

# Integrate



THE OFFICIAL TRADE JOURNAL OF NSCA | SUMMER 2024

The Role of an Integrator Is

# Evolving

Forward-focused NSCA member integrators aren't waiting.  
They're pivoting now.

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Member Spotlight: Hyphn. How One Integrator Decided to Deliver What Others Don't. **PAGE 18**

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**TOM'S COLUMN**

# NSCA Community Mourns the Loss of a True Friend

Jeff Kindig, NSCA's former director of workforce development and creative force behind Ignite, will be missed greatly.

*By Tom LeBlanc*

**T**hose of us lucky enough to work with and know Jeff Kindig know that he wouldn't like this column. It was never about him

It was about the companies he helped throughout his remarkable career in our industry.

It was about the NSCA Education Foundation, where he served as a board member and tireless volunteer.

It was about the talented young students and professionals he sought to bring into the industry as NSCA's director of workforce development.

It was about *you*, because he genuinely cared about his coworkers and friends.

But it was never about him.

Jeff Kindig lost his courageous battle with cancer last month. He did so many great things in and for the integration industry. At NSCA, it's particularly important to note that Jeff was a driving force behind NSCA Education Foundation's launch of the Ignite workforce development program.

Ignite is a fitting legacy for Jeff. The program is all about empowering Ignite Ambassadors to expand awareness of the great career opportunities within this beloved integration industry—an industry in which he had such a great career. Many of his friends did as well. He wanted our industry to expand its reach. He wanted to educate promising technology and business students about what we have to offer.

Ignite provides a foot in the door to our industry through its integration industry-specific internship program.

The latest step for Ignite, and one that Jeff had a hand in discussing, is the XBO (Excellence in Business Operations) Experience. Educating people about our industry and getting their feet in the door is only part of the talent battle Jeff was fighting. There's a leadership gap in too many companies in our industry. XBO is designed to eliminate barriers that prevent those young professionals from rising to leadership roles. The inaugural XBO Experience takes place Nov. 12-13, 2024,



at Georgia Tech, where NSCA members will bring their rising stars, and they'll learn how to lead an integration company.

Jeff will continue to play a role in helping many of those young professionals attend XBO and gain leadership training. His wife, Lynn, asked the NSCA Education Foundation to create a fund for a scholarship program to support registrants of the 2024 XBO Experience: the Jeff M. Kindig Future Leaders Scholarship Fund.

The scholarship will provide free 2024 registration to 25 rising stars in our industry!

It's a fitting tribute to Jeff and a remarkably generous gesture by the Kindig family.

Those who would like to support the Jeff M. Kindig Future Leaders Scholarship Fund by donating can send to:

**NSCA Education Foundation**  
3950 River Ridge Drive NE, Suite B  
Cedar Rapids, IA 52402  
c/o Jeff M. Kindig Future Leaders Scholarship Fund

Most importantly, Jeff will be missed. He was a passionate advocate for our industry and NSCA, and a great family man with an unforgettable sense of humor. We'll miss our dear friend.

Those who would like to apply for the scholarship and attend 2024 XBO with free registration, [apply here](#).

It's noteworthy that even this column about Jeff wasn't really about him. Through their generosity and creativity, Jeff and his family still managed to make it about the future of our integration industry.



| Tom LeBlanc is executive director at NSCA. Contact him at [tbleblanc@nsca.org](mailto:tbleblanc@nsca.org).

## Register for XBO Experience

Once you've identified the rising stars in your company, let them know about XBO 2024.

Nov. 12-13 • Georgia Tech Campus • Atlanta

[Register Now](#)



**The Jeff M. Kindig Future Leaders Scholarship Fund is a fitting tribute to Jeff Kindig and a remarkably generous gesture by his family.**

# Integrate

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## XBO: An NSCA Conference for Your Next-Gen Leaders

Nov. 12–13 • Atlanta

Whether you're new to the industry or rising fast, XBO Experience offers industry-specific development and networking opportunities made for the next generation of integration leaders.

XBO Experience isn't just another conference—it's an immersive experience designed by the next generation for the next generation. This event will bring a new focus to ongoing and emerging trends, as well as educate newer professionals about industry best practices and proven methods.

### XBO participants and supporters can expect:

- **Next-Gen Training:** Discuss business and management skills that put you on track to leadership positions.
- **Interactive Learning:** Roleplay and experience industry challenges with real-world relevancy in an energized setting.
- **Career Insights:** Learn how fellow attendees and presenters came into the industry and their own plans for development.
- **Ethical Explorations:** Dig into real-world examples of company ethics and core values in action.

**Register today to secure your spot at XBO** and take the next step in your professional journey.



## NSCA BizSkills

InfoComm • June 11 • Las Vegas

Thousands of integrators will converge on Las Vegas this summer to learn about the latest AV integration technology at InfoComm. While you're there on June 12-14, you can also get business training from NSCA!

Just like last year, we're leading a full-day BizSkills training session on June 11 (the day before InfoComm).

This comprehensive program delivers a strategic business curriculum, empowering participants with invaluable insights and tools that are crucial to enhancing pro AV business operations. Attendees can select between two morning sessions and two afternoon sessions, while also getting to hear a midyear industry report on the 12 factors impacting the integration market in 2024.

### NSCA BizSkills Tracks

- Project Management
- Finance
- Sales
- Operations

**BizSkills registration is free for NSCA members.**  
(Use "ICBIZ" as the coupon code during registration.)

**Register Now**

## TweetUp

InfoComm • June 12 • Las Vegas

We're thrilled to sponsor the return of the TweetUp at InfoComm24! Don't miss this chance to catch up with industry friends in real life, whether that means working deals, talking job opportunities, or discussing your favorite Netflix series.

[Register Now](#)

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June 12 | 4-6pm | Las Vegas Convention Center Room W305  
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## Webinar: Financial Leadership: Preventive Measures for Sustaining Success

July 9

NSCA takes pride in its members being forward-focused and fiscally responsible. When you see terms like “preventive measures” and “uncertainty” in an NSCA webinar title, it’s not about pressing the panic button. It’s about encouraging integration company leaders to be vigilant about financial management with an eye toward sustaining success.

That’s why we gathered financial leaders to discuss:

- Scenario planning so you know how your company will react to potential outcomes
- Gathering internal/external data about what’s to come and knowing how to react to it
- Leading indicators that financial leaders should study
- Key performance indicators (KPIs) that address preventive measures

NSCA Executive Director Tom LeBlanc hosts a discussion with input from members of NSCA’s Financial Leadership Council and integrator panelists. Joel Harris, president of NSCA Business Accelerator Solutions360, shares insight to help integrators walk through scenario planning.

Jeff Bronswick, CEO at Bronswick Benjamin, an NSCA Member Advisory Councilmember, discusses the impact he’s seen preventive measures have on integrators. Jerry Bernard, president of KCAV, and Kevin Miller, president of Coitcom, connect the dots for fellow integrators in the audience. They explain how they use the best practices presented by Harris and Bronswick, along with the results they’ve realized.

Webinar attendees walk away with key takeaways they can implement in their business.

[Sign Up Now](#)

## NSCA Education Foundation Industry Charity Golf Outing

Aug. 12 • Glen Ridge, NJ

Last year, the NSCA Education Foundation brought its Charity Golf Outing to the Northeast for the first time. The event was so successful that it’s returning once again in 2024! The fundraiser will be held at the famous Glen Ridge Country Club in Glen Ridge, NJ. The 18-hole, championship course features incredible views of the New York City skyline.

Breakfast, registration, and practice begin at 7:30am on Aug. 12; the event begins at 9am with a shotgun start.

All funds raised during the event will support critical NSCA Education Foundation workforce initiatives

Industry professionals can sign up to participate in the NSCA Education Foundation Charity Golf Outing as an individual golfer for \$250 or as a foursome and hole sponsor for \$1,350.

[Register or Become a Sponsor](#)

**SECOND ANNUAL CHARITY GOLF OUTING**  
**SAVE THE DATE!**  
Monday, August 12  
Glen Ridge Country Club  
Interested in registering or sponsoring?  
Contact Teresa Solorio at [tsolorio@nsca.org](mailto:tsolorio@nsca.org)  
**NSCA EDUCATION FOUNDATION**



# Introducing Canada Corner!

Canada Corner will provide a platform for Canadian voices to contribute their insights and perspectives.

**N**SCA doesn't just reach integrators and manufacturers in the United States—we have many members in Canada, too.

For years, our Canadian members have expressed the need for space dedicated just to them. A space that resonates with their challenges, innovations, and achievements.


That's why we're proud to announce the launch of Canada Corner in partnership with Techni+Contact as part of *Integrate*. In each issue, we will dedicate space to highlight and showcase our Canadian members.

Canada Corner will feature important industry news and emerging products and solutions while also providing a platform for Canadian voices to contribute their industry insights and perspectives.

We invite our Canadian members to actively participate by sharing their expertise, experiences, and opinions to help enrich the NSCA community. Your contributions will shape our membership dialogue and drive discussions on the latest trends, challenges, and successes that are happening specifically within the Canadian integration space.

In addition to this quarterly column, we're also excited to announce the launch of a monthly Canadian e-newsletter, which will deliver curated, industry-related content straight to your inbox. NSCA will also host a webinar focused exclusively on Canadian solutions and topics, offering members in Canada a deeper dive into the issues that matter to them most.

We understand the importance of community and belonging, especially in an industry as dynamic and diverse as systems integration. Through Canada Corner, we are committing to strengthening the bonds between our Canadian members and the broader NSCA network. This is your space to shine, to connect, and to make your voices heard.

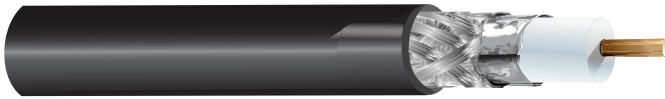
We encourage all our Canadian members to take advantage of this exciting opportunity. Share your thoughts, your ideas, and your feedback with us. 

# CANADA CORNER





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# An Economic Review for Integrators from Dr. Chris Kuehl



There are four economic issues that should be top of mind for integrators throughout the rest of 2024.

If you have a question about how the economy will impact your business, then Dr. Chris Kuehl, our resident economist, likely has the answer. He has become NSCA's go-to thought leader, providing economic updates for the commercial integration industry.

Last month, Dr. Kuehl joined the NSCA team to provide an update on the predictions he initially shared with integrators at the 2024 Business & Leadership Conference in February 2024 in Dallas. After all, things can change quickly in the world of trade and taxation.

At the top of his list to discuss during this webinar were recent global events that have shifted economic views since we last heard from him earlier this year. These events included:

- **The Taiwan earthquake.** Because Taiwan produces 90% of the world's modern chips, the Taiwan earthquake on April 3 creates the potential for more disruption in the chip supply chain. Several manufacturing facilities were evacuated, and damage was incurred. For example, Taiwan chipmaker TSMC says the earthquake created losses of nearly \$92.44 million for the company in the second quarter.
- **Chinese deflation.** More export product may be dumped on the global market due to Chinese deflation, which drives China to create jobs (even when there's no demand) and slows down reshoring.
- **Labor demands and disputes.** Certain sectors experiencing acute labor shortages are seeing more attempts to unionize. This is happening not only in the United States but also internationally.
- **Continued Baltimore fallout.** Congestion is building on along the East Coast and Gulf Coast ports, piling on to the supply chain impacts incurred from Baltimore's Francis Scott Key Bridge collapse in March.



Dr. Kuehl at BLC 2024

Originally, it was predicted that interest rates would fall in the third quarter of 2024. Now, says Dr. Kuehl, 2025 is a more likely possibility. What will the new interest rate be when they do decide to cut? He says we could see somewhere around 4.75%, depending on inflation and unemployment numbers.

## 2. Worker Shortage and Wage Inflation

Wage hikes are a prime driver for the overall increase in economic inflation. Work for integrators is slowing down as customers take a wait-and-see approach: Will inflation come down? Will they be able to cut a deal if they wait a little longer? While Dr. Kuehl says they aren't cancelling projects, they're pushing them back to see if they can force integrators' hands and get them to offer lower prices.

With the worker shortage holding its place a top concern for years, this is set to continue. Job growth is strong, and there's still a high demand for workers.

## 3. Election Year

2024 brings an election and more politics to the table. From Dr. Kuehl's point of view, U.S. presidents don't impact the economy much one way or another.

Regardless of the outcome in November, he anticipates monetary policy remaining stable. If Congress shifts to Republican later this year, then he anticipates priority shifts—for example, a move away from alternative energy and toward more traditional infrastructure. Either way, he expects no progress on debt or deficit.

## 4. Trade Relations

Right now, a shift is under way in terms of trade relations. Our country's consumer-centric trade policy is becoming one that favors domestic producers. He predicts that more barriers to imports will equal higher prices for consumers but more opportunity for domestic production.

## Key Economic Issues in 2024

From there, Dr. Kuehl outlined the four economic issues that should be top of mind for integrators throughout the rest of 2024.

### 1. Interest Rates

When will the Fed cut interest rates? How many times will they do this? How will a reduction in interest rates change economic expectations?

## Listen to the Webinar

We captured some of Dr. Kuehl's key points about the economy here, but there's still lots of good information left to explore by listening to the on-demand version of the webinar. To access the archived version and uncover more of Dr. Kuehl's predictions, login to [www.nsc.org](http://www.nsc.org) with your member information and [visit this link](#). 



# Monitoring Legislation to Champion the Work of Integrators

At any given time, NSCA is actively monitoring hundreds of legislative bills on behalf of the industry. *By Chuck Wilson*

**W**e do a lot at NSCA—but some of the most important work we do often goes unnoticed. Right now, for example, NSCA is actively monitoring hundreds of legislative bills on behalf of the industry.

Why so many? When you think about all the work integrators do, from security and fire alarm system installation to healthcare communication system design, they touch many mission-critical solutions across markets ranging from healthcare and education to finance and manufacturing.

To stay up to date, there are three areas that NSCA frequently focuses on.

## 1. Licenses

As part of our commitment to serving as the industry's voice, **NSCA monitors licenses**. In some states, integrators carry individual licenses; in others, integrators have company licenses. Contractors can no longer assume that they can bid on a project in a state without reciprocity and expect to simply hire a licensed integrator as a subcontractor. Several states now require integrators to be listed as prime and use either full-time employees or preapproved outside labor resources.

## 2. Permitting

It's shocking at times to see what certain municipalities charge for pulling a permit. No different from knowing about prevailing wages prior to bidding, that price must be determined upfront and passed through as a cost of doing business. As a result, integrators must remember to build the cost of licensure, registrations, and permits into their projects.

## 3. Cybersecurity and Insurance

Cybersecurity provisions and insurance are also critical to monitor. As the price of ransomware and data theft escalates, these have both become more regulated. Remember, you must be properly insured for the type of work you do, and you must complete applications carefully and honestly. One false statement on the checklist can result in you being all on your own for a claim against your company.

## What Bills Does NSCA Track?

Here are just a few of the many bills we monitor at the state and federal levels.

### Mandated apprenticeship programs led by a pro-labor legislature

Intermittently, NSCA watches this pendulum swing from pro-business to pro-labor. Currently, workforce-development programs and efforts to fix talent shortages come down to bills that require entry-level workers to register in an apprenticeship program.

### Opportunities and challenges with artificial intelligence (AI)

Nothing is more elusive to lawmakers than trying to figure out whether AI needs to slow this technology down or speed it up. At NSCA's final Pivot to Profit conference last year, this topic took center stage, giving the industry an opportunity to discuss and determine a path forward. (Read more about what we discussed at Pivot to Profit in this [recent blog](#).)

### Turf wars involving PoE (Power over Ethernet)

The growth in PoE, such as PoE LED lighting systems, has created a turf war between the electrical and commercial integration industries. State lawmakers and municipalities are being lobbied by various trade groups to enact regulations and/or licensing provisions that would require those who do low-voltage work to have a full-time licensed master electrician on staff to pull permits to install PoE projects.

### NSCA Is a Proud Member of CTIC


To take legislative monitoring to the next level, NSCA is also part of a critical industry collaboration—the Connected Technology Industry Consortium (CTIC). It works with state legislators to garner integrator support and make sure integrators can continue to conduct business as usual.

Together, CTIC members track and respond to state-level legislation that may limit or prohibit integrators from completing certain types of projects.

The Connected Technology Industry Consortium is continuously working to make changes to create a better work environment for integrators.

### How You Can Get Involved

The outcome of this year's elections will likely give us insight into the overall regulatory climate. Until then, however, we wait—and we continue to monitor outcomes on behalf of you, our members.

We encourage you to help us monitor legislation in the states where you do business and read a few of the bills we're tracking. You can see the full list [here](#). If you see something that requires attention (positive or negative), we can send an action alert to let fellow NSCA members know that they need to stay alert. 

*Chuck Wilson is the former CEO at NSCA.*



# Why You Should Use Our *Financial Analysis of the Industry* Report

A financial report built on real data to help you benchmark business profitability and efficiency.

**E**very few years, we ask our members to participate in a survey about how they run their businesses. The data is gathered and compiled (it remains anonymous) into a report that you can use to benchmark and compare your company's expenses, profits, sales, and other data to industry peers that share your business size and focus.

Last summer and fall, we asked you to provide your most recent financial metrics once again—and we used that data to develop the 2023 version of the *Financial Analysis of the Industry* report.

We collect and report on several metrics:

- Company revenue (including RMR)
- Largest projects and customers
- New customer acquisition
- Numbers of full-time and part-time staff
- Overall financial health
- Prevalent systems and technologies
- Project backlog
- Project review processes
- Remote workforces
- Success in specific vertical markets

The information presented in the *Financial Analysis of the Industry* report provides an in-depth look at integrator operations and dynamics; it also helps you better understand the financial health of your company and your firm's performance compared to others.

In addition, the report includes a summary of the biggest challenges integrators anticipate in future years.

The report is one of a kind for integrators, offering a direct industry comparison instead of comparing similar sectors. Many of our members use this data to determine their true costs of doing business. The benchmarks here allow you to set metrics and parameters to manage and increase accountability.

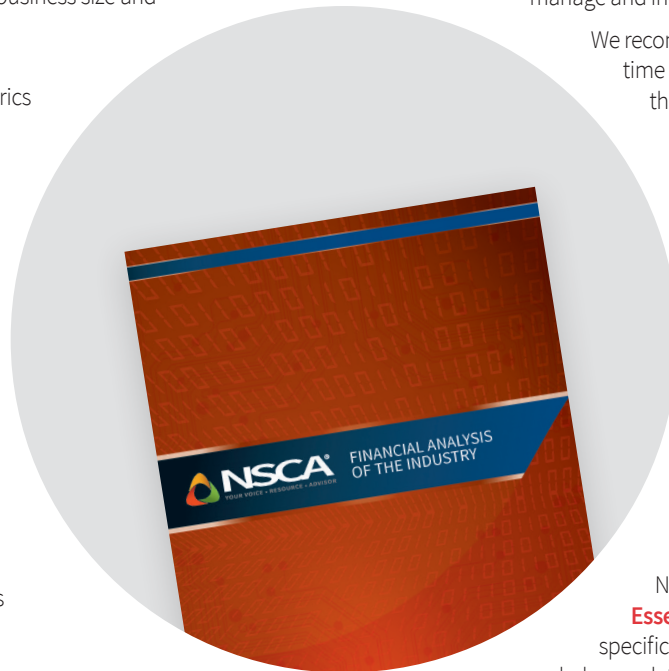
We recommend that your leadership team take time to review the updated findings outlined in this report. It's an opportunity to find areas of improvement, confirm that you're on the right path, and create KPIs and strategic imperatives.

You can also plug the benchmarks and metrics from NSCA's *Financial Analysis of the Industry* report into your financial software tools, along with data from our **Labor Installation Standard** and **Compensation & Benefits Report**, to make sure your projects are profitable.

As you review the *Financial Analysis of the Industry*, be sure to reference NSCA's standard chart of accounts in our **Essentials Online Library**. It was developed specifically for integrators and is a great tool to help you determine what's above and below the line for projects.

When it comes to next steps, we are here to assist as you work through the report and other NSCA business resources. For guidance and a deeper dive into NSCA benchmarks and metrics, don't hesitate to contact us.

And be sure to watch this **on-demand webinar**, where we help you understand key trends and allow you to fully leverage this tool to improve your business. [▶](#)



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## Your Evolving Role Is Now Mission Critical

# IP Endpoints

A photograph of two women sitting at a white table in a modern office setting. The woman on the left is Black, wearing glasses and a blue top, looking towards the other woman. The woman on the right is white, with long dark hair, wearing a white top, seen from the back. They appear to be in a professional discussion.

The migration of so many systems to IP endpoints has not only redefined integrators' roles but also elevated their value.

By Tom LeBlanc

*As customers deal with system complexity, integrators are poised to play a pivotal role in helping them simplify and focus on their important work.*

**T**here's an emerging technology trend impacting how integrators do business: The fact that so many solutions and technologies that integrators provide have become "mission critical."

Historically, "mission critical" referred to systems in command and control centers. Now, with remote work and reliance on digital presentation, communication, smart security, and healthy buildings, so much of what you do is mission critical.

This is true in virtually every market in which integration companies work, but let's focus on a few telling examples.

### **Mission Critical in Education**

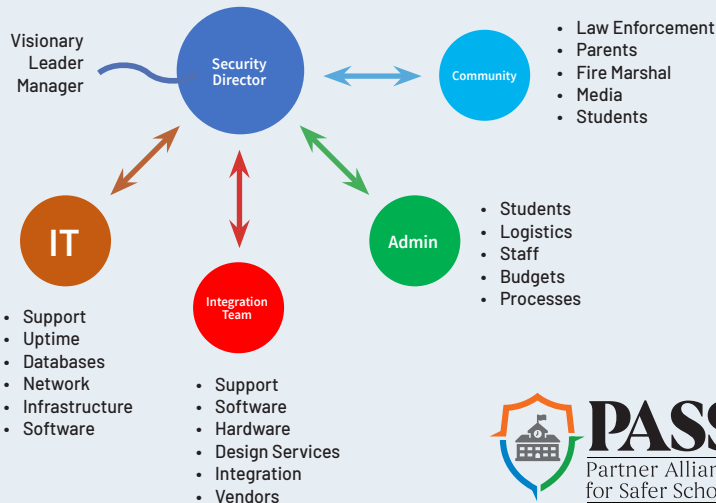
In the school market, integrators are obviously mission critical. They take disparate systems and integrate them while reducing complexity, making school administrators' headaches go away.

When teachers don't feel comfortable teaching due to safety concerns or challenges related to system complexity (or a lack of the technology they need), they may take their qualifications elsewhere. This means integrators can make a mission-critical impact on the education workforce, too.

You have a tremendous opportunity with school customers to make their facilities safer—and educate them on how to do so.

This opportunity is elevated by integrators who integrate PASS (Partner Alliance for Safer Schools) guidelines into the work and introduce schools to the systems that can make their environments safe. This changes the relationship that integrators have with schools. You work directly with the security team and fire marshals, transitioning from a security or tech systems bidder to a trusted advisor.

## Security... It Takes a Team



Integrators that embrace PASS (Partner Alliance for Safer Schools) guidelines can play a mission-critical, consultative role on the team that plans and implements school safety solutions.

It used to be that “mission critical” referred to systems in command and control centers. Now, with remote work and reliance on digital presentation, communication, smart security, and healthy buildings, so much of what you do is mission critical.

Integrators have the potential to make schools safer, make teachers more productive, and make students more engaged. That way, everyone can focus on the reason they’re at school in the first place.

Most integrators, though, have a lot of work to do in order to get ready for this. The companies that are ready are doing great in the education market.

### Mission Critical in Corporate

Think about the different roles the corporate office plays today—and will play in the future. More companies support hybrid work. To attract people back to a corporate environment, it’s important to find ways to make people feel at ease. Air quality and emergency communication help create an environment where people feel safe, and that’s mission critical.

Customers across all vertical markets are trying to figure out how to get their teams back to the office. They want to do it safely. They want employees to have communication and collaboration solutions to help them be productive. Employees want technology that will make a trip to the office worth the commute. And integrators are critical partners in helping make this happen.

Meanwhile, there’s a big push toward sustainability and healthy buildings.

NSCA sees this rising demand across all vertical markets. Integrators are well-positioned to play a big role in helping customers achieve their goals, using systems to monitor lighting, thermal health, noise, and safety and security.

Notice that safety and security are right in the middle. Buildings are built through the lens of the occupant, not just the building owner. The occupant is concerned with safety, security, and health.

How do integrators connect these dots? They create a building in which people want to work and live. There is a tremendous mission-critical opportunity for integrators in the corporate environment.

Whether it’s mission critical or not, there’s a lot at stake for corporate customers—and that changes the game for integrators serving the corporate market.

### The IT Endpoint Factor

Integrators are well positioned to be at the epicenter of the explosion of IoT devices. The question is: Are you—and your staff—ready for this IP endpoint environment?

IoT is the fastest-growing technology trend in the connected technologies and smart buildings sector. IoT will connect over 50 billion devices this year and be a \$520 billion market next year.

These devices will be connected primarily using Power over Ethernet, so it’s a great opportunity for integrators.

## Your Evolving Role Is Now Mission Critical

# Cybersecurity



The role that integrators play for their customers is poised to drastically change – but are you ready to embrace that role?

By Tom LeBlanc

*NSCA sees the integration industry entering a new era when it comes to the role of cybersecurity in commercial integration.*

**W**hen you think about the emerging trends reshaping the role of an integrator, cybersecurity certainly fits that description. It's impossible to underestimate the important role it plays, but it's one that's often overlooked.

NSCA sees the integration industry entering a new era when it comes to the role cybersecurity plays in commercial integration. So much of what integrators install lives on their customers' networks. Customers, of course, are extremely concerned about protecting their networks. To put it mildly, the potential for a breach is something that keeps company owners up at night.

However, integrators aren't always equipped to provide this peace of mind. That disconnect is illustrated in the results from two surveys.

### Reprioritizing Cybersecurity

CompTIA recently shared with NSCA its *State of Cybersecurity 2024 Report*. In it, respondents (IT professionals) were asked about their biggest cybersecurity challenge. Respondents indicated that employee skill gaps were the biggest challenge, tied with complacency.

But integrators don't seem as concerned as these IT professionals do. During the 2024 State of the Industry survey of integrators conducted by NSCA and *Commercial Integrator and Security Sales & Integration*, we asked integrators to rank their biggest concerns. Only one-quarter indicated that cybersecurity readiness (providing customers with assurance that technicians can protect their networks) is a top three concern. Respondents are far more concerned about post-pandemic company culture and the supply chain (even though the survey was completed just a few months ago, not during the low point of the pandemic).

The juxtaposition of those survey results is eye-opening. Shouldn't cybersecurity be a bigger concern among integrators? IT professionals are concerned, so why aren't we?

# There is a call to action here for integrators to become their customers' cybersecurity experts.

## A Call to Action for Integrators

Another reason integrators should be more concerned about cybersecurity readiness is this: Their customers expect them to be.

A question in CompTIA's *State of Cybersecurity 2024 Report* survey asks IT professionals to outline the third parties they most often rely on to provide cybersecurity services. Here are the top three responses:

- "Managed service provider with many core IT offerings"
- "General security firm offering both cybersecurity and physical security"
- "Firm providing technical business services"

These are descriptions of how some of your customers perceive you. This is a call to action for integrators to become their customers' cybersecurity experts. There's a responsibility incumbent upon integrators to build confidence with their customers. Customers should trust that you are doing everything you can to weave responsibility and credibility into the network-connected systems you install.

It's clear that physical security integrators will need to have an element

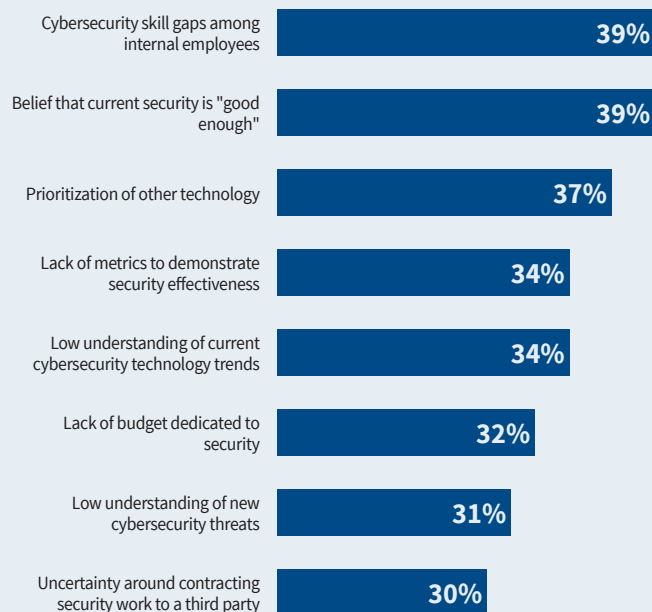
of cybersecurity within their skillsets and portfolios. The same applies to AV integrators. The migration from a hardwired access control and surveillance world to an IP world adds a responsibility to ensure network integrity and security from end to end. Integrators also need to make sure they work with products and data centers that have the highest level of cybersecurity protection available for their clients.

If you aren't already, you'll soon be seeing bids that require cybersecurity credentials such as cybersecurity insurance and cyber training. All the technical team members in your company charged with commissioning a system should have cybersecurity certification.

As your trade association, NSCA sees this as an important focus for you—so important that we launched a committee focused on cybersecurity. The NSCA AI & Cybersecurity Committee is dedicated to making sure we offer the right cybersecurity resources to integrators.

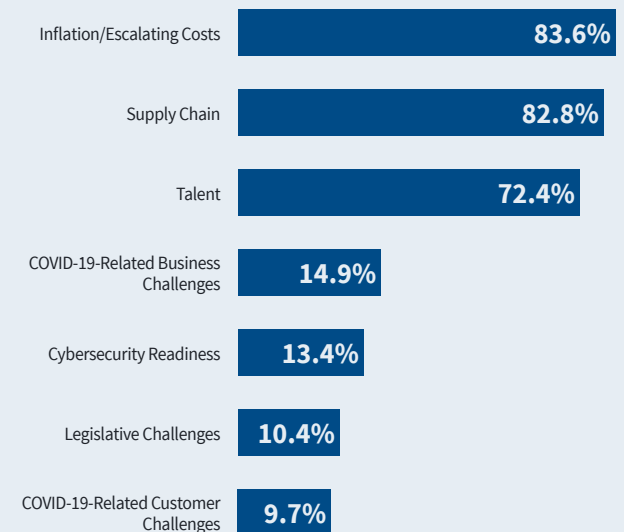
Along those lines, we teamed with CompTIA to give you access to CompTIA education. We're pulling together a resource library that will serve as a one-stop shop for integrators that want to ramp up their cybersecurity readiness. [▲](#)

## Challenges to Cybersecurity Initiatives



Surveyed IT professionals say their biggest cybersecurity challenges are addressing employee skill gaps and overcoming complacency. Source: CompTIA *State of Cybersecurity 2024*

## Most Concerning Challenges Your Business Faces Heading into 2024



Only about one-quarter of surveyed integrators rank cybersecurity readiness (providing customers with assurance that technicians can protect their networks) as a top three concern. Source: NSCA/CI/SSI 2024 *State of the Industry Report*

## Your Evolving Role Is Now Mission Critical

# Artificial Intelligence

It's time for NSCA member integrators to shift from AI onlookers to AI implementers. But it's our collective responsibility to make sure we do so cautiously.

By Tom LeBlanc



*Tanmay Bakshi was the youngest keynoter in the history of NSCA's Business & Leadership Conference. He may also hold the record for making attendees the most uncomfortable.*

**A**rtificial intelligence (AI) has achieved that elusive status in our integration industry: It's incredibly exciting, but people are sick of hearing about it. That's a hard feat to accomplish.

As we hit the midpoint of 2024, it feels like AI is a required topic at events, webinars, the water cooler, you name it. NSCA spends a good deal of time tracking and talking about AI within our own conferences and committees.

The conversations are tricky and constantly changing. For instance, the conversation we had at our 2023 Pivot to Profit (P2P) event about AI was very different from the conversations we had just a few months later at the 2024 Business & Leadership Conference (BLC).

AI is exciting, but that's not the whole story.

### Excitement Amid AI Questions

When it comes to AI content, we try to focus on how AI will impact your business. That's why, at P2P 2023, we had attorney Sid Bose of Ice Miller lead a panel discussion about legal and ethical challenges related to AI.

Sure, it's exciting that AI might prove helpful in tasks like engineering, drafting, and code writing. But Bose challenged integrators with this: It's important to consider what your customer hired you to do and the impact of using a non-human-generated solution.

Forward-thinking integrators will no doubt:

- Dive into AI to determine how it will logically impact their companies
- Focus on confidentiality implications
- Explore intellectual property issues
- Investigate how AI will change system design and how proposals are written.

There are still so many unanswered questions:

- **How will AI impact job recruiting?** This can help you narrow down a pool of candidates quickly, but risks include inadvertently discriminating against certain applicants.
- **How will AI be used in the sales process?** AI could generate scripts or prompts during sales calls or help generate proposals and quotes.
- **Does AI lead to cookie-cutter systems?** Customers may or may not be hiring you for a cookie-cutter system. If you are generating cookie-cutter systems, then does that lead to staff reconsideration?
- **Can AI be used to write code for control systems?** Who owns the code generated by the AI tool?



## Uncomfortable Conversations

The consensus within the NSCA Community seems to be this: Integrators shouldn't shy away from AI. They should embrace the change. But they shouldn't embrace it blindly.

NSCA sees value in making integrators feel *uncomfortable* when it comes to AI. Excited, sure ... but also uncomfortable.

One of the general session speakers at 2024 BLC was Tanmay Bakshi, a child prodigy and AI developer for IBM's Watson program. At 20 years old, he became the youngest keynote speaker in BLC history.

Bakshi challenged integration company leaders in the audience to consider what they don't know and don't understand about AI. It made a lot of people uncomfortable, but maybe that's a good thing.

Perhaps integrators should be a little worried about what AI means for the systems and solutions they provide. For instance, our industry collects data through video analytics. What are we going to do with it? What does it mean? What is your role and responsibility with it? These are questions that require answers.

Is AI going to make everyone more productive or efficient? Is it going to replace our jobs? No one knows for sure, but you better darn well better understand how to leverage it and what you can do with it. [△](#)

Tanmay Bakshi challenged integrators at BLC to consider what they *don't* know and don't understand about AI. It made a lot of people uncomfortable, but maybe that isn't a bad thing.

## What Does AI Say about AI?

Just for fun, we asked AI what integration company leaders should consider when it comes to leveraging AI in their businesses. Specifically, we asked ChatGPT what we should tell integrators about business challenges related to AI.

Almost verbatim, it encouraged integrators to address several key points:

**1 Quality and Accuracy:** While ChatGPT is highly advanced, its responses may not always be perfect. Business owners should be aware that there can be instances where the AI generates inaccurate or inappropriate responses. It's crucial to monitor and refine the AI's outputs regularly to maintain quality standards.

**2 Training and Customization:** Implementing ChatGPT effectively often requires proper training and customization. Business owners need to invest time and resources into fine-tuning the AI to understand their specific industry, brand voice, and customer needs. This may involve providing ample training data and ongoing supervision to ensure optimal performance.

**3 Ethical Considerations:** AI-generated content must align with ethical guidelines and company values. Business owners should establish clear policies regarding the use of ChatGPT to ensure that it does not produce harmful or misleading content. This includes monitoring for bias and addressing any ethical concerns that arise from using AI in customer interactions.

**4 Data Privacy and Security:** ChatGPT relies on data to generate responses, which raises concerns about data privacy and security. Business owners must implement robust security measures to protect sensitive information shared during interactions with the AI. Additionally, transparency about data usage and compliance with relevant regulations such as GDPR is essential to maintain trust with customers.

**5 Integration and Scalability:** Integrating ChatGPT into existing business systems and workflows can pose technical challenges. Business owners should assess the compatibility of the AI with their existing technology stack

and ensure smooth integration. Moreover, considerations for scalability should be made to accommodate increasing demand and usage over time.

**6 Customer Support and Maintenance:** Providing ongoing support and maintenance for ChatGPT is necessary to address technical issues and optimize performance. Business owners should have mechanisms in place to handle customer inquiries and feedback related to the AI, as well as dedicated resources for troubleshooting and updates.

The AI tool added that, by "addressing these challenges proactively and implementing best practices, business owners can harness the potential of ChatGPT to enhance customer experiences, streamline operations, and drive business growth."

There you have it! Despite the cautionary tales AI tells about itself, these are pretty valid points to convey. Is this reassuring or concerning? We're not sure yet.

# How One Integrator Decided to Deliver What Others Don't

Hyphn created a one-stop shop for workplace solutions, from owner's representation and workplace analytics to furniture and technology. *By Leah Grout Garris*



Seven years ago, Hyphn was known as SmithCFI, a commercial furniture dealer selling desks, workstations, and office chairs in the Northwest. When new owners took the reins in 2016, however, they envisioned a fresh scope of services housed within a design studio, not a furniture showroom.

Nearly a decade later, the company—based in Portland, OR—is now a holistic workplace integrator, with every conversation driven by the question: “How can we add value for our customers?”

That question is also what led **Hyphn** to form its **Workplace Technology (WPT) division** in late 2019, which now represents the wide variety of in-demand services and solutions that integrators can offer to clients.

## Redefining Customer Experiences

“We wanted to set the tone for what integrators should be,” says Kyle Dunaway, senior director of workplace technology at Hyphn. Joining the company in 2019 with an end-user background, he managed vendor relationships globally before joining Hyphn. As a result, he worked with integrators directly. Many times, the relationships seemed transactional, but he knew the industry had the opportunity to do and offer more.

Dunaway wanted to help Hyphn nurture the opposite kind of experience—one that wasn't about finishing a project as quickly as possible or working with a manufacturer solely because of their rebates, but about matching solutions with needs, pain points, and budgets to build lasting relationships.

The company offers clients a one-stop shop for workplace solutions, including everything from owner's representation, workplace analytics, space planning, and interior design services to furniture and technology.

“We help clients understand how they're really using their space—from their workstations to their conference rooms—and how it can be tailored so they can get the most out of their square footage,” explains Dunaway.

Especially today, real estate planning is crucial as organizations reimagine their spaces after making hurried transitions to remote and hybrid work a few years ago.

Empowered by workplace data, clients can turn to Hyphn's in-house space planners and designers for suggestions about how to repurpose and optimize—and maybe even reduce—their square footage.

“Our best projects are the ones where we're involved from beginning to end,” says Dunaway. “We start by helping the client find a space and

negotiate the lease. We end with the final touches, like AV and furniture, and we take care of everything in between.”

Offering this breadth of services also requires staff with unique skill sets. For example, project managers must understand not only the phases of an AV or security project, but also the phases of a larger construction or retrofit project—and be able to tie it all together.

## Giving Clients More Choices with Managed Services

After the launch of its Workplace Technology division, Hyphn soon realized the next natural step was to offer managed services.

“As we finished projects, customers were asking who they could reach out to for service,” says Dunaway. “We wanted them to call us, of course, so we put something in place to make it fast and easy to define our offerings for our customers and allow them to select the level of service they want.”

Launching managed services in early 2023, the group's goal was to land 10 or more contracts for \$250,000 of total revenue—and they knocked it out of the park, more than doubling that revenue goal.


“We've also generated quite a bit of income not directly tied to service, but because we were there to service a customer and they asked us to provide a bid,” explains Dunaway. “We also hear this a lot: ‘Hey, while you're here, could you come take a look at this other room we need to work on?’ Offering managed services creates new business opportunities.”

There were, of course, growing pains along the way. For example, Hyphn quickly learned that pulling skilled installers off a large project to respond to an urgent service call wasn't a good long-term plan. Instead, the company decided to create a dedicated service department. Within that department, a new part-sales, part-technical role was also developed to manage and prioritize incoming service calls.

## Developing a Framework for Business Growth

Throughout development of the company's Workplace Technology division and introduction of managed services, Dunaway relied on many NSCA resources, including the ***Financial Analysis of the Industry report***.

“Especially with new owners, we needed to make a business case for some of these investments,” he explains. “Being able to say, ‘An organization bringing in this much revenue typically has this many project managers’ or ‘This is where we should be when it comes to



Empowered by workplace data, clients can turn to Hyphn's in-house space planners and designers for suggestions about how to repurpose and optimize—and maybe even reduce—their square footage.

HYPHN

revenue per employee' was key. We could make our case because NSCA had that information available. I could use it to prove we were right where we needed to be as a company and headed in the right direction."

As time progressed, and the team was recovering from what Dunaway calls "success syndrome," Hyphn wanted to eliminate the bad habits and inefficient processes that had cropped up in an effort to simply get by.

To unwind those patterns, Hyphn built a comprehensive operational development framework designed to scale as business grows. It includes:

- An intranet site that acts as a treasure trove of digestible information for employees.
- A repository of tools to help employees do what they do—and do it well.
- Information to clarify roles and expectations.

### 1. Mainframe Intranet

As more employees join the team, common questions often arise about administrative or procedural tasks: how to clock in or request mileage reimbursement, for example. Employees can visit the intranet site and quickly find the answers to the questions they need, whether they're in the field or in the office.

### 2. Toolchest

One of the resources included in the framework's toolchest is something called 100 Steps—a checklist that breaks down project-related tasks by mapping out:

- Who owns which task(s)
- Processes and guidelines for each task
- Timelines for each task

Much of this information was pulled from or inspired by NSCA resources as well, including onsite survey documentation and internal and external kickoff agendas. The team used templates they found in NSCA's [Essentials Online Library](#) as building blocks and made modifications based on what they needed.

"You can find NSCA throughout our organization," Dunaway says.

### 3. Role Clarification

As the WPT division grew—from one employee to 40 in less than five years—accountability became critical. "People no longer had a clear understanding of what was expected of them. That's why the framework we developed is so important. It drills down into every single position," explains Dunaway.

Each employee receives a document that clearly describes:


- Their role
- Expectations tied to that role
- How they'll be held accountable for their work
- How and where their role "fits" within the company

"As we get bigger, it's becoming more difficult to know all your coworkers and what they do," he says. "It's also an adjustment in terms of responsibilities. When we started, everyone wore lots of hats. It's hard to take those hats off as we become more focused on specific areas as we hire more people. Now we all know who's supposed to be doing what—and what is expected from each person. That drives accountability across the board."

### Transforming Portland's Tech Landscape

Hyphn's dedication to reputation and execution earned it a [2024 Excellence in Business Award](#) in the Business Performance category.

According to Dunaway, the company's transformation has had the most noticeable impact not only on the business itself, but also on its customers and the Portland, OR, community.

"Portland has been behind the eight ball when it comes to options for technology service and support," he explains. "Now the community is finally feeling like there are better options out there: better ways to manage hybrid work, integrate technology, and optimize square footage. And they can come to our office, which is built like a demo space, and see these things in action. On a daily basis, we're using all the services and solutions we sell. Work comes to us because people know we're doing things differently." 

# Investing in Technology Financing: Is It the Right Fit for Your Clients?

While there are many advantages of financing technology, they boil down to convenience, stability, and flexibility.



**T**echnology financing has revolutionized the tech industry. It's fueling innovation and driving economic growth. While it offers your clients numerous advantages, such as access to capital, expertise, and accelerated growth, it also comes with considerations, such as choosing the right partner, funding uncertainty, and financial obligations.

## What Is Technology Financing?

Financing for businesses can be defined as the “process where financial institutions provide capital to help businesses achieve their goals.” It helps businesses purchase products and services that may not be immediately accessible in terms of cost.

Financing is a win-win scenario for the investor and investee. Financing provides the opportunity for financial services companies to invest their money in a way that generates returns. On the flip side, these companies also provide necessary capital for start-ups and small businesses so they will also be able to generate returns—just without their own capital.

When it comes to financing, this is generally a good rule of thumb: **Finance anything that will depreciate over time and pay cash for anything that will appreciate over time.**

## The Advantages of Financing Technology

While there are many advantages of financing technology, they boil down to convenience, stability, and flexibility. The four advantages below are the ones that will likely resonate most with your customers.

### 1. Avoid Upfront Costs

Purchasing technology upfront and all at once is incredibly expensive and generally puts businesses in the position of having to choose one asset over another. When financing technology instead of buying, your client starts off with a regular monthly payment that acts as an operating expense. The expense usually doesn't change over the length of the agreement and may change slightly when it comes time to upgrade. This makes their budgeting much easier.

### 2. Convenient Technology Upgrades

According to MediaPeanut, technology grows by 2x every 18 months in process capacity. This means technology upgrades are required more often than ever before, and the cycle will only continue to shrink.

When your clients buy and own technology, it begins depreciating the minute they purchase it. Why should they face a large upfront cost every two to three years that will likely make them have to choose between essential business tools when instead they can slightly increase their monthly payment and get the technology they need right away?

### 3. Financing Is Flexible

Let's say your client wants to keep the technology they decided to finance, but their lease is expiring soon. Many financing companies offer options for this kind of scenario. End-of-lease options allow them to hold onto useful technology even when their lease expires. While it's often recommended to update technology on a consistent basis, there are instances when it might make more sense to keep technology instead of upgrading.

Be sure you work with a financial services company that is upfront about their flexible options. When it comes to **technology financing** for small businesses and startups, working with independent, family-owned finance companies may be a better fit.

### 4. Accelerated Growth

Financing large purchases like technology allows more room for your clients to make other business investments. Essentially, instead of buying and owning one business tool, they can choose to finance and then invest their capital in other areas, such as hiring and retention, marketing, research, or infrastructure.

## The Disadvantages of Financing Technology

While there are many scenarios where the right choice will be financing technology, it's important that your clients consider all aspects of financing.

Financing introduces financial obligations in the form of interest payments and repayment schedules. If financing is the route they choose, then it's important to help them assess their ability to meet these financial obligations.

## Is Technology Financing the Right Choice for Your Clients?

Considering financing as an option can help your clients open up their business to more opportunities, bringing their ideas to life and promoting a healthy environment of growth.

To learn more about GreatAmerica Financial Services, [get in touch](#). 

# How to Overcome a Depleting Project Backlog

Actionable strategies you can implement right now to make up for shrinking backlogs and slow bookings.

By Marc Sierra



**S**trong project backlogs and bookings keep integration firms running. Over the past few years, most backlogs have been filled to the brim, with integrators worrying about how they'll keep up. Today, however, the picture has changed.

In a recent [Revenueify webinar](#), *AV Bookings are Down . . . Now What?*, we polled integrators to ask them how their bookings looked. They echoed what we see in many pieces of industry research: 70% of the attendees noted that their bookings are flat or down from last year.

## How You Can Build Your Up Your Backlog

Many obstacles contributed to the state of AV, security, and communications sales today—and some of them are far beyond integrators' control. But that means you need a plan to battle your way back.

Inflation, interest rates, and changing customer demands aren't excuses for a dried-up backlog. Instead, these challenges should serve as inspiration for change. What you've done in the past won't work in this environment, and that's okay—as long as you have a new plan and strategy in place.

In our recent webinar, we outlined actionable strategies you can implement starting now to overcome a shrinking backlog and slow bookings. Here, we're sharing just a few of them.

### 1. Establish an Ideal Customer Profile

Do your salespeople know how to identify a "good" customer? For some, this could be anyone who picks up the phone when they call. Without clarity on who those "good" customers are, your sales team members are likely bouncing all over the place, working all accounts within an assigned territory, which can waste time and effort.

Instead, create an ideal customer profile. By narrowing in on who your company is best suited to support will give your sales team a better handle on where and how to target their efforts. They can create a focused account list, and they can become an expert—a trusted advisor of sorts—in that field.

Research the best-performing verticals in your market. There are plenty of resources and tools available locally to help you do this: associations, chambers of commerce, newspapers or business magazines, or other organizations and publications.

When you take this step, the results pay off. Typically, salespeople who do work from an ideal customer profile are up to **50% more effective** than those who focus on all accounts within an assigned territory.

# You can give customers “good deals” without discounting your work.

## 2. Focus on Outcomes, Not Products

Customer conversations shouldn't center on the latest technology or new product announcements. Instead, they should focus on business objectives like:

- Increasing annual revenue
- Decreasing operating costs
- Enhancing customer satisfaction
- Retaining employees
- Reducing customer churn

**Outcome-based selling** is all about discussing desired business, prioritizing “why” behind the product or solution you sell.

The questions you ask should no longer be about the types of projectors customers want, or how many rooms they plan to upgrade. Instead, dig deeper by asking:

- Why do you want to upgrade these rooms? Why now?
- Why aren't these rooms working today?
- What do you want these rooms to do in the future—and why?
- How will these room upgrades help your business?

Continue to ask questions until you can determine an ROI or outcome for making the upgrade. Then, let the customer know that, for every day they wait, they aren't achieving that critical business objective.

## 3. Give Customers the ‘Deals’ They’re Waiting For

In this economic environment, customers are looking for deals. And you can give them “good deals” without discounting your work.

**AV as a service** can be a good strategy here. It's more cost-effective than selling a traditional AV project, and it doesn't cut into customers' capital budgets. In other words, they can maximize cash flow and still get the technology they need.

Work with your AV as a service provider (the leasing company you partner with) to build a quoting tool you can use on some of your “stuck” opportunities. Your salespeople can use the tool to demonstrate to customers the costs and savings involved with AV as a service vs. a traditional AV project.

### Learn More About Boosting Your Backlog

Our webinar may be over, but you can **watch it on demand any time!** Simply complete the short form on the page, and you're on your way to viewing *AV Bookings are Down ... Now What?* so you can hear all the valuable insights we shared. [▶](#)

*Marc Sierra is the director of sales enablement at [Revenueify](#), an NSCA Member Advisory Councilmember.*

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# The Latest from NSCA's Solution Provider Members

Unfiltered content provided directly from NSCA's manufacturer and solution provider members to keep integrators updated.



Axis Communications, Inc.

Our software driver (ACAP): AXIS Speaker Functionality for Singlewire InformaCast®, integrates Axis IP audio speakers and devices with Singlewire's emergency mass notification solution to keep the community, students, faculty, employees, and visitors safe and informed during an emergency.

Channel partners and end users can purchase the AXIS Speaker Functionality for Singlewire InformaCast® (Part Number: 03093-001) from any Axis distributor. InformaCast Fusion licenses are purchased separately from an authorized Singlewire distributor.

Feel free to reach out to Chris Wildfoerster, Audio Program Manager, [chrisw@axis.com](mailto:chrisw@axis.com) for assistance with your projects, or connect with your local Axis representative at 800-444-2947.

**Learn More**



## ADI

ADI is excited to share that Resideo has entered a definitive agreement to acquire Snap One, a leading provider of smart-living technology and security solutions. Upon closing, Snap One will become part of ADI and expand its smart technology offering and distribution capabilities across the residential and commercial markets. Snap One distributes a portfolio led by proprietary products, including the innovative Control4 technology platforms. Together, ADI and Snap One will provide a wide selection of both proprietary and third-party products through an omni-channel shopping experience with extensive physical branch footprint and industry leading digital capabilities.

**Learn More**

## Ai-RGUS

Ai-RGUS is an artificial intelligence 100%-software solution that makes security camera system maintenance easy. Initially developed to manage Duke University's 2000+ camera system and now deployed in all 50 US states, Canada, and abroad, it automatically alerts of any problems, including cameras down/unclear views, and cybersecurity vulnerabilities and automatically alerts the security team otherwise. When you buy a security camera system you expect it to work when you need it and to have evidence after any incidents. Ai-RGUS enables you to be proactive about maintenance and to be profitable offering this as a service.

[Learn More](#)



**BELDEN**

**RemotelP Cables Paired with  
REVConnect Connectivity  
Supplies Data and Power to  
Devices up to 215 m Away**

[Learn More →](#)

## Belden

Belden's RemotelP cables are designed to address the challenges posed by deploying IP devices over extended distances beyond the traditional 100-meter limitation of standard cabling. These cables offer a solution for applications where Category cabling may not suffice, enabling the transmission of both data and power to remote IP devices up to 215 meters away.

Key features of Belden RemotelP cables include:

1. **IEEE Standards Compliance:** The cables adhere to IEEE standards, ensuring compatibility and reliability in diverse networking environments.
2. **Extended Reach:** With a transmission range of up to 215 meters, Belden RemotelP cables enable the deployment of IP devices in locations previously inaccessible with standard cabling solutions.
3. **Cost Savings:** By eliminating the need for additional telecommunications rooms or expensive media converters and extenders, Belden RemotelP cables help reduce deployment costs.
4. **Maximizing Space Efficiency:** The extended reach of these cables allows for more flexible placement of IP devices, optimizing floor space and facilitating efficient use of building infrastructure.

Overall, Belden RemotelP cables offer a practical and cost-effective solution for extending the reach of IP devices in various applications, ensuring reliable connectivity and efficient operation. When paired with Belden REVConnect Connectivity, ease of installation and additional labor savings can further enhance this solution.

[Learn More](#)

**BELDEN**





## Dynacord

V600:2 power amplifier for commercial installations

- Versatile, lightweight two-channel power amplifier at an attractive price point – ideal for background music and announcements in small to mid-sized commercial installations
- Unique Dynacord technologies for reduced cost of ownership, with low energy consumption and flexible power-load allocation
- Easy handling and trouble-free amplifier operation – even under demanding power conditions – all with a compact form factor of just 1RU high and half a rack width wide

With a total output capacity of 600 watts, this compact two-channel amplifier is not only tailored for background music and announcements but also excels whenever higher SPL levels in small to mid-sized fixed installations are required, including educational facilities, hospitality venues, retail areas and houses of worship.

The V600:2 combines the same best-in-class features as the four-channel model V600:4, ensuring optimal installation flexibility, superior power efficiency and advanced reliability. Integrators can now mix and match different V Series models to precisely meet their specific project requirements, enhancing installation versatility.

Boasting advanced Dynacord technologies including powerTANK, Variable Load Drive (VLD), ecoRAIL and dualCOOL, V600:2 offers flexible power usage, reduced power consumption and silent, uninterrupted operation.

The V600:2 offers a multitude of installation options wherever space is limited. The included brackets facilitate single or dual rack-mount options as well as unobtrusive installation wherever needed, such as under counters. Two amplifiers fit in a single rack unit when rack-mounted side by side, efficiently using space and doubling the channel count and output power.

[Learn More](#)



## AtlasIED

AtlasIED announces the appointment of Michael Bridwell as Vice President of Commercial Audio Sales. The addition of Bridwell is poised to strengthen AtlasIED's growing team at a time of promising industry advancement and expansion.

Bridwell will report to Michael Peveler, Vice President of Sales, and will support the growth of AtlasIED's performance audio segment, featuring the Atmosphere platform, Aimline Series, IsoFlare Series, AS Series, and all commercial audio products. The new role, specifically crafted for Bridwell, will leverage his wealth of experience in commercial audio, his long-standing relationships, and his vast knowledge of the industry to strategically elevate AtlasIED's sales.

An industry veteran with 16 years of experience, Bridwell has previously worked exclusively on the manufacturing side of the industry for both video and audio manufacturers, aiding in the development and growth of sales strategies for renowned companies. He boasts an impressive proven track record of furthering multiple companies into the commercial channel. Bridwell is passionate about volunteer work that actively moves the industry forward, presently serving on AVIXA and NSCA councils.

[Learn More](#)

## Audio-Technica

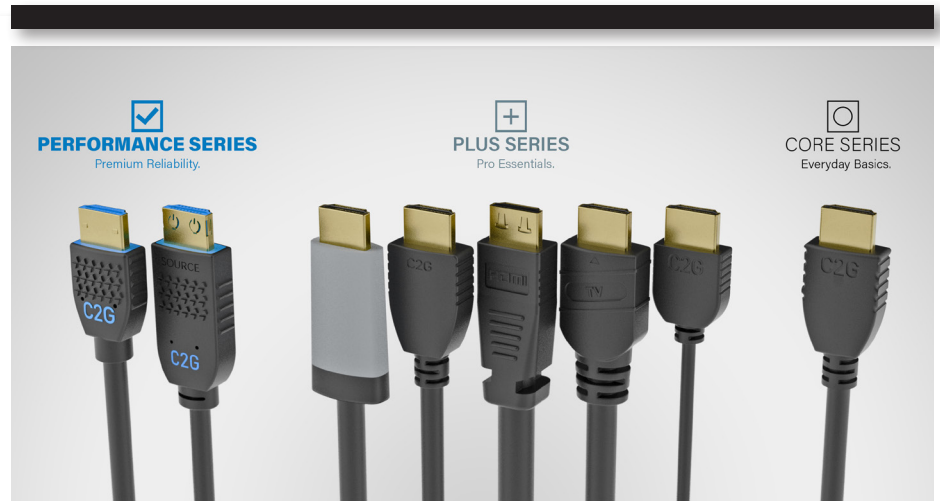
The ATND1061 beamforming ceiling array microphone is an ideal solution for conference rooms, boardrooms, and meeting spaces of all sizes. The small, easy-to-install unit packs powerful processing capabilities, 6 outputs, and 32 pickup zones – all configurable through the user-friendly Digital Microphone Manager software. Available in two configurations, ATND1061DAN (Dante-enabled) and ATND1061LK (Audio-Technica LINK-enabled), the microphone features proprietary voice activity detection (VAD) technology to discern between a voice and unwanted noises, VISCA over IP to control PTZ cameras, and voice lift technology to ensure that everyone in a large room can hear equally well.

[Learn More](#)

## AV Design Labs

Meet Vikas, a dynamic individual who recently immigrated from India to join AV Design Labs' US operation. With a robust background in managing departments back in India, Vikas brings a wealth of experience and expertise to his new role. His journey reflects a commitment to excellence and a passion for innovation in AV technology. Transitioning seamlessly into the diverse cultural landscape of the US, Vikas is poised to make significant contributions to AV Design Labs, leveraging his skills to drive success and forge new pathways in the ever-evolving field of audiovisual design.

[Learn More](#)



## C2G

C2G Streamlines Cable Purchasing with Simplified Approach. C2G, a brand of Legrand | AV, is making it easier for customers to find the C2G HDMI cables to fit their needs with a simplified purchasing experience that saves time and hassle. C2G HDMI Cables are now organized into three product offerings: Performance Series, for applications requiring premium reliability; Plus Series, a broad selection of HDMI cables for a variety of applications; and the Core Series which includes basic 4K HDMI cable at the most affordable price.

“HDMI cables are the most integral component of any application, but we recognize how confusing and time consuming it can be to find the right one,” said Ashley Kelsey, Product Manager, C2G, a brand of Legrand. “Now, by reorganizing our cable lines from 16 individual lines into three series, it’s much easier and faster to drill down to the right HDMI cable — all with C2G’s top-notch performance and quality that makes them the leading choice for a variety of applications.” As part of this reorganization, customers searching for C2G HDMI Cables will find a thoughtfully curated product offering that ensures quick and hassle-free selection.

As part of this reorganization, customers searching for C2G HDMI Cables will find a thoughtfully curated product offering that ensures quick and hassle-free selection.

[Learn More](#)



## Q360 Business Process Management

Close the loop on data entry, one unified platform across your entire business



# SOLUTIONS360

### Solutions360

Providing Unified ERP Software for Technology Integrators. Solutions360 is the leading provider of Professional Services Automation software, creating One View of the Business™. Our software platform Q360™ is a tightly integrated system that handles all aspects of an Integration company's business.

**Book Your Demo**

### AVOCOR

Avocor is thrilled to announce that we'll be unveiling not just one, but multiple products at InfoComm in Vegas! Come visit us at Booth C5558 to explore our growing line-up of collaboration display technology. Dive into our new DvLED large format displays, experience our latest Ultra-wide display for heightened collaboration immersion, or explore our professional, non-touch display collection. Additionally, discover our array of software tools designed to elevate your work or learning experience. See you there!

**Learn More**

### Parlé

Parlé VBC 2500 Now Certified for Microsoft Teams and Zoom! The Parlé VBC 2500 is an all-in-one conferencing bar featuring Biamp Audio Intelligence and Biamp Video Intelligence to deliver premium AV experiences for small and medium conference rooms. With integrated AEC and NRD, the VBC 2500 uses a 27-microphone array and Biamp Beamtracking™ technology to actively track and intelligently mix conversations from around the room.

The VBC 2500 is also equipped with Biamp's groundbreaking **Launch feature**. With Biamp Launch, the acoustic performance of the room is analyzed and optimized at the touch of a button, making it easy to deliver extraordinary experiences consistently across your organization.

**Learn More**

## Bose

Introducing the Bose Professional's EdgeMax series that combines high-fidelity sound with unique directionality to break free of the limitations of the in-ceiling loudspeaker category. Featuring patented PhaseGuide® technology, The EdgeMax series sounds like a surface-mount loudspeaker, looks like an in-ceiling loudspeaker, and directs sound asymmetrically into spaces where traditional loudspeakers can't go. The EdgeMax series delivers the coverage patterns, high SPL, and frequency response of larger surface-mount loudspeakers but with a clean, in-ceiling design.

[Learn More](#)

## Jeron

Jeron continues to enhance their products to make healthcare communications more efficient for clinical end-users. Jeron Electronic Systems, Inc. is now offering critical access, medium acuity, skilled, and rehabilitation areas, the new touchscreen Annunciator Station on the Provider® 700 Nurse Call System. This new station will visually show and audibly announce active calls, expired workflows, timers, and rounding reminders. It is typically located in any area that is readily accessible to staff and caregivers, including resident/patient corridors, utility rooms, or lounges. It is available now with no shipping delays. Jeron has been manufacturing Made-in-the-USA life safety communication systems for 60 years.

[Learn More](#)

## Cleerline

Enhance Your Fiber Optic Skills with Cleerline™ Academy! Cleerline Technology Group has launched its online Fiber Certification Program via Cleerline™ Academy, designed for professionals aiming to elevate their expertise in fiber optic technology.

### Program Details:

We offer two certification levels, accessible online to accommodate busy schedules. Materials are available in both English and Spanish.

- **Level 1: Essentials of Fiber Optics** - This introductory course covers installation basics, safety, and fiber components, ideal for newcomers or as a refresher. This course is free for all.
- **Level 2: Advanced Fiber Optic Techniques** - This course dives into fiber splicing, troubleshooting, and network design, perfect for professionals seeking to enhance their technical skills. This course is \$250/person.

### Benefits:

- **Flexibility:** Learn at your own pace, anytime, anywhere.
- **Resource Access:** Utilize an extensive, searchable database of documents and tutorials.
- **Certification:** Gain recognized industry certifications that enhance your credibility and career prospects.

The Cleerline™ Academy provides comprehensive educational resources to help you succeed in the digital infrastructure field. Whether you're starting out or upgrading your skills, our program offers the tools needed for today's competitive tech landscape.

[Learn More](#)



## Valcom

Valcom presents its latest product offering for midsize organizations: the Building Communication Panel (VIP-895-S) and the Emergency Communication Panel (VIP-895-E). These cutting-edge systems are tailored specifically to midsize organizations seeking a streamlined notification solution for everyday and emergency alerts. What truly sets these panels apart is their ability to deliver robust functionality without the added expense of extra servers, providing you with a cost-effective solution that doesn't compromise quality.

"Our VIP-895 Series reflects Valcom's commitment to empowering midsize organizations with efficient, cost-effective solutions," said Dan Smith, vice president of sales and support solutions at Valcom. "With these new panels, we're simplifying communication complexities and streamlining emergency notifications so you can reach every eye and ear within your organization."

The Building Communication Panel simplifies daily communications in organizations. It allows one-touch sending of recorded audio, live voice messages, and text to LED signs and desktop popups. It supports intercom calls to Valcom IP speakers, shift and break-tone scheduling, and emergency notifications with PIN code security access. It is designed to rapidly relay information and emergency alerts to multiple departments or targeted groups.

The Emergency Communication Panel, with its user-friendly interface, ensures quick alerts to multiple departments or targeted messages, with secure access through PIN codes. The VIP-895-E is a reliable tool that streamlines emergency notifications with pre-recorded alerts, making it ideal for earthquake-prone areas. It is also ShakeAlert® compatible, empowering you to respond swiftly and effectively in any emergency, giving you the peace of mind that your communication needs are met.

**Learn More**



**VALCOM**  
Potter Global Technologies

**LENCORE**  
COMFORT. PRIVACY. PRODUCTIVITY.

**New and Improved!**

**Silver Sound Masking System**  
with more control, flexibility, and expansion opportunities out-of-the-box



The NEW Silver AG47 model can cover up to 6,000 sq. ft. per unit and comes standard with:

- Rack-mounted enclosure
- Patented Green Sound™ pre-configured curve and contour
- 4 independent channels that allow for volume and contour adjustment via a handheld remote

**ADD Music and Paging**

Learn more at [www.Lencore.com](http://www.Lencore.com)

## Lencore

Leading the Sound Masking industry in innovation, Lencore Acoustics LLC has over 30 years of experience as a trusted brand. Our mission is to engineer comfortable, private, and productive environments through superior products with a commitment to outstanding service.

Lencore's equipment is protected by a 10-year warranty program and is Made in the USA, proudly adhering to the standards of the Buy American Act.

The new and improved Silver System is a small, out-of-the-box solution that demonstrates Lencore's commitment to innovation.

**Learn More**

## Sharp

Sharp, a global leader in the projector and display markets, has launched the next generation of Direct View LED displays as part of the NEC FE Series. The new displays provide up to 60% less power consumption without sacrificing brightness or image quality. The newest products in the FE series lineup offer improved power consumption via more efficient LED diodes, resulting in overall lower cost of ownership while delivering the same impactful imaging expected from NEC dvLED products. Reduced power consumption not only provides an extra advantage but also results in decreased heat generated from the display.

[Learn More](#)

## VisualSolv

If you want to take your business to greater heights, you're going to need to prepare for the newest generation of technologies. Join VisualSolv for the second-annual InVision Symposium in Scottsdale, Arizona.


InVision will connect you with our community of digital signage, proAV and unified collaboration partners, vendors, industry thought leaders and customers. Don't miss this exciting and educational conference designed for our industry in the desert!

Join TD SYNnex for a new education and network conference built for our industry and you. Attendees can earn CTS renewal units.

Don't miss this exciting and educational conference in the desert!

[Register Now](#)

 **exertis | ALMO** Booth #W1912



Thanks to sponsor partners, attendees will have the following social opportunities:

**Happy Hour**  
Wednesday, June 12 | 3:30 PM  
sponsored by  | AV

**Coffee Bar**  
Thursday, June 13 | 9:00 AM  
sponsored by 

### Exertis Almo

Exertis Almo's Ready to Network, Educate, Socialize and Give Back at Infocomm 2024!

It's that special time of year when thousands of AV pros gather to see the latest and greatest technology, network, attend educational sessions and, of course, socialize!

**Exertis Almo** is bringing all of the above to Las Vegas this year in **Booth #W1912**.

Thanks to its sponsor partners, attendees will have the following social opportunities

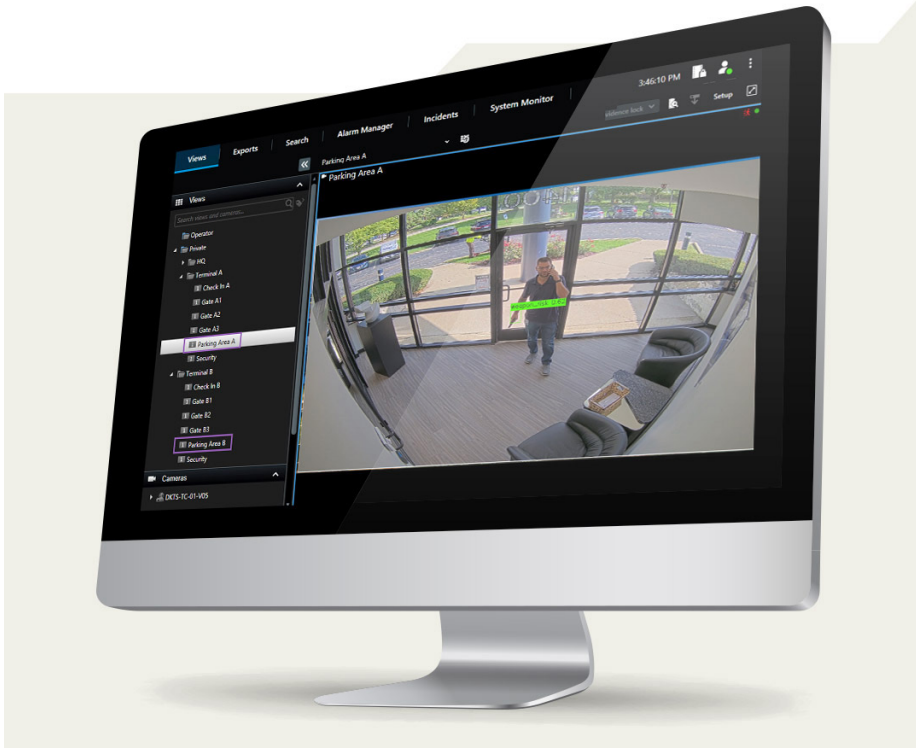
- **Happy Hour by Legrand-AV: Wed. June 12 from 3:00 p.m.**
- **Coffee Bar by LG Business Solutions: Thurs. June 13 9:00 a.m.**

Tech stations will be set up throughout the booth, featuring the latest technology, live demos and services with: Absen, Athona, Avocor, Barco, Bose Pro, Drone Solutions, Epson, Jabra, Joan, Legrand-AV, LG Business Solutions, Exertis Almo AV Outsourcing Professional Services, Samsung, Sony and ViewSonic

As part of its commitment to Diversity, Equity and Inclusion (DE&I), Rob Voorhees, Business Development Manager II – Technical Specialist and a newly inducted member of **SCN's 2024 Class of The Nine**, is presenting the session "Autism and AV," on **Thursday, June 13 at 10:00 a.m.** Voorhees will discuss how to further the conversation about neurodiversity in AV to maximize employee skill levels and attract a more diverse customer base. It includes his personal experience as the parent of a neurodiverse daughter and the process of helping her navigate her way through school and, soon enough, into her professional career.

[Learn More](#)

**exertis | ALMO**



## IntelliSee

In April, we announced a partnership and equity investment with AtlasIED, a recognized leader in the commercial audio and security industries. AtlasIED is investing into IntelliSee and will now expand its ecosystem of mass communication solutions to include IntelliSee — a real-time AI threat detection platform with a growing list of detection capabilities. IntelliSee will be available alongside AtlasIED’s IPX series of endpoints and Singwire’s InformaCast.

IntelliSee overlays existing video surveillance systems and uses advanced AI to autonomously monitor live camera feeds and detect threats in real-time. Once IntelliSee detects a threat, AtlasIED will initiate pre-programmed notification processes through InformaCast. Notifications include audio and visual responses onsite via the IPX endpoints and text or desktop alerts to staff, stakeholders, and law enforcement.

Combining these systems strengthens organizational security in a major way. While IntelliSee autonomously monitors for threats that could otherwise be missed, AtlasIED systems push out communications through even more mediums, like public address systems, loudspeakers, LED displays, two-way communications, on- and off-premises communications, and more. The ability to amplify alerts beyond call, text, and email notifications increases awareness of alerts and further promotes an immediate response.

Together, IntelliSee and AtlasIED are making a bigger impact on schools, hospitals, and an endless number of other spaces where people gather.

[Learn More](#)



## Techni+Contact

As a leader in AV distributor in Canada, Techni+Contact has a key role and responsibility in aligning our business, and the AV industry with the 2030 SDGs. Our brand promise is “Connection above all” and that means connecting people to technology, including connecting people and technology to the wider socio-economic environment responsible for systemic global issues.

Techni+Contact recently completed the SAVE Certification Workshop outlining our action plan to align our activities with goals #2, #3, #7, #12 and #17 within our company and with all stakeholders, integrators, end users, consultants, and manufacturers.

To learn more about getting your company certified, **contact Julie Legault.**

## Absen Inc.

Absen Inc. is thrilled to announce the launch of innovative commercial and Micro LED products at InfoComm 2024. Highlighting our showcase are the Absenicon X Series and KLCOB V2 Series—state-of-the-art Micro LED technologies tailored for dynamic corporate and control room environments. These solutions offer unmatched clarity, vibrant colors, and superior reliability. Additionally, our Acclaim, AW, and NX Series redefine visual experiences across various settings. Join us at booth W2524 at the Las Vegas Convention Center from June 12–14 to experience these revolutionary displays firsthand.

[Learn More](#)

## HP

HP is revolutionizing the way people collaborate in hybrid environments with the industry's broadest portfolio of certified conferencing room solutions and headsets . With Poly Director AI smart camera technology, the latest Poly Studio devices keep the focus where it matters.

### Featured: The Poly Studio V52

Be transported - Meet like you're in the same room thanks to a razor-sharp 4K 20MP camera, 5X zoom, and legendary sound and audio pickup.

Frame up a better conversation - Latest-generation AI smart tech ensures everyone is always in frame, in focus, and in the discussion without distractions.

We work everywhere you do - The Poly Studio V52 works seamlessly with your favorite video conference platforms.

[Learn More](#)

## Niveo

Want to learn more about IP networking for AV? Want to save time on your install site and money in overall job costs? Want to see new 1Gb and 10Gb solutions focused on our AV space? Come meet us at InfoComm 2024. Please call or email me to set a time with us at booth C8157 (collocated with SDVoE), 954-261-6582 or [david@niveopro.com](mailto:david@niveopro.com). If you can't attend, we will be happy to work with you in the coming weeks.

[Learn More](#)

A promotional banner for Jetbuilt's 10th anniversary. The left side features a collage of office scenes with a large '10' in yellow and purple, and the text 'Jetbuilt 10 YEARS OF INNOVATION'. The right side is a purple box with yellow text: 'Join us as we celebrate Jetbuilt's 10th Birthday at InfoComm 2024 in Las Vegas!'.

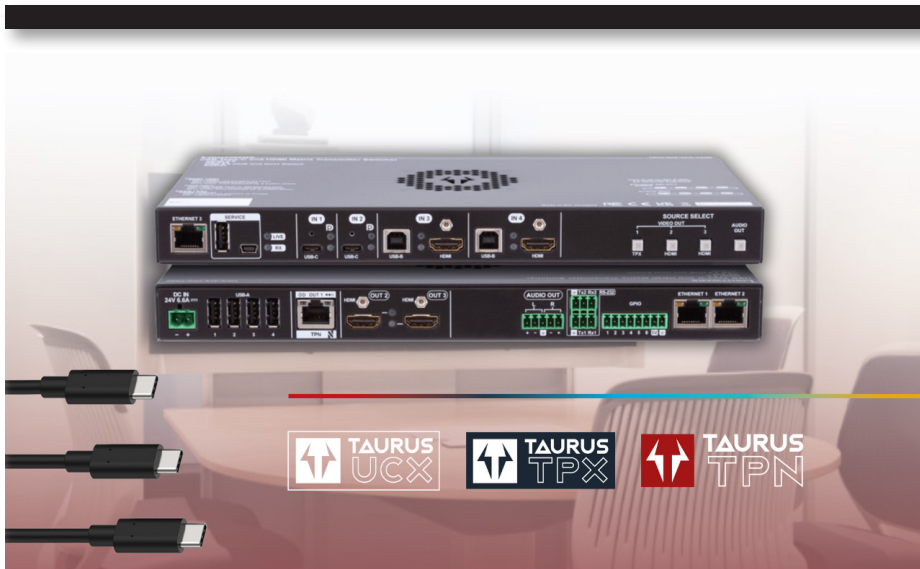
## Jetbuilt

Join us as we celebrate Jetbuilt's 10th Birthday at InfoComm 2024 in Las Vegas! Enjoy giveaways, cocktails, appetizers, live music and networking on Wednesday, June 12 from 4:30-6:30PM. Don't miss out, register now to secure your spot!

[Learn More](#)







## Lightware

### Lightware Doubles Down on USB-C Connectivity

Lightware continues delivering the most innovative solutions in USB and USB-C signal management and will soon introduce the latest editions of the market-leading Taurus product family. After inventing USB host switching in 2020 with the Taurus UCX and introducing USB extension three years later with the Taurus TPX, Lightware is upping the ante again with the Taurus TPN, expanding USB capabilities into network environments, allowing UC-over-IP applications. Lightware also presents its new 'Taurus UCX Dual Screen', the first-ever ProAV solution enabling multiscreen extended desktop over a single USB-C cable.

Beyond the offerings in its USB-C connectivity technology, Lightware's new 1G AV-over-IP solution, the Gemini GVN, will also debut at this year's InfoComm, where visitors of the Lightware booth can see the AV manufacturer's latest developments in action.

Complementing its proprietary demonstrations, InfoComm attendees can also explore Lightware's wider solutions portfolio for conference room automation, Cisco interfacing, USB-C extension as well as Lightware's BYOM technologies for medium-sized rooms and auditoriums. In addition, Lightware will showcase how its devices seamlessly integrate with other collaboration technologies from its partners such as Sennheiser, Barco and Poly.

[Learn More](#)



## ScreenBeam

Elevate Your Business with ScreenBeam Wireless Display and Collaboration

ScreenBeam's award-winning wireless content sharing and collaboration solutions enable easy collaboration in any work or learning space including hybrid environments. ScreenBeam creates wireless connections to all the USB peripherals in the room, making it easy for people to connect over content. Tested and approved with industry-leading AV partners for turnkey deployments.

Our NSCA partners enjoy multiple benefits including:

- Competitive margins
- Volume-based discounts
- Exclusive incentives

Visit us at InfoComm, Booth C9157

[Learn More](#)

## Sound Control

Experience the next generation of conference room innovation with SCT's new RemoteTableKit™ interface, the RTK-AM1™! Seamlessly integrating BYOM/BYOD environments, the RTK-AM1™ supports [3] Ethernet microphones, [3] HDMI inputs and [1] DP Alt-mode USB-C input, redefining connectivity.

Enjoy effortless collaboration through a single cable USB-C connection at the table—enabling power delivery (PD), audio, video and data transmission. Say goodbye to clutter and complexity!

Tailored for Cisco and Poly codec solutions, the RTK-AM1™ also delivers PoE+ to power the touch panel, streamlining installations. Extend connections up to 100 meters using just one CAT cable, simplifying your deployment while maximizing flexibility.

[Learn More](#)

## Simple video meeting experiences meet scalable audio.

neat.



## Shure

Leading audio technology provider, Shure, and pioneering provider of video devices, Neat, recently announced an alliance to deliver an enhanced meeting experience in large and acoustically challenging spaces.

The Shure and Neat collaboration ensures seamless integration between Neat Bar Pro, a powerful video meeting bar, and multiple Shure Microflex® Ecosystem Solutions. Together, these solutions provide uncompromised audio and video in complex workspaces.

The combination of Shure and Neat provides a simple, easy-to-install solution that is scalable to any room type. While Neat Bar Pro delivers exceptional video quality that can auto-frame, zoom in on, and follow each in-room participant (no matter where they're positioned), devices from the Microflex Ecosystem extend Neat video deployments into larger and more complex spaces. This delivers clear, natural sound with different form factors to keep spaces aesthetically pleasing with reliable performance.

[Learn More](#)



## HELLO NSCA SOLUTION PROVIDERS!

Want to communicate directly with NSCA member companies or optimize your platform?

Contact NSCA Senior Marketing & Channel Manager Max Johnson at [mjohnson@nsca.org](mailto:mjohnson@nsca.org) or 319.861.8629.

# Hiring Installers and Techs? Use This Tool to Find the Best Candidates

*The Technical Assessment Tool can help you determine who has the skills and capabilities required to fill a specific role.*

Every integrator we talk to is struggling with talent. According to the State of the Industry survey we led in partnership with *Commercial Integrator*, labor is at the top of the list of concerns for 91% of integrators in 2024. Within that group, 41% struggle specifically with hiring installers and technicians.

That's where our Technical Assessment Tool comes in. As you search for the most qualified job candidates, whether they're internal or external, our Technical Assessment Tool can help you determine who has the skills and capabilities you need to fill a specific role.

While the tool has been available for several years, it underwent a massive overhaul late last year to reflect changes in technology and installation processes.

Your HR team can use the Technical Assessment Tool to:

- Create consistency during the hiring process by administering the same assessment to all candidates.
- Identify current employees who have extraordinary technical skills.
- Pinpoint where existing employees and candidates may require training to close skills gaps.
- Find the best new candidates within a large pool by gauging the proficiency of technicians and installers before you hire them.

Based on the roles you want to fill, you can test candidates on industry knowledge and technology proficiency in specific categories at basic, intermediate, and advanced levels:

## Acoustics/Audio/AV

- Audio/sound reinforcement
- Digital signage
- Industrial/commercial sound
- Unified communications
- Video
- Videoconferencing

## Lighting


- Low-voltage lighting

## Phone Systems, Data, & Networking

- Cabling
- CATV/MATV/IPTV
- Clocks
- Digital signage
- Equipment racks/cabinets/wall plates
- Fiber optics
- Networking
- Telephony

## Life Safety, Fire, & Security

- Access control
- CCTV
- Fire alarms
- Nurse call
- Security/alarm systems

NSCA members find countless resources to help their business on [www.nasca.org](http://www.nasca.org). To use NSCA's Technical Assessment Tool, you must login to [www.nasca.org](http://www.nasca.org) with your NSCA member information. 

“Yesterday, we started using the Technical Assessment Tool, which I'm using to gauge the knowledge of our field service group. If we're all glaringly missing something, or lacking in a specific technology, then I can pull everybody together and do a group training or boot camp to fill that gap.

–Pat Vaughn, Simpatico

“Kudos to NSCA in creating such a great tool! This has given us a baseline for where a technical team member should be either during recruitment or promotion. It can also be used to identify gaps in training for our team's professional development plans.

–Brian Morrow, CEC

# Streamline Your Daily Operations

Your NSCA membership puts hours back into your day with free access to time-saving tools and resources that help you run your business better.

## Labor Installation Standard

- ✓ Accurately estimate labor units for better project profitability
- ✓ Get trusted installation estimations based on difficulty, installer experience, and site conditions
- ✓ Find the middle ground between over-estimating and under-estimating

## Technical Assessment Tool

- ✓ Streamline hiring and find the best new job candidates
- ✓ Gauge proficiency of technicians and installers before you hire them
- ✓ Evaluate internal candidates who express interest in roles requiring technical knowledge

## Essentials Online Library

- ✓ Access industry-standard reports, agreements, contracts, and more
- ✓ Find templates for everything from scheduling matrices and system checklists to change orders and close-out forms
- ✓ Download and customize your own business documents

## Project Contribution Simulator

- ✓ Determine accurate pricing to identify a project's breakeven point
- ✓ Follow a four-step process to determine whether your project will be profitable
- ✓ Discover how labor units impact project profitability



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