



In Focus

A simplified Audio Visual experience for Pernod Ricard UK

Believe in Excellence





Pernod Ricard

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A responsible and global leader in wine and spirits, Pernod Ricard manufactures some of the world's most iconic beverages such as Absolut Vodka, Cognac, G.H. Mumm, Havana Club, Kahlúa and Malibu.



Our partnership with Cinos has been instrumental in transforming our AV infrastructure. Their proactive approach and tailored solutions have not only resolved our immediate challenges but have also paved the way for increased consistency and efficiency across our meeting spaces. With the support of Cinos, we've elevated the user experience. From the outset they've understood our needs and delivered solutions that exceeded expectations.

Josh Wright
Senior IT Project Manager at Pernod Ricard



The Requirement

Spread across three floors, Pernod Ricard's Chiswick office provides a space for its brands and its employees to unleash their creativity and innovate. However, the AV setup was complex, created operational challenges and provided an inconsistent user experience.

The IT team faced a convoluted infrastructure, made up of numerous endpoints and peripherals, with cumbersome shared processing and signal distribution. With an ongoing network issue that saw many of the meeting rooms frequently go offline, cause operational disruption and user dissatisfaction, Pernod Ricard UK recognised the need to simplify its audio visual infrastructure and meeting room solutions. To address these challenges, the single point of failure needed to be removed and each meeting space standardised with Microsoft Teams Rooms (MTR) to ensure a consistent user experience across all spaces and group locations.

The Solution

Cinos devised a comprehensive solution to localise each meeting room and simplify the existing AV setup. Recognising the critical importance of stabilising the network, Cinos' networking team prioritised the issues causing the room outages. Through meticulous troubleshooting in collaboration with the IT Team, Cinos restored stability to the network to ensure reliability and uninterrupted connectivity across all floors and spaces.

After thorough evaluation, including proof of concepts with various solutions, Cinos recommended and deployed Cisco Microsoft Teams Rooms due to its compatibility and robust feature set. To meet the diverse needs of Pernod Ricard's meeting rooms and ensure consistency the following was installed across a range of 30 spaces:

Small and Medium Rooms

Standalone Cisco Room Bars were deployed to ensure powerful video collaboration, optimised video, and crisp sound. The native Microsoft Teams experience gives users a simple and familiar interface when setting up and running meetings.

Large and Divisible Boardrooms and Training Rooms

To ensure inclusive video meetings in the larger conference rooms, boardrooms, and training rooms, Cinos installed the Cisco Room Kit EQ. With a multi-lens Quad Camera to clearly capture the room peripherals, the video conferencing kit delivers rich content experiences. Additionally, Cinos integrated the existing Shure ceiling microphone arrays and Biamp ceiling speakers with the Cisco EQ Room Kits to optimise cost-effectiveness without compromising on audio quality or functionality.

BYOD Connectivity

Recognising the importance of seamless collaboration, USB inputs were available in each space to facilitate effortless sharing and collaboration from participants' own devices.





The Benefits

Through Cinos' expertise and collaborative approach, Pernod Ricard successfully simplified its AV infrastructure, overcoming the complexities of its previous setup. The standardised solution has not only improved the user experience and operational efficiency but also freed up the IT team from regularly troubleshooting the existing technology.

Consistent user experience
Standardising on Cisco Microsoft Teams Rooms and localising the AV setup has ensured a consistent and intuitive user experience across all meeting spaces. Cisco-powered Microsoft Teams Rooms gives Pernod Ricard the flexibility to scale to any space regardless of its size, giving users an easy to use and consistent interface.

Reduced support tickets
With the implementation and ongoing support provided by Cinos, Pernod Ricard experienced a steady decline in the number of support tickets raised, emphasising the enhanced stability of the new system and user experience.

Simplified maintenance
The streamlined system infrastructure and support processes have significantly reduced downtime and enhanced operational efficiency. This has allowed the IT team to dedicate more time in other areas rather than constantly applying fixes and patches for ongoing technical issues.

Cost effective
Utilising existing equipment in the larger rooms has maximised Pernod Ricard's investment in its current hardware without compromising on functionality and the quality of meeting experiences.

The Technology

For an in-depth look at the technology we used on this project or to download the relevant data sheets please visit our website. You can also see the other projects we have been working on and catch up on any company news.



Striving for excellence in everything we do

Cinos have always embraced an underlying commitment to deliver excellence, whether that is in the projects we deliver, the development of our staff or working towards a greener future, we ensure that our company values are at the heart of everything we do. This level of commitment has been proven with globally recognised accreditations including ISO 45001, 9001, 14001, 27001 and Investors in People. Furthermore, we strive to achieve the highest level of partner distinctions. In relation to this case study, we are recognised as a:





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