



## Case Study

# Partnership with Logitech

The partnership between Profound Technologies and Logitech has been instrumental in supporting Logitech's Enterprise, Mid-Market, and Public Sector teams. Profound Technologies, a leader in custom audiovisual systems integration, has adapted to the changing market dynamics, particularly the growing demand for pre-engineered systems. By leveraging Logitech's technology platform, Profound Technologies has efficiently delivered cost-effective solutions without compromising on essential features and functionality.

"Since the inception of their collaboration, Profound Technologies and Logitech have fostered a strong relationship," says Logitech Account Manager. "In the first year alone, Logitech referred over 30 customers to Profound Technologies, recognizing their expertise in custom AV systems integration. Profound Technologies has played a pivotal role in supporting Logitech by designing systems for semi-custom environments, integrating Logitech products into government facilities, and addressing unique requirements with non-Logitech devices." Additionally, they have facilitated hardware-only solutions for large commercial and enterprise customers through

their e-commerce platform.

Profound Technologies has consistently supported Logitech's teams with in-depth knowledge of Logitech's products and certifications in Zoom and Teams, including Zoom Gold Certification. This expertise enables them to address issues effectively and provide tailored solutions, ensuring seamless integration and enhancing customer satisfaction.

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Recognizing the market shift towards pre-engineered systems, Profound Technologies swiftly adjusted its offerings to align with industry trends. While they continue to offer custom solutions, they now also focus on meeting the increasing demand for basic room-type solutions. This strategic shift allows them to provide cost-effective solutions while leveraging Logitech's technology platform to assemble room designs with diverse options. Profound Technologies' certified installation technicians, on-staff AV Engineers, and Managed Services center with help desk support ensure the successful implementation and ongoing support of these systems.

Kevin Busza, COO of Profound Technologies, highlights the advantages of the collaboration with Logitech, stating that "The pre-engineered



room system solutions provided by Profound Technologies offer significant cost savings compared to previous custom solutions while retaining a high level of features and functionality. Customers benefit from greater flexibility and efficiency in their room investments without compromising on performance.”

The Profound Experience Center, located near Philadelphia, serves as a vital venue for showcasing cutting-edge technology to end users. Covering 1200 square feet, the center features various room types with Rally Plus and Rally Bar systems being particularly popular. Logitech and Profound Technologies frequently host joint events at the center, inviting customers to experience the capabilities of the Logitech platform firsthand and stay updated on the latest technology developments.

The partnership between Profound Technologies and Logitech has demonstrated adaptability to evolving market trends and delivered cost-effective, feature-rich solutions for Enterprise, Mid-Market, and Public Sector teams. Profound Technologies’ expertise in custom AV systems integration, combined with Logitech’s technology platform, has resulted in seamless product integration, heightened customer satisfaction, and substantial cost savings. Their collaborative efforts, showcased at the Profound Experience Center, highlight the successful alignment of innovation and adaptability, positioning this partnership as a driving force in the audiovisual integration industry.