



Greenhill & Co. Selects IMT for Video Conferencing Build-Out of New Headquarters in Rockefeller Center

AT A GLANCE

CHALLENGES

- Difficult meeting setup & connectivity
- Unreliable infrastructure
- Lack of multi-tool collaboration
- Need for easy transition back to office

OUTCOME

- Simplified user experience
- BYOD (Bring Your Own Device) readiness
- Multi-tool video collaboration rooms
- Seamless transition back to office

Greenhill

Greenhill is a leading investment bank focused on providing financial advice on significant mergers, acquisitions, restructurings, financings and capital raising to corporations, partnerships, institutions and governments.

Greenhill & Co. Inc. is a leading independent investment bank with a global footprint of sixteen offices over four continents worldwide. Greenhill recently made the decision to relocate their New York City headquarters from Park Avenue to one of the city's most famous landmarks, Rockefeller Center. Plans for the new build-out included multiple conference rooms, boardrooms and multipurpose training rooms of varying sizes and applications. To meet their extensive audio/visual requirements for the new space, Greenhill needed a video collaboration solutions provider with broad experience working with enterprise customers and extensive knowledge relative to the integral technology needed to support Greenhill's return to office efforts after the COVID-19 pandemic. Greenhill knew IMT would be right for the job, based on IMT's understanding and expertise with the market and technology, as well as their track record of success with previous projects completed at multiple other Greenhill locations including the original headquarters on Park Avenue, Chicago, Houston, San Francisco, Toronto and Madrid.

Greenhill CIO, John Shaffer, stated, "When considering upgrades to our New York City and other US and international offices, traditional AV integrators continued to design and quote expensive rooms that were difficult to use and simply did not meet Greenhill's needs. The IMT team had not only the necessary AV integration experience, but also a strong understanding of the video collaboration market, the variety of tools available, how these tools interact together, and how these solutions could effectively be integrated into our conference rooms. The team made the design-build process for our new headquarters straightforward, not only taking Greenhill's substantial technology needs into consideration, but also working with our architectural and construction teams to design and implement a highly effective strategy from start to finish."

A TRUSTED PARTNER

Greenhill was founded in 1996, with a focus on providing financial advice globally to corporations, partnerships, institutions and governments. Today, their mission remains the same: to remain a "pure advisory" firm focused on its clients - and in the midst of a global pandemic, Greenhill's need for seamless, reliable video communication technology in their new headquarters is vital to maintaining their relationships with clients around the globe. IMT's proven experience in the financial market and dedication to connecting people through state-of-the-art technologies and work flows naturally qualified them to take on the complex build-out of Greenhill's New York City headquarters. Most importantly, after developing a strong relationship over the years, Greenhill was certain that IMT had the skill set necessary to design and build video, audio and presentation technologies that would perform seamlessly while also being easy to use and maintain.



RETURN TO OFFICE STRATEGY WITH EASY-TO-USE TECHNOLOGY

Greenhill's top priority for the new global headquarters was to have state of the art multi-tool video collaboration rooms that would be easy to use with a common user interface across all conference rooms. When offices around the world closed due to the pandemic, employees working from home had to develop their own individual work flows, which included choosing a collaboration tool based on personal choice and client preference, and one they never imagined would be needed for long term productivity. At the same time, Greenhill had to prepare for the return to office (RTO) and wanted employees to be able to leverage their personal collaboration tool of choice in any conference room without issue. As Shaffer said, "First and foremost, we needed the technology to be easy to use. We were previously spending money on AV solutions and technology that simply didn't work."

Despite COVID-19 restrictions and installation timeline delays, IMT met the task head-on to develop technology for all eighteen meeting rooms to meet Greenhill's business performance requirements and make the transition back to office as seamless as possible for their valued employees.

IMT'S SOLUTION AND CUSTOMER BENEFITS ACHIEVED

IMT deployed both Poly X50 and G7500 solutions, not only addressing reliability, but also providing the capability to support native Zoom Room and Teams functionality. In addition, the IMT design includes BYOD (Bring Your Own Device) readiness planning, which will allow employees to leverage their video collaboration tool of choice in any room while incorporating existing conference room speakers, microphones, and displays. As Greenhill continues to make their RTO transition into the new headquarters, employees are experiencing increased productivity due to the flexibility of the technology design and have stated that the solution is as easy as picking up the phone.

A SATISFIED CUSTOMER READY TO RTO

IMT was able to design and build eighteen return-to-office ready, platform independent, state of the art multi-tool collaboration rooms to Greenhill's satisfaction, despite COVID-19 restrictions and construction delays. Shaffer said, "The technology is so simple to use that we barely needed training. We use multiple collaboration platforms throughout the day and in several different rooms. I haven't had a single issue since we started; it's been spectacular."

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JOHN SHAFFER
Greenhill CIO

FEATURED PARTNERS

Greenhill

