Urben supports **Graphcore**'s global expansion with dual-screen meeting rooms

Graphcore is an industry-leading innovator of processors designed for Artificial Intelligence applications. A Bristol-based technology company that achieved Unicorn status within three years, valued at $1.95bn in February 2020 after its founding in June 2016.

OBJECTIVES

- Deploy Zoom Rooms licenses
- Overcome non-standard office environment
- Scalable solution

OUTCOME

- 19 Zoom Rooms globally
- Standardised solution across offices
- Stylish design aesthetic
- Rapid adaptation during COVID-19 pandemic

TECHNOLOGY

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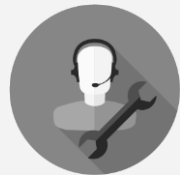**6** Urben 752

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- Zoom Rooms video conferencing software
- Urben systems featuring combination of LG screens; Logitech Rally & Huddly cameras; QSC speakers; Catchbox & Shure microphones; Mac Mini & iPads.
- UK hardware support service

urben | zoom

The Challenge

Owing to its rapid global expansion, Graphcore needed to build an easy-to-use platform for efficient communication, installing a standardised solution that could be scaled up quickly as the business grew further.

Graphcore had purchased Zoom Rooms licenses for its Bristol headquarters, but glass walls in the office and walls that were not reinforced provided a challenge with installing traditional wall-mounted screens.

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The Solution

In partnership with Zoom, Urben installed seven dual-screen systems over seven days in Bristol: a fleet of 55" and 75" screen solutions with fully integrated Zoom Rooms software, and pre-wired visual and audio hardware.

Dual-screen systems were chosen to enable Graphcore's staff to maintain quality interaction with virtual attendees whilst retaining the ability to simultaneously share and analyse data on the other screen.

In Bristol, Urben installed **seven** dual-screen systems over **seven** days.

But the innovation didn't stop at Bristol. Following the first installation in 2018, Urben then deployed Zoom Rooms in Graphcore's Oslo and Palo Alto offices, eventually installing a total of 19 meeting rooms across five locations in Europe, Asia, and the United States by July 2020.

The Graphcore Cambridge and Bristol offices were additionally empowered by dual 86" screens, designed to enable meaningful engagement during company-wide All Hands meetings. The UK offices furthermore benefit from an Urben Managed Service to maintain the hardware, ensuring readily available on-site support and remote monitoring to ensure the technology is running smoothly.

Why Urben?

Graphcore chose Urben because the floor- and glass-mountable frames not only enabled the deployment of Zoom Rooms in the face of structural challenges, but because the pre-configured nature of the systems meant installation could take place quickly and easily.

Mark Lindsay, IT Director at Graphcore, explains:

" the scalability of Urben's all-in-one solutions ensure they can quickly and consistently support our growth. We felt the standardisation of the solution was important, to support us no matter where our next offices might be. "

" We love Urben's systems. A Zoom Room for us is incomplete without an Urben frame. "
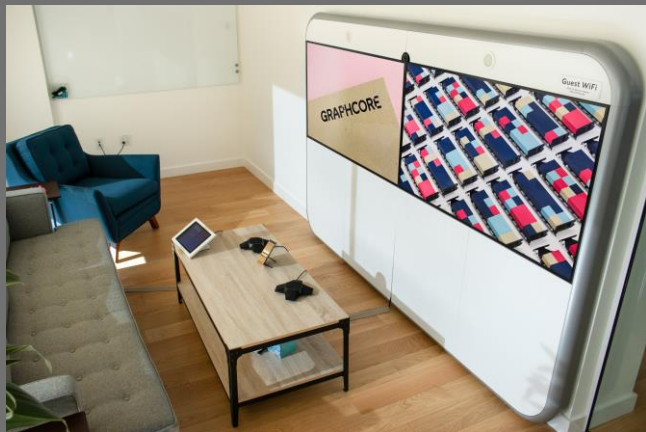
- Luis Constantino,
Head of Facilities at Graphcore

The Outcome

With Urben and Zoom, Graphcore has received a scalable solution that supports its rapid expansion and provides staff with familiar, easy-to-use video conferencing across its global offices. The stylish Urben frames match the aesthetic of an innovative, forward-thinking brand.

Luis Constantino, Head of Facilities at Graphcore, expounds: "We love Urben's systems. A Zoom Room for us is incomplete without an Urben frame".

In light of the COVID-19 pandemic, Vice President of Marketing, Sally Doherty, comments that Graphcore's early investment in Zoom infrastructure had unexpected benefits: "The integration of Zoom Rooms into our day-to-day working practices made the switch to homeworking much easier.

Even though we are gradually returning to the office, we are now doing more virtual meetings than before lockdown; the Urben Zoom Rooms are helping Graphcore staff get back to business, safely and quickly."