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## Teksynap



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*The annual listing of 10 companies that are at the forefront of providing AudioVisual consulting/services and transforming businesses*

# Teksynap

## Technology Moving at the Speed of Thought

**W**hen it comes to developing, purchasing, or implementing new Audio Visual and Video Conferencing (AV/VTC) technologies, there exists a perpetual conflict within organizations. One that is grounded in the global, relentless advancement of the technology, and at odds with the localized issue of budgets that seem to grow ever more constrained with each passing year. Now, with people locked indoors due to a global pandemic, AV conferencing has become the go-to for communications in almost every organization on the planet. This makes it even more crucial for companies to figure out the best ways to integrate the latest equipment that OEMs ship out into their business processes.

To meet these ends, Teksynap was founded over a decade ago and has since been at the forefront of providing specialized services in the AV/VTC domain while understanding both the pace of technology today and the need to have a comprehensive, well-planned information management environment.

### THE AV/VTC JOURNEY WITH TEKSYNAP

A facilitator for the integration of AV/VTC systems, Teksynap's services extend from setting up of AV/VTC conferences to designing the conference rooms and collaborating with other system providers to allow customers a more efficient workflow. Federal agencies, on the one hand, prioritize solutions that provide the most output for their investment. Other companies are on the hunt for integrated AV/VTC networking technologies such as Crestron NVX and Extron NAV or are looking to leverage collaborative technologies to bridge the gap between older standards like H.323 and newer technologies such as Microsoft Teams or Skype.

"We provide the full life cycle of AV/VTC services," says Warren McQueen, Senior Vice President at Teksynap. "From ensuring excellent audio and video clarity to implementing new systems, and designing full-blown operation centers, Teksynap has it covered," he continues. The state-of-the-art video walls that the company installs provide an improved customer experience through the use of multiple high-definition 4K and 8K resolution systems that combine video teleconferencing, audio, visual, and presentation capabilities in line with the latest trends in AV technology. At the lower spectrum of its services, the company has contracts in



Warren McQueen,  
Senior Vice President



place where its team prepares the VTC equipment and creates a stable, secure connection for conferences. Clients in the department of defense, however, require more sophisticated services for not only implementing AV solutions in large video walls within operation centers to monitor situations around the world in real-time but are also a match for the stringent clarity requisites.

### A VITAL ROLE IN FEDERAL DEPARTMENTS

A peculiar challenge that persists in these government agencies is the problem of standardizing equipment to be backward compatible. Every year, 20 percent of the existing equipment is upgraded to new models that offer greater efficiency. A few years down the line and the company is left with different tiers of equipment in various conference rooms. Teksynap has not only observed this issue but has also addressed it by making certain that the equipment the company provides can communicate with previous versions of tech; or in other words, it is backward compatible. "Standardization, for us, means providing users with the same experience from one conference room to the other, and keeping the look and feel of the AV consistent," states McQueen.

In addition to the AV requirements, Teksynap's services extend to ensuring that the equipment adheres to security standards as well. For example, when designing a conference room, Teksynap ensures that the components are purchased and managed only by OEMs on a trusted Approved Products List (APL). The company's tie-ups in supply chain management make the sourcing of these products—whether domestic or foreign—transparent to its clients. "We apply this procedure in unclassified environments and up to top-secret and special access programs," adds McQueen. The engineers at Teksynap work with OEMs to manufacture specially designed equipment for the federal government. Even if clients choose to procure material from new vendors, Teksynap will work with them to

**From ensuring excellent audio and video clarity to implementing new systems, and designing full-blown operation centers, Teksynap has it covered**

ensure that the new products are tested, and can integrate with older versions of equipment.

Providing operations and maintenance of AV/VTC systems is another service that Teksynap focuses on. With scheduled preventative maintenance reviews that check for vulnerabilities in new security patches, to discrepancies in system cooling (warm environments are detrimental to the already hot electronics), Teksynap's services assure reliable conferencing experiences to end-users with zero degradation to the AV quality. When employees are staying connected virtually more than ever before due to the worldwide lockdown, companies such as Teksynap are crucial for optimizing communication capabilities.

### THE GEARS THAT TURN THE COMPANY

At the heart of Teksynap is the passionate team driving the company to stay abreast of the latest technology. Often, customers do not know what the art of the possible is. Teksynap helps these clients understand what the latest trends in the industry are, and in some cases, that is just what the client needs to hurl their firm ahead.

Teksynap was founded in 2008 as an IT services company and has since gone on to include a myriad of other subsidiary services into their portfolio. By 2015, it had doubled in size, and by the end of 2018, the company was no longer a small business. However, the work culture at the company still facilitates the growth of its employees, which, in turn, creates a more holistic environment for customer interactions and experience. Employees seek out certifications and training in the latest AV/VTC solutions so that they are well-equipped to confront and resolve any issue that the consumer may face. "We've invested in our employees, our infrastructure, and the right corporate certifications to prove to our clients that we are capable of delivering passion and our skills, for their results," concludes McQueen. 