

STRATEGIC MIGRATION: ENHANCING COMMUNICATIONS FOR A SEMICONDUCTOR POWERHOUSE



A global leader in the semiconductor industry, with a vast network of operations across 30 major cities in the USA, faced significant technological challenges in their communication infrastructure.

This client, renowned for its innovative contributions to the tech world, needed a robust solution to upgrade its video conferencing systems—a critical component for their daily operations. The project aimed to seamlessly migrate nearly 400 video conference endpoints from Cisco Webex to Zoom without disrupting the workflow. This intricate task required not only technical proficiency but also strategic foresight to ensure the upgrade would support continuous productivity and scalability. The challenges were clear: implement a new, more efficient system without impacting the ongoing business processes, thereby enhancing operational efficiency and future-proofing their communication needs.

Here's the story.

The client chose Astreya for our unparalleled expertise in strategic migration and our proven track record in executing large-scale AV transformations swiftly and efficiently. Our meticulous approach ensured minimal disruption during the complex transition from Cisco Webex to Zoom, solidifying a partnership that is focused on technological advancement and operational excellence.



BUSINESS PROBLEMS



The client grappled with upgrading their video conferencing systems to support future scalability and improve efficiency without disrupting ongoing operations. This technological transition involved replacing outdated Cisco systems with advanced Logitech technology across multiple locations worldwide.

- **Outdated Technology:** Replaced outdated Cisco hardware, enhancing technology across approximately 400 endpoints.
- **Business Continuity:** Maintaining 100% operational uptime during the system transition is essential.
- **Previous Attempts:** Previous solutions failed to upgrade without significant interruptions to business activities.
- **Strategic Need:** A seamless and swift transition was crucial to support ongoing business processes and future scalability.

IMPLEMENTED SOLUTION



Astreya developed a customized solution that significantly minimized hardware complexity, streamlining installation and reducing costs. This strategic implementation ensured that the new system was user-friendly and robust, addressing the client's core needs without disrupting their operations.

- **Minimized Hardware Use:** Reduced operational and capital expenditures by optimizing hardware requirements.
- **Logitech Sync Platform:** Utilized Logitech's Sync, a cost-effective management platform, eliminating the need for expensive alternatives.
- **Implementation Strategy:** Executed the migration with zero downtime, ensuring uninterrupted business operations.
- **User-Friendly Systems:** Systems were designed for ease of use, requiring no change management post-implementation.
- **Real-Time Collaboration:** Daily stand-ups and Smartsheet tracking were employed to ensure project alignment and real-time issue resolution.

DELIVERED BENEFITS



Implementing the new video conferencing solution met all the operational goals set by the client, significantly enhancing their communication capabilities while reducing costs. The project was completed with zero downtime, exemplifying Astreya’s commitment to delivering high-quality solutions tailored to client needs.

- **Zero Downtime:** Successfully achieved zero downtime during the migration, ensuring uninterrupted business operations.
- **Cost Efficiency:** Realized significant reductions in capital expenditures by optimizing hardware.
- **Enhanced User Experience:** Users quickly adapted to the new system without any training or adjustment periods, indicating the system’s ease of use.
- **Long-term Scalability:** Provided a scalable solution that supports future growth and technological advancements.

WHY CHOOSE ASTREYA AS A STRATEGIC PARTNER FOR DIGITAL WORKPLACE SERVICES



Astreya’s expert execution of the video conferencing migration for this semiconductor leader underscores our ability to deliver complex IT solutions effectively, ensuring operational continuity and significant cost savings both immediately and over the long term. This project not only facilitated a seamless technological transition but also set the stage for scalable future advancements.

THE TAKEAWAY



Highlighting our strengths in strategic planning and client collaboration, this initiative enhanced communication capabilities across the organization. A key stakeholder’s endorsement, “Astreya just gets it done, I do not have to hold their hand and be there all weekend with them answering questions and helping,” underscores our role as an efficient and effective partner, reinforcing our reputation for excellence in the industry.

CONCLUSION



This collaboration between Astreya and a leading semiconductor company vividly illustrates the strategic benefits of tailored IT solutions on business operations and efficiency. Astreya’s ability to deliver a comprehensive digital transformation, which exceeded the client’s expectations, has strengthened a relationship built on trust and proven success. By ensuring zero downtime and enabling seamless technological adoption, we have established benchmarks for operational excellence and strategic IT deployment. The positive feedback from key stakeholders highlights our efficiency and effectiveness, further cementing Astreya as a trusted partner in the industry.

A word about our valued clients and the markets they serve.

We are honored to support some of the world's most recognizable and innovative organizations.* Astreya partners with the world's most innovative and influential organizations, serving a diverse array of challenging vertical market segments and spanning numerous geographies. Our clients, leaders in their respective fields, rely on Astreya's expertise in navigating complex, ever-evolving technological landscapes, ensuring they remain at the forefront of their industries. Our collaboration with these esteemed organizations underscores our commitment to delivering exceptional IT and digital engineering solutions tailored to the unique demands of global market leaders.

*Fortune 10 company names available upon request.

About Audio Visual

Astreya's global Audio Visual (AV) capabilities are unparalleled, offering comprehensive solutions that cater to the unique needs of modern businesses.

We support over 34,000 AV rooms and spaces globally, manage more than 5,000 video-related events annually, and provide local support coverage in over 100 countries. Our end-to-end services include design, implementation, deployment, maintenance, and support, ensuring high performance and accessibility of AV systems.

With our centralized global AV helpdesk, we deliver consistent and quality service at scale. Our innovative approach, exemplified by the use of platforms like Logitech Sync, minimizes hardware complexity and reduces operational costs. We emphasize real-time collaboration and proactive problem management, enhancing room uptime and reducing user incidents.

Astreya's global reach, combined with our deep expertise, ensures that we deliver efficient, cost-effective, and innovative AV solutions tailored to support the evolving needs of a hybrid workforce. This commitment to excellence makes Astreya a trusted partner for businesses aiming to enhance their communication infrastructure and operational efficiency.

About Astreya

Astreya, a leader in managed services for two decades, offers innovative and reliable IT solutions to the world's most recognizable companies. Our expert team of engineers craft tailored service plans that drive operational efficiency while transforming technology into an engine for growth and innovation within your organization - because excellence is always our promise. For more information, please visit us at www.astreya.com.

