



Visual Synergy

Avison Young Case Study

BNP Paribas – Birmingham Collaboration Spaces Case Study

1. Client Overview



BNP Paribas is a leading global banking and financial-services group with more than 190,000 employees worldwide. In 2025, the bank consolidated several of its Midlands operations into a new landmark office in the heart of Birmingham's business district, designed to foster collaboration, attract talent and reflect BNP Paribas's forward-looking brand.

2. Project Summary

- **Location:** Birmingham, United Kingdom
- **Scope:** 25+ meeting environments across 2 floors
- **Room Types:**
 - POD rooms (4–8 seats)
 - Large divisible boardroom (18–36 seats)
 - Client-facing meeting / presentation suites
 - All-hands / town-hall space (120+ standing) with overflow to social hub
- **Primary Technologies:** Cisco Room Series video codecs, retractable USB-C “single-cable” table interfaces, Biamp AVB enabled DSP, Wall mounted zoned loudspeakers, wireless microphones, 4K commercial displays.



3. Business Challenges

Challenge	Impact	Requirement
Consistent user experience across varied room sizes	Reduced adoption & increased support calls	Unified, intuitive interface & common connection method
Visible table clutter & multiple adapters	Poor aesthetics, confusion for guests	Single, retractable cable; BYOD-ready
Hybrid meeting equity for global teams	Inefficient collaboration & client perception risk	Native Microsoft Teams experience with optimized audio/video
Rapid reconfiguration of boardroom & town-hall	Time-consuming changeovers	Automated scene presets that "follow the walls" & flexible audio zoning

4. Solution Overview

4.1 Room Design Matrix

Room Type	Seating	Core Video Codec	Display Tech	Table Interface
POD	4–8	Cisco Room Bar	55" and 65" 4K LED	Retractable USB-C (Thunderbolt & DP alt-mode)
Boardroom (combined)	26	Cisco Room Kit Pro + Quad Camera	Dual 75" 4K LED	Dual retractable USB-C in each table segment
Client Suite	4–12	Cisco Room Kit Plus	55" and 65" 4K LED	Retractable USB-C + Wireless presentation token
Town-Hall	100+	Cisco Room Kit Pro + PTZ	98" 4K LED display	Floor pocket USB-C & wireless stage box



4.2 Unified “Single-Cable” Workflow

1. **Retractable USB-C Cable** extends from flush desk module.
2. User plugs into laptop – routes video, audio & USB data over one cable.
3. Cisco codec auto-detects BYOD and switches room AV to laptop.
4. Upon disconnect, cable retracts, returning table to clutter-free state.

4.3 BYOD & Platform Interoperability

Although BNP Paribas is a Microsoft Teams house, external guests frequently host Zoom and Webex calls. The Cisco RoomOS platform, paired with USB passthrough and the single-cable interface, enables:

- **Native Teams meetings** (direct guest join)
- **One-button-to-push for Webex & Zoom**
- **Full-bandwidth content share (4K @60 Hz)** from any user device.

5. Results & Benefits

- **99 % first-time meeting start success** (Cisco Cloud analytics, first 60 days).
- **45 % reduction in AV-related service tickets** compared with legacy site.
- **15-minute boardroom reconfiguration** (vs. 45 minutes previously) thanks to partition-aware presets.
- **Positive user sentiment:** Post-occupancy survey scored 4.7/5 for “ease of connecting & presenting”.
- **Enhanced client perception:** Visiting clients highlighted the clean aesthetic and swift meeting setup as differentiators.

“The single-cable approach has all but eliminated that frantic search for adapters. Meetings just start.” — **Operations Manager, BNP Paribas Birmingham**

6. Future-Ready Foundations

The network-centric design (all AV endpoints on a dedicated AV VLAN, Dante audio, and SIP-registered codecs) provides a scalable backbone for:

- Expansion of town-hall streaming to remote offices.
- AI-based camera framing & voice isolation upgrades.
- Space-utilisation analytics via existing occupancy sensors.

7. Key Takeaways

1. **User simplicity drives adoption.** A single retractable USB-C cured cabling chaos and confusion.
2. **Standardisation doesn't mean one-size-fits-all.** Consistent UI married to room-specific acoustics & display choices.
3. **Plan for flexibility.** Partition logic and audio zoning future-proof large spaces without additional hardware.
4. **Prototype early.** Real-world cable-pull tests avoided end-user frustration post-install.