cameras, and all the audio and video equipment throughout the house.

Even with messy cabling and other complications, Profound's team finished the job in mere weeks of installation, leaving the Carltons with an upgraded system and two new racks in their existing media room. The Carltons were so pleased with Profound's work that within a week they requested a technology refresh of the media room system.

While the Carltons needed these technology advancements, heightened physical security was also a top priority for them. They reengaged Profound to upgrade the camera system. "We had been burglarized in the past, and wanted to take preventative steps toward protecting our estate," Bill explains the past concerns. However, their new camera system surpassed expectations and helped catch a thief not long after the security upgrade. "Our son had his car broken

*Pseudonyms have been given to protect the privacy of persons and organizations.



into when visiting recently,” Wendy tells the story. “The thief stole tens of thousands of dollars in personal belongings, but this time we had five different camera angles that captured the crime. We are taking the culprit to court, and Profound has kindly agreed to testify in the case.”

Profound’s President Bradd Fisher was excited to contribute security system enhancements to their property, especially the new license plate cameras installed in their front yard. “The hidden cameras look at the street in both directions and can recognize license plates. The system can flag license plate numbers of certain suspects, which will work toward identifying and potentially catching thieves and can help the community increase security.”

The Carltons at last received effective security, a dependable system, and a positive end user experience. “We are so happy with the system!” Wendy exclaims. “We kept inviting friends over to meet Profound’s team and enjoy our new home automation.” The Carltons appreciate the home’s fantastic new system and added security. “In the end we wanted quality,” comments Bill. “We chose Profound because they focused on reliability and protecting our network and property.”

Bradd agrees that Profound’s goal is to provide a reliable end result. “We make networking a priority,” he explains. “We take a thoughtful approach to each project, and by engineering all systems appropriately, our systems last 30-50% longer than our competition.” Any failures and frustrations in previous systems are often because they had not been engineered properly, but with

a large estate to control, technology needs to be up to standard. Bradd describes their system’s end user experience: “Our enterprise-level equipment gives customers a system that delivers uncommon reliability, less downtime, and fewer service visits, which surpasses the industry standard. Customers who have gone through the pain of implementing the wrong technologies recognize the value in our offering.”

The Carltons have experienced these benefits by working with Profound and their relationship continues through a managed services contract. If the system has an issue, Profound’s team can log in remotely and reboot the device within seconds. Bradd explains how Profound’s team supports the system: “In reality, technology fails at times and we can’t always control the reliability of different consumer products, such as Apple TV’s or Cable boxes. When problems arise, Profound’s response time and ability to resolve issues remotely saves customers the cost of a service visit and prolonged downtime.” Profound works to ease frustration and provide a greater peace of mind. “We want the Carltons’ system to work seamlessly for them and their dinner guests. In fact, we probably value the reliability even more than they do!” Bradd believes that Profound’s system and support will allow the Carltons to better enjoy their home technology.

From a reliable network to a secure home, Profound gave the Carltons a solution that met their specific needs and surpassed expectations. “We are thrilled with our system, but it is much more than that,” Wendy says. “Profound provided us with a peace of mind, and that’s priceless.”

**Pseudonyms have been given to protect the privacy of persons and organizations.*