



## LEADING LAW FIRM, CHARLES RUSSELL SPEECHLYS, CREATES DIGITAL WORKPLACE WITH DIGITAL SIGNAGE & IPTV

Charles Russell Speechlys is one of the top law firms in the UK with offices across Europe, the Middle East and Asia. Formed by the merger between Charles Russell and Speechly Bircham in 2014, Charles Russell Speechlys has a rich and varied history stretching back over 150 years.

A merger between two London City law firms presented the opportunity to redesign and standardise its digital media estate as part of a vision to create a law firm of the future.

Over the years, both companies had amassed a myriad of audio visual, video conferencing and digital media technologies, occupying a variety of room types and functions - including meeting rooms, events spaces and board rooms. In many cases the equipment was outdated and unreliable, leading to user frustration and support headaches. The merger presented an opportunity to address these issues as part of a complete office refit of its newly combined headquarter building in London.



In doing so, Charles Russell Speechlys had a vision to create a law firm of the future and present itself, both internally and externally, as being a highly innovative and collaborative workplace. As a longstanding trusted partner, AVMI was chosen to help realise this vision.

### THE SOLUTION

As part of this update and upgrade, Charles Russell Speechlys looked to implement a modern and flexible digital signage with integrated IPTV platform to replace its limited existing solution and chose to deploy more than 40 screens using Tripleplay's solution.

Tripleplay's flexible and cost-effective platform features a built-in content management system (CMS) and layout creation software making it easy to update and control content on any of the endpoints in the building.

Charles Russell Speechlys was drawn to the Tripleplay solution due to its simplicity and scalability. What's more, with added security and encryption standards, the Tripleplay IPTV platform is especially designed for enterprise networks ensuring that it surpassed the expectations of its IT department.

In total the Tripleplay IPTV Head End was implemented with four multiplexes of Freeview TV giving Charles Russell Speechlys access to all 137 channels from a single 9 slot, 5U rack mount server.

SLICK DESIGN TO IMPRESS CLIENTS  
AND ENHANCED MEDIUM FOR  
STAFF COMMUNICATION AND  
ENTERTAINMENT.



# A SIMPLE AND SCALABLE SOLUTION



Displays were installed into staff areas, breakouts, canteens, corridors, reception areas and on office floors; showing a mix of brand-based media, internal communications and live TV. AVMI continues to work with Charles Russell Speechlys on an ongoing basis, providing integration support as well as having a full-time presence onsite to ensure the technology continues to operate at peak performance and that it is utilised as best it can.

The solution gave the firm full user management and access control, RS232 control of each screen on its network and, through Tripleplay's Event software, could connect the server to alarm systems to override screens in an emergency or launch ad-hoc promotions via a web browser control.

Tripleplay also has global presence with teams based in strategic locations around the world, which means that should Charles Russell Speechlys wish to expand their solution to other regional office locations, they will be able to work with Tripleplay to ensure standards are maintained and implementations are uniform.

Another key consideration was that digital signage technology is a very visual medium and had to fit seamlessly into the clean and modern new office space. AVMI worked closely with the architects and designers involved in the office refurbishment and fit-out to ensure the solution matched their plans and expectations.

## THE RESULT

As the UK's first Platinum Partner to Tripleplay, the installation of the Digital Signage and IPTV platform met the high demands of the law firm and delivered a solution that was user-friendly, cost effective and of the highest quality.

The IT team have full local and remote control of all digital signage and IPTV endpoints and are able to deliver an enhanced workplace experience for staff and visitors by delivering internal brand and corporate messaging in a more engaging and visual way as well as showing live TV in staff areas.

As part of the broader audio visual and digital media upgrade, AVMI continues to work with Charles Russell Speechlys towards realising its vision of becoming a law firm of the future.

## AT A GLANCE

### KEY CHALLENGES

Following a merger, both law firms had amassed a myriad of audio visual, video conferencing and digital media technologies, occupying a variety of room types and functions - including meeting rooms, events spaces and board rooms. In many cases the equipment was outdated and unreliable, leading to user frustration and support headaches.

### THE SOLUTION

Deployed over 40 screens using Tripleplay's digital signage with integrated IPTV platform featuring a built in content management system (CMS), layout creation software, delivering 137 TV channels from one 5U server.

### THE BENEFITS

Slick design to impress clients and enhanced medium for staff communication and entertainment to promote a more agile, collaborative and innovative working environment for employees.

- Full control of content delivery and creation
- IT-grade implementation, clean, professional and secure
- Aesthetically appropriate and impressive technology implementation
- Enhanced medium for staff communication and entertainment

### TRIPLEPLAY PRODUCTS

TripleSign Digital Signage  
TripleTV IPTV

