



SharkNinja Selects IMT to Lead the Video Conferencing Build-Out for their New Global Headquarters

AT A GLANCE

CHALLENGES

- Unreliable infrastructure
- Lack of multi-tool collaboration
- Need for versatile equipment

OUTCOME

- Video endpoints & infrastructure
- User interface technology for conference room build-outs
- Switching equipment for data center racks

SharkNinja is a pioneer in creating small household appliances and cleaning solutions that fit today's busy lifestyles by providing highly functional, innovative products to consumers. Over the years, SharkNinja has become one of the leading companies in its sector with its roots dating back more than a century, originating in Europe, then moving to Canada and finally settling in Newton, Massachusetts, just outside of Boston.

IMT was introduced to SharkNinja's new headquarters opportunity through their VP of Information Services, Rob Drew. "Our biggest challenge was the coordination of a brand new building housing 700 users, and coordinating the Audio/Video with our partner IMT to get the project done on time."

With this relocation included the need for a whole new suite of services, products, consulting and pre-sales design engineering services. From Video Walls, Digital Signage, video conferencing build-out's, networking infrastructure, and other functionality, IMT worked with the SharkNinja team to consultatively move them to a product suite that includes Polycom, Crestron, and Extron, to name a few. "To have one partner that can work with all of the subcontractors behind the scenes was a big advantage for us. The one-stop IMT approach was critical in meeting our deadline," said Drew.

"In the model that we presented to SharkNinja, we combined both the design and the build aspects of the project," explained IMT Senior Account Manager Bernadette McCool. "We provided the products, expertise and training as a seamless package."

SharkNinja's marketing team utilized IMT for several additional projects; the first being their "iHos Space," which is a centralized control and observation room where R&D teams can come into this virtual environment for real-life consumer testing by observing through one-way glass what consumers like and dislike about the SharkNinja products. "It's a realistic mockup in our environment here. We have video cameras so we can do consumer testing in real time on the products." This virtual environment can be streamed to SharkNinja's London and China facilities.

Another area that IMT worked closely with SharkNinja's marketing team was on their Planogram models, which mimics store shelves and can see how each Shark product would look in store, helping their marketing team see how people would react to these products as they walk through these types of stores. "We can also showcase our products and see how they compare against other products," adds Drew.



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ROB DREW

Rob Drew – VP of Information Services, SharkNinja



Possibly the biggest piece of the project was in the build-out of SharkNinja's videoconferencing center. "We have a pretty large global footprint," explains Drew. "We communicate with each other around the world and with external parties for counsel and interviews. We also use it from an engineering perspective where engineers can work, collaborate and design together through conferencing. We use it in many different ways, and one of the big benefits is reducing travel costs."

Some of the integral partners involved in this project are Polycom, which provided the video endpoints and infrastructure; Crestron, which provided the user interface technology for the conference room build-outs; and Extron, which provided the switching equipment for the data center racks.

Rob Drew concluded, "Bernie and the entire IMT team were truly partners for us and we ended up hitting all the timelines and the deadlines. It was very, very successful from our standpoint."

SharkNINJA

SharkNinja Operating LLC provides cleaning solutions and small household appliances. It offers steam products, including steam mops and hard floor cleaning systems; upright and canister vacuums; hand and cordless vacuums; blender systems for nutrient extractions, chopping vegetables, making sauces or dips, or blending frozen drinks; and garment care products, such as garment care systems, fabric steamers, and electronic iron. The company also provides parts and accessories for its vacuum, steam, and garment care products. It sells its products through an online store. SharkNinja Operating LLC was formerly known as Euro-Pro Operating LLC and changed its name to SharkNinja Operating LLC in September 2015. The company was incorporated in 2003 and is based in Champlain, New York with additional offices in the United States, Canada, the United Kingdom, and China.

FEATURED PARTNERS

