

SOFT CODEC INTEGRATION

Medallia Global Headquarters

Q-SYS Platform Provides All-In-One AV Solution for Customer Service Company Medallia

📍 San Mateo, California

More than a thousand of the world's leading brands trust the [Medallia Experience Cloud™](#) (SaaS) platform to win through customer experience in real-time to improve performance. A recent relocation of their global headquarters prompted the need to consolidate global infrastructure, scale up AV systems, and implement the [Q-SYS Platform](#) to easily scale across both small and large meeting rooms. Aging equipment, repeated failures, and poor customer service from the previous provider motivated Medallia to look for an alternate supplier who could serve their needs and would be willing to 'lean in' with customer service and support.



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Hamilton Gordon

Global Head of AV and Collaboration, Medallia

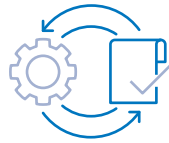
Challenges

Gil Lopez, the Integrated Technology Architect for [Teecom](#), recommended Q-SYS to Medallia to deliver the full signal chain for audio reproduction – DSP, amplifiers, and loudspeakers. Leveraging the power of Intel™ processing, the robustness and mission-critical reliability of a Linux™ real-time operating system, and the interoperability of IEEE networking standards, Q-SYS was uniquely able to meet all of Medallia’s requirements with the Q-SYS Platform.



Ease of Use

Medallia needed a familiar, simple, node-based solution that would just work, and eliminate the time-consuming need to adopt new processes.



Reduced Support Load

Reduce support workload and increasingly automate processes. Overall, the IT department was looking to do more with less hardware and fewer “boots on the ground”.



Scalability & Standardization

Easily add AV&C processing with the option of adding remote monitoring and management capabilities at a later stage.

Medallia faced a difficult problem: devising a feasible and user-friendly conferencing system which they could standardize for 1,200+ workers at over 15 global offices. Their current [Zoom](#) platform provided satisfactory services for small groups like a user’s desk or communal area, but a solution was needed for bigger spaces such as boardrooms, training areas and large-scale meetings. Furthermore, in order to minimize potential issues, Medallia wanted to acquire a single provider which would furnish proactive, specialized service as part of a more focused supply network with improved responsibility.



Solutions

Driverless USB Integration with Zoom

The Q-SYS web conferencing solution allowed Medallia to easily integrate Zoom within the larger gathering spaces by providing a bridge from the host PC to the Q-SYS Core. The use of a driverless [Q-SYS I/O-USB Bridge](#) meant that Q-SYS audio processing was available for all [Zoom](#) communications, including software-based acoustic echo cancellation (AEC), guaranteeing intelligibility regardless of the room in use. “We put a large emphasis on our ability to encourage effective communication. This is the perfect opportunity for us to showcase and tout our culture, so providing a seamless experience for the users in these spaces was crucial,” said Gordon.

Software-Based Scalability

The large meeting spaces at the new San Mateo campus were designed around a [Q-SYS Core 110f processor](#), outputting audio into a [SPA2-60](#) 60-watt dual-channel amplifier connected to six [AcousticDesign Series AD-C6T](#) ceiling mount loudspeakers. Audio distribution for its AES67-enabled room microphone inputs and line outputs over the Q-LAN network happened on standard NETGEAR network switches. The use of IT industry standard equipment and protocols allowed Medallia to standardize on the Q-SYS solution across all its facilities.

“The Core 110f processor is amazing. For us, sixteen channels of software-based AEC was more than enough for our standard room types, and it was so nice to get all of that AEC without having to deal with AEC card slots. At that price point, the Core 110f is everything we needed and more,” continued Gordon.

The larger 50' x 70' training rooms needed to be divisible and have been similarly equipped. This space included the Q-SYS Core 500i (now updated to [Core 610](#)) Integrated processor, networked I/O-USB Bridge providing driverless connectivity, [SPA Series amplifiers](#) and [AcousticDesign Series ceiling loudspeakers](#).

A main benefit to Medallia is that every Q-SYS Core processor and peripheral utilizes the same [Q-SYS Scripting Engine](#) to connect and configure the system. This allows their enterprise to be able to scale quickly, efficiently and affordably without having to rip and replace the programming when new rooms are added.



Solutions

IT-Friendly

“Q-SYS was so easy to implement, especially for Tier 1 IT admins who didn’t have extensive backgrounds in AV,” said Gordon. “Being node based is a huge advantage. It’s very similar to working with digital audio workstations, and that made designing systems very approachable. [Q-SYS Designer Software](#) follows the same intuitive input to output signal flow, which was a no-brainer and easy to teach.”

Medallia sought an AV solution that would help reduce “white glove” IT support. Accordingly, setting up and operating the Q-SYS Platform was very simple, and required little IT staff intervention. “We run a lean IT team,” said Gordon. “Everything we can do to handle more with less bloat is encouraged.”

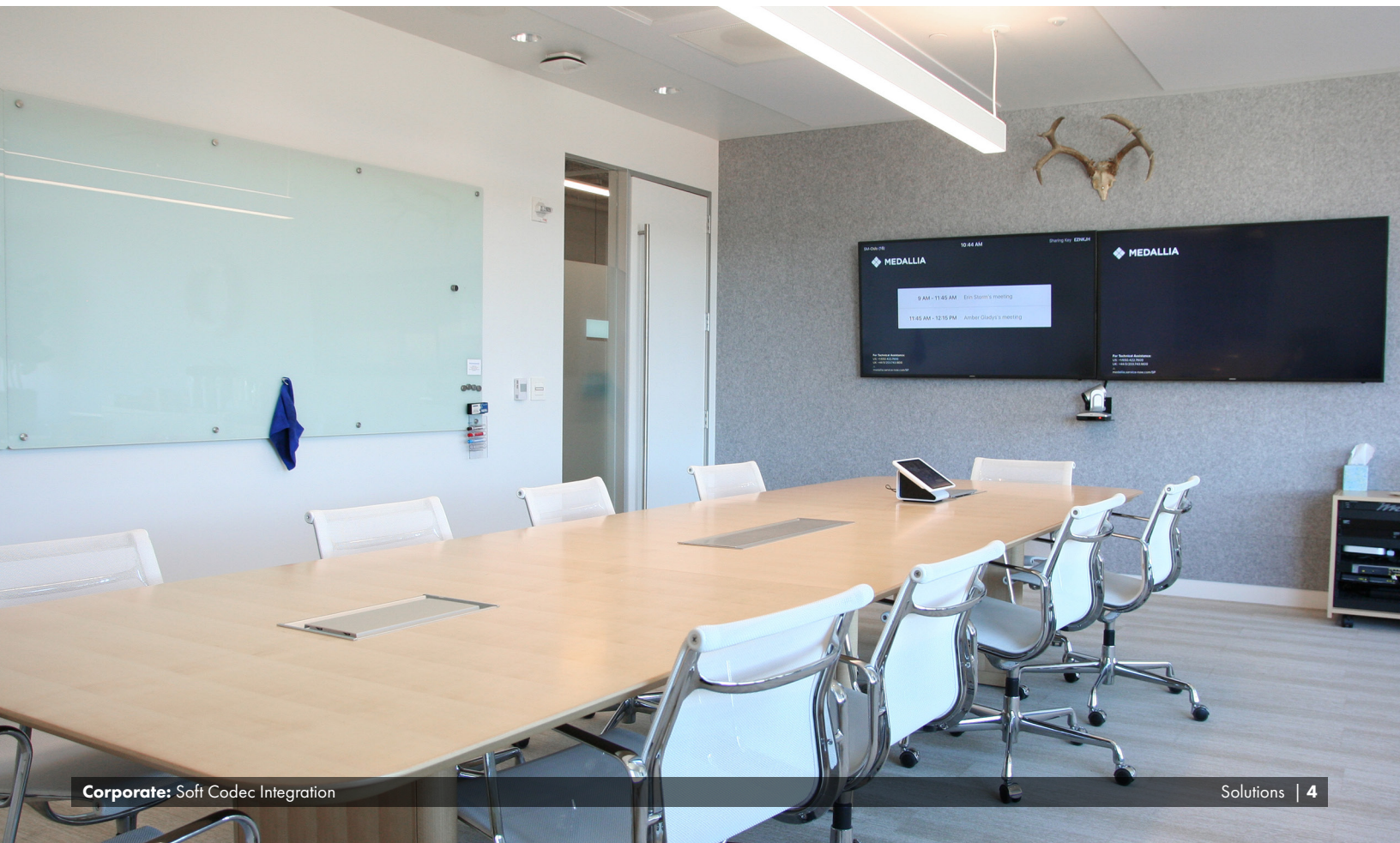
The straightforward [Q-SYS training](#) was also a significant factor in Medallia’s choice to select Q-SYS as the AV systems provider. “We were able to conduct training sessions on Q-SYS’s on-demand training website. They were very educational, but informal and in a relaxed manner. It never felt like a sales pitch,” continued Gordon.

Customer Service/Partnership

Having previously suffered from poor support from other manufacturers, Medallia welcomed Q-SYS’s more attentive approach. “Q-SYS seemed scrappy in a good way. When it came to customer service they seemed to lean in,” he explained. “They understood Silicon Valley culture from the start, and the service didn’t seem to be dependent on the size of our purchase order.”

Gordon added, “The team from Q-SYS really understood where soft codecs were going with networked systems. Their technology vision aligned with ours, and that is what we were looking for.”

He concluded, “Q-SYS has been one of the best and most supportive full-service organizations I’ve had the pleasure to do business with. It ended up being the best decision we could have made with the end-to-end support we receive from Cory Schaeffer (Global Enterprise Accounts) and Greg Mattson (Product Management). In all areas, Q-SYS have been rock solid and we have never looked back.”



Solutions

Global Standardization

Developing standardized AV systems in all its seven global offices was an important consideration for Medallia. Q-SYS's ability to provide a solution that could be sourced and supported globally was a key factor. With offices around the world, Q-SYS can provide the local staff and direct relationships needed to implement global projects.

Single Vendor

Medallia has benefited by adopting Q-SYS as single vendor for its audio and video conferencing integration. Being able to work directly with the end user has allowed Q-SYS to form a deeper relationship with Medallia and develop a true partnership with their team.

Total Reliability

Medallia requires systems that work every time, regardless of location. These large meeting spaces, with larger channel count requirements, are where the Q-SYS technology shines – being able to easily connect with soft codecs and third-party equipment without additional hardware, saving money and providing the IT team with a more accessible system to maintain and manage.



Q-SYS is a globally recognized manufacturer of audio, video and control (AV&C) solutions for huddle rooms to stadiums—and everything in between. Our systems make it easy for your team to design and integrate flexible, scalable solutions and deliver the native IT integration and standards-based technology your customers expect.

qsys.com

QSC, LLC

1675 MacArthur Blvd.
Costa Mesa, CA 92626 USA

Phone 1.714.957.7100

Fax 1.714.754.6174

Toll Free 1.800.854.4079

Outside the U.S. 1.714.754.6175