

WHAT IS AV as a Service?

AV as a Service (AVaaS) is the most complete and simple option available when it comes to A/V systems integration. As a valued AVaaS customer, you get end-to-end KONTTEK services from system design, to installation, to support

and maintenance – all paid through a consistent monthly fee rather than a large upfront cost. In addition, KONTTEK's AVaaS offering includes remote monitoring and proactive response from North Carolina's best A/V service team. **You'll never be caught off guard again.**

KEY POINTS:

- Full-service system installation and maintenance option
- Highest level of support, including remote monitoring
- Paid for through a monthly fee rather than large upfront cost

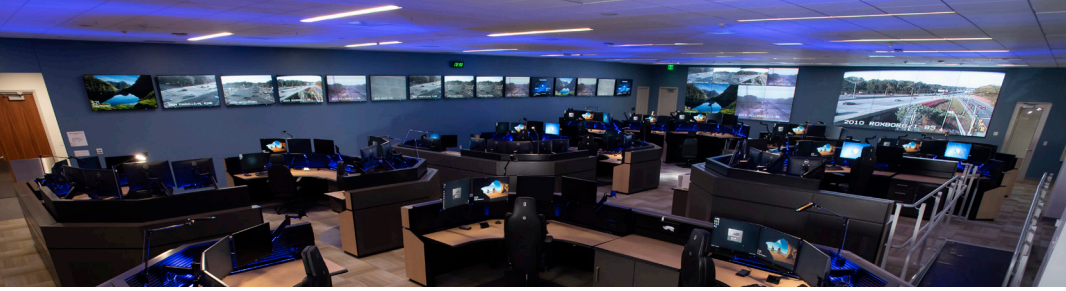
HOW DOES IT COMPARE TO OTHER A/V MAINTENANCE/UPGRADE OPTIONS?

	Typical A/V Project	Support Agreement	AV as a Service
System Design Services	✓		✓
Equipment Purchase and Installation	✓		✓
Extended Financing	Option		✓
Basic Warranty	1-year	Option	✓
Extended Warranty	Option	Option	✓
System Maintenance		✓	✓
Equipment Repair		✓	✓
Equipment Replacement		Option	✓
Remote Monitoring		Option	✓
Annual System Review		Option	✓

CONTACT US
to discuss your A/V needs!

919.680.4321 | info@kontek.com | www.kontek.com/avaas





WHICH ORGANIZATIONS BENEFIT FROM AV AS A SERVICE?

Customers gain the most value from AVaaS when they do not have the in-house resources (people and budget) necessary to manage critical A/V systems. If your organization has limited IT & A/V support, has critical A/V systems, and benefits from budget

certainty, outsourcing A/V systems to KONTEK through an AVaaS agreement likely makes sense. In this scenario, KONTEK effectively becomes your internal A/V team, allowing you to focus on running your organization instead of dealing with unwelcome A/V surprises.

BUT IT COSTS MORE, RIGHT?

Surprisingly, AVaaS saves organizations a significant amount of money compared to traditional A/V systems management. Most organizations design/install new A/V systems, or upgrade existing systems, on a regular basis, treating each project as a separate effort and paying for service and support when things break. This results in paying integrators full cost for system installation/upgrade projects and large expenditures outside of normal operating budgets. While most companies think about the upfront cost of the system, they don't often think about the regular maintenance/follow-on costs.

As a rule of thumb, KONTEK estimates that organizations spend 50-60% of the original system cost on maintenance, support, and equipment repair and replacement over a 5-year period.

With KONTEK's pricing model for AVaaS, the 5-year total cost for a typical A/V system, including all maintenance, repairs, and replacements, is 10-20% below the total cash costs of normal A/V system management. This savings is in addition to avoiding the large cash outlay associated with new A/V systems.

KEY POINTS:

- AVaaS makes sense IF you are:
 - a. Budget constrained
 - b. Have limited on-site resources to maintain systems
 - c. Get high-value from system uptime
- If you have an internal IT/A/V team and don't need to manage budget year-to-year, AVaaS does NOT make sense for your situation.

When used properly, AVaaS will SAVE money over time, but only if your organization makes full use of all the benefits.

KEY POINTS:

- AVaaS has long-term cost savings vs. normal project upgrade cycle.
- When used properly, AVaaS will SAVE money over time, but only if your organization makes full use of all the benefits.

FAQS

Q. Can I still upgrade my system?

A. Yes, KONTEK will help make whatever upgrades you may need and will adjust the monthly fee based on the scope of the upgrades. In many cases, the impact to the monthly fee will be minimal, assuming system scope (and equipment cost) remains in-line with the original system.

AVaaS should not limit you – it should help take uncertainty and system anxiety OFF the table. System upgrades are a part of reducing this uncertainty. You should never feel locked in.

Q. How can we learn more / what's the process?

A. Connect with KONTEK's Account Team at info@kontek.com and mention AVaaS.

One of our Account Managers will work with our UX System Designers to determine a scope for your system and develop a proposal suited to your specific needs.