

# CIOReview

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The Navigator for  
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CEO

# BIS | Econocom

THE THREE  
Bs OF  
COLLABORATION  
IMPLEMENTATION



# BIS|Econocom

## THE THREE Bs OF COLLABORATION IMPLEMENTATION

**T**he COVID pandemic came, destroyed, and will inevitably one day go away, figuratively at least. But if there is one good we can try to unearth from among the devastation, it is that technology and people can not only coexist but overcome the grimmest of situations. And there is one company in the Netherlands that is working to ensure that this newfound synergy continues as we move ahead.

When most organisations are busy thinking how collaboration technology will help businesses thrive in the new normal of remote working (and by extension the evolved working environments), BIS|Econocom helps companies connect their collaboration tech investments to their behaviour workforce. And the company is doing it quite the opposite way than one would anticipate.

Typically, businesses analyse existing people's behaviour and build the collaboration infrastructure (comprising the technology and real estate aspects). However, BIS|Econocom tries to understand what an organisation wants its peoples' behaviour to be like when they work remotely or from a hybrid office and then builds the infrastructure accordingly. It calls this the Bricks, Bytes, and Behaviour approach—most vendors work with the first two Bs only.

The approach may sound mammoth-like and time-intensive, but in reality, it could get unrealistically fast. "We've helped the entire Dutch government, which is over 100,000 people, work



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productively and effectively from home, and we did it only two weeks,” informs the CEO, Jean Pierre Overbeek. This project to deliver a Cisco WebEx client was done in collaboration with the AVIT group.

BIS|Econocom’s dexterity with Cisco solutions is worth mentioning, given that the two entities already were “big partners” before the pandemic, but has only deployed a limited number of Webex projects. “We chose Cisco Webex and Cisco hardware due to the robust security features of its tools that enable secure and seamless work from home solutions and professional hybrid offices,” Overbeek adds. Since then, the company – that already was an authorised Cisco partner trained and able to advise, implement, and maintain Cisco’s collaboration portfolio (hardware) – also became certified to deploy Cisco’s Webex platform (software).

Responding to the situations when businesses had to overnight adopt remote working despite lacking any earmarked budget for the necessary investments, the company extra promoted their AV-as-a-Service offering. This continues to deliver clients higher ROI since any CAPEX or fixed monthly rentals are out of the picture, and they only need to pay per the technology usage. But the broader business model is not transactional at all. “We carry the performance risk in our partnership and AVaaS concept,” says Overbeek.

The AVaaS concept is holistic too. It is not limited to showcasing a few subscription plans for AV and IT infrastructure. The company performs 2D and 3D visualisations of the solutions they propose and also visualise the situational impact the solutions will have on the client’s work. The whole process is done with a combined inhouse team of technology architects and interior designers.

BIS|Econocom is a part of the PSNI global alliance of AAA-quality AV & IT system integrators, and beyond AV services also offers patch management and security services, event rental services, creative services, and interior design services. It also has its own Network Operating Center (NOC) to monitor clients’ AV and IT equipment/processes.

Overbeek concludes, “We see AV and IT as the fourth utility, next to gas, water, electricity. People and organisations simply cannot live without them anymore. With this in mind we support our clients with consulting, designing, implementing and maintaining the AV and IT infrastructure that really supports them in realising their goals.” 

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