



Case Study

DSM

From hospitals to pharmaceutical companies, the healthcare customers we service aid their communities well and we are honored to assist them in their important work. DSM, a local biomedical company, offers a variety of biomedical materials and top technologies for medical specialties around the world. With their international work, the need for top conferencing solutions became a priority as their meetings consisted of marbled audio and frustrating delays.

DSM started searching for an AV partner and found the solution close to home. Profound Technologies' office was just down the street and their expertise and references validated they would be the best choice for the job. DSM realized immediately that their quick service and managed services would surpass expectations for their conference room technology.

As DSM brought on the Profound team, there were several important features they were looking for in their new conference rooms. Trevor Depp, Account Executive with Profound Technologies, reflected on this first completed project: "DSM valued secure conferencing and reliable

technology to support their telehealth goals. Whether they were giving presentations, training employees, or meeting with clients and vendors, they wanted a conference room that could provide a seamless experience across the board."

Not only was the initial response to the project overwhelmingly positive, but DSM has sought out Profound's services for several other projects since. "We've worked with Profound for over three years," the client said, "and we're still impressed with the end result of our projects and how they continually service our systems."

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Trevor explained the various projects DSM and Profound have been able to accomplish together. "We completed their café with auditorium style setup and distributed audio and video, which can be used as a sort of multipurpose room. In addition to the first conference rooms, we have completed two two-way divisible rooms for similar telemedicine purposes. Another fun project was their experience center! Here they bring in high-end clients to show an impressive display of their solutions, and we added to the experience by implementing two video walls and an integrated conference room."