

Crestron Fusion<sup>®</sup>  
CLOUD

Enterprise management, hosted by Crestron

By understanding how people work, the places in which they work, and the tools they use to accomplish their jobs, Crestron Fusion® Cloud provides the information you need to optimize your biggest investments: people, spaces, and technology.



## Overview

02 ..... Capabilities

04 ..... Global Device Management

06 ..... Advanced Scheduling

08 ..... Centralized Help Desk & Support

10 ..... Broadcast Messaging

12 ..... User Experience & Automation

14 ..... Asset & Space Utilization

16 ..... Smart Building Integration

18 ..... Crestron PinPoint™

20 ..... Flexible Deployment Options

21 ..... The Foundation of the Intelligent Enterprise

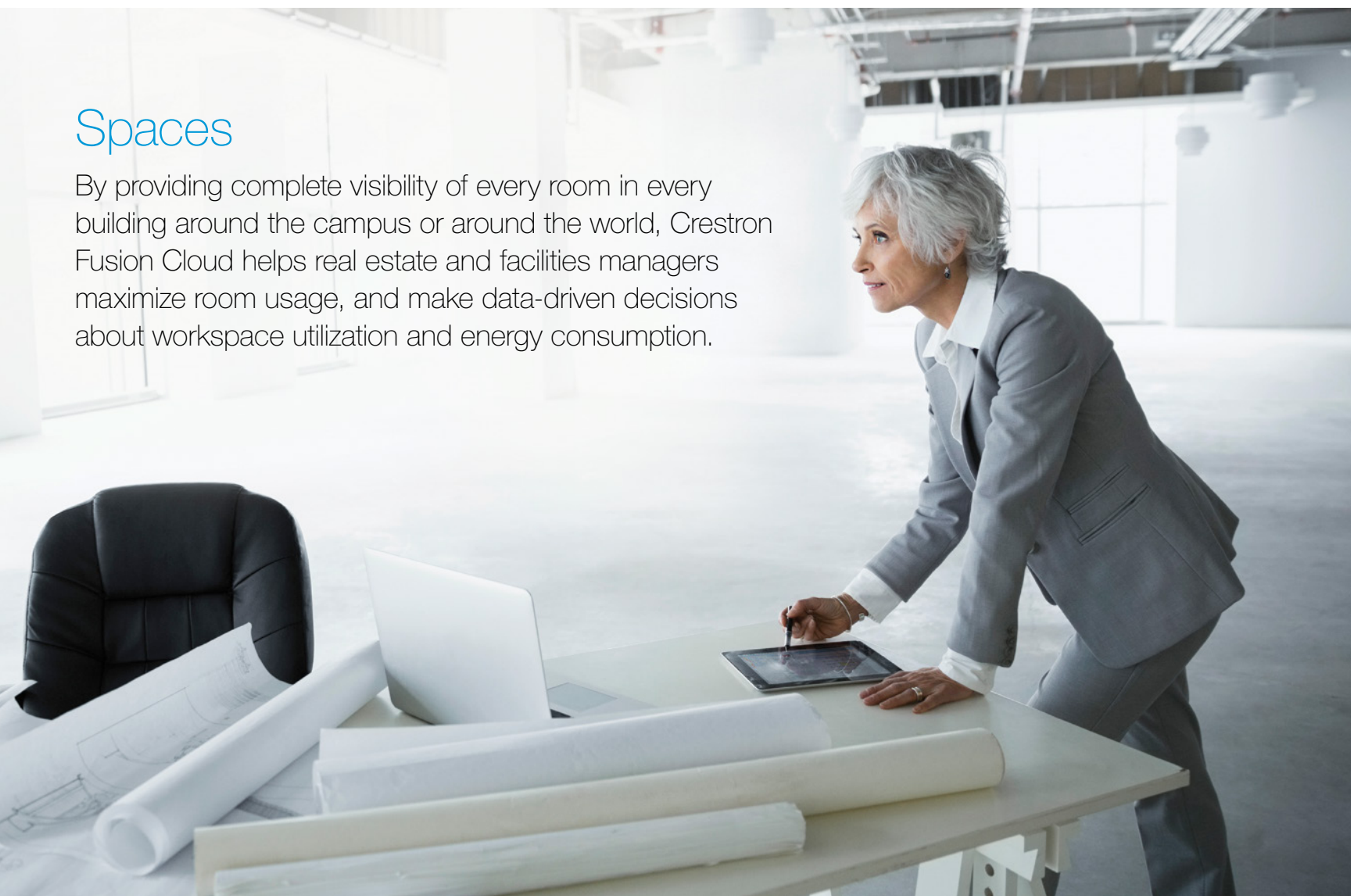
## People

By helping knowledge workers locate workspaces, and easily connect to the people and tools they need, Crestron Fusion Cloud reduces the wasted time and frustration they experience throughout their day, enabling them to be as productive as possible.



## Spaces

By providing complete visibility of every room in every building around the campus or around the world, Crestron Fusion Cloud helps real estate and facilities managers maximize room usage, and make data-driven decisions about workspace utilization and energy consumption.



## Technology

By providing complete visibility to every AV device and environmental systems across the organization, Crestron Fusion Cloud enables managers to gather data on the technology people are using, and schedule preventive maintenance that maximizes equipment uptime, all on a robust, secure, and scalable platform.



### **Building the technology that integrates technology**

Crestron integrates systems and technologies that typically operate in silos, so they work together as a single system. Audio, video, voice and data, lighting, security, digital signage, Building Management Systems (BMS), shades, and HVAC systems can be centrally monitored, managed, and controlled. Crestron software adds a layer of intelligence to turn an organization into an Intelligent Enterprise.

Crestron Fusion Cloud provides more data points and connects them in ways that no other software can. Robust usage and analytic reports supply the intelligence and insight needed to make informed decisions about purchasing, scheduling, resource allocation, and workspace design that make knowledge workers more productive and organizations more efficient.



Access critical real-time information about the technology in your meeting spaces.



## Global Device Management

Crestron Fusion Cloud enables you to proactively monitor and manage your global network of AV devices in a single location. It will issue alerts to your technical support team to perform preventive maintenance, as necessary, thereby averting potential system failures. This spares the organization the cost of lost productivity, and knowledge workers the hassle of having to scramble to locate a functioning room, or wait for technical support to correct the problem.



### Equipment status

Instantly determine the status of equipment in any room, anywhere in the world, from a simple browser interface.



### Maintenance workflow

When a device maintenance issue arises, immediately send an alert through email or text to support staff. Crestron Fusion Cloud can also be easily programmed to connect alerts to many popular ticketing systems.



### 3D insight & visualization

Get real-time 3D visualization of entire buildings across the enterprise, the status of the spaces within them, and all the technology in the rooms, making it easy to navigate, drill down, and get a better understanding of enterprise performance.



### Lifecycle management

Monitor and track device usage to schedule routine preventive maintenance, such as projector lamp replacement or display calibration. Additionally, Crestron Fusion Cloud can trigger routine maintenance through alerts.



### Basic reporting

Track and get reports on room and device usage by time, date, and users. By seeing how often rooms get used, who's using them, and the technology they're using, you can optimize room usage and more effectively plan budgets and forecast staffing needs.



Find the right meeting space,  
with the right technology,  
at the right time.





## Advanced Scheduling

Crestron Fusion Cloud, along with the Crestron PinPoint personal productivity app, gives you an elegant solution to the complexity of meeting scheduling.



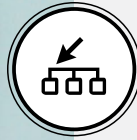
### Native calendar integration

Because the Crestron Fusion Cloud Scheduling system is designed to augment your existing Outlook®, Google® Calendar™, or IBM® Notes® server, there's no cumbersome secondary scheduling necessary. Additionally, a Crestron add-on helps enhance the functionality of Outlook® by adding filters and selectable room attributes.



### Real-time, in-room status & booking

The scheduling panel enables you to instantly see the status of the room, book the room, or release it back into inventory, if it's unused. By improving the ability for teams to meet ad-hoc, the system becomes a critical part of collaboration.



### Room selection tool

Meetings scheduled in Outlook also appear on the Crestron scheduling panel on the wall outside the room. If no one shows up for a scheduled meeting, Crestron Fusion Cloud automatically clears it from the calendar and the scheduling panel to indicate the room is available for use. The Crestron add-on for Outlook displays the appropriate rooms for each meeting based on the number of participants and technology needed, ensuring efficient resource allocation.



### Mobile, contextual booking

The PinPoint app provides a personal, mobile, dynamic scheduling tool. It provides vital contextual information to knowledge workers based on where they are, what they're trying to do, and with whom they are working. Only the rooms with the right size, location, and technology are displayed. The PinPoint app even provides wayfinding to guide attendees to the room. Once they're in the room, the app automatically connects to AirMedia™ for wireless presentation.



Resolve issues faster,  
minimizing disruptions  
and frustration.



## Centralized Help Desk & Support

While proactively monitoring and managing devices helps you avoid costly downtime, a critical component of support is giving meeting participants the ability to quickly escalate technical issues. Likewise, support teams need to have detailed information to properly support the troubleshooting required in a complex AV environment.



### Documentation repository

By providing centralized access to all technical information such as user manuals, troubleshooting guides, and diagrams, Crestron Fusion Cloud empowers any support staff to quickly resolve issues in any room.



### Help desk alerts

Human, or “operator,” error is inevitable. That’s why Crestron Fusion Cloud provides a direct connection from the touch screen in the room to support staff, enabling meeting participants to instantly send a help request. Pre-programmed answers to common help questions expedite the troubleshooting process.



### Instant messaging

Once the alert has been triggered, Crestron Fusion Cloud provides instant messaging capability via any scheduling panel or touch screen in the room, enabling support staff to communicate directly with meeting participants, providing comfort and accelerating resolution.



### Remote room control

Enable support staff to remotely take control of the technology in the room to resolve user errors, reset room controls, turn on video conferencing, or change device settings – all without dispatching staff to the room. This provides a highly cost-effective solution for first level support.



### Live webcam

Take remote access to the next level. Crestron Fusion Cloud enables support teams to not only see what’s happening in the entire room, but also remotely control the room. This empowers support teams to resolve issues like never before, with the ability to see the results of their efforts in real-time.



### Live support

By leveraging Rava® SIP intercom technology, Crestron Fusion enables meeting participants to chat live with support staff to expedite resolution of technical issues. Local support staff can also engage with centralized technical support to tackle the most demanding issues.

Make sure everyone gets the message.





## Broadcast Messaging

You can quickly and effectively broadcast corporate communications or urgent information directly to all or select displays and Crestron touch screens across the enterprise, driving greater connection with employees. With Crestron Fusion Cloud, no one is ever out of touch, even when in a closed-door meeting.



### Emergency announcements

Crestron Fusion Cloud provides the platform to increase your emergency preparedness. You can create and store instructions, safety protocols, and images, that can be evaluated and perfected before critical situations arise. Custom directions can be distributed and displayed on a room-by-room, floor-by-floor, building-by-building, or even entire geographic location basis. In the event of an emergency, broadcast messages can automatically override content on Crestron Connected™ displays and on Crestron touch screens in the room.





Technology that works  
the way you work.



## User Experience & Automation

Crestron Fusion Cloud gives you the power to improve the day-to-day user experience of knowledge workers. By anticipating their needs, you can greatly reduce the confusion and frustrations common to one-off AV systems. With a consistent user experience in every room, workers can focus on their work, instead of on getting things to work. This drives an increase in device utilization and worker productivity.



### No-touch startup

Simply enter a room and instantly present content from your mobile device on the room display. No buttons, no confusion. Rooms can be programmed to automatically set lighting levels and shade positions to ensure an optimal presentation or video conferencing experience.



### One-touch video conferencing

By eliminating confusion, knowledge workers are more likely to utilize the investment in video conferencing systems. A single "Join Video Conference" button on the touch screen provides an intuitive way to start a collaboration session.



### Post-meeting reset

Once a meeting is concluded, knowledge workers can simply leave and Crestron Fusion Cloud will automatically reset the room. This ensures participants in the next meeting can enjoy the same great experience, eliminating the frustration of walking into a room still on a video bridge, or with the lights dimmed.



### Dynamic mobile content sharing

With PinPoint installed on team members' personal devices and AirMedia installed in the meeting rooms, knowledge workers can quickly display content from their smart devices as soon as they enter the space. This simple, intuitive methodology enables them to more quickly and naturally share content.



### Audio & video capture

By integrating Crestron Capture HD®, you can record lectures, presentations, meetings, and more. The system can automatically push the video to a server for processing, so you can quickly review, store, and access content for streaming.



The data you need to counteract unused, underused, and misused meeting spaces.







## Asset & Space Utilization

Crestron Fusion Cloud can generate usage and analytic reports on all meeting spaces and all the technology in them.

Data collection starts with a robust network of sensors and actuators, connected to scheduling software such as Microsoft® Exchange™, Google Calendar, or IBM Notes. Looking at booked vs. unbooked rooms, managers can assess how stressed spaces are. Next, by evaluating if spaces for booked events were used or unused, managers can coach employees to free up spaces in the event of a canceled meeting, thus eliminating wasted resources. (Or automatically release booked rooms if occupancy is not detected after a period of time.)

Crestron Fusion Cloud can create a full picture of the way people work in your spaces around the globe. Ultimately, it provides critical feedback on your organization's most valuable assets, helping your teams make informed decisions.



### Connection preferences

Track the means through which knowledge workers physically communicate – VGA vs. HDMI® vs. wireless, for example. Insights can be gleaned from this data that influence technology purchase decisions, and raise awareness of the need for training to ensure all knowledge workers know how to use all the tools available to them.



### Asset utilization

Device usage reports provide the information you need to better allocate your IT budgets: how often is a single display used, versus a dual display; how often is video conferencing used, as opposed to audio conferencing. By making relative judgments between rooms, buildings, and geographic locations you can better understand the usage patterns of teams to improve utilization and reduce costs.



### Space utilization

By tracking room usage you can optimize space utilization and eliminate inefficiencies. Booked but vacant rooms can be released for use. Identify rooms that are typically misused. For example, a weekly meeting with only a few local participants is occupying a large video conference room, precluding a larger group that needs to video conference with remote colleagues from meeting. Identify underused rooms, so valuable space can be reallocated or repurposed.

A bright, modern office interior with a black leather chair, a laptop, and architectural blueprints on a desk. The room is filled with natural light from large windows, and the ceiling features exposed ductwork and lighting fixtures. The overall atmosphere is clean and professional.

Energy savings starts  
with smart rooms.



## Smart Building Integration

Crestron Fusion Cloud can reduce your energy consumption by automatically turning off lights and reducing HVAC use in unoccupied spaces. It prepares rooms for meetings, so participants are comfortable and ready to conduct business. Adjusting pre-meeting settings is simple from the intuitive user interface. If the meeting is cancelled, there's no need to tell the room. If the room remains vacant after the "timeout" period, room settings automatically return to the unoccupied state.



### Power consumption monitoring & control

Monitor, measure, manage, and control lighting, HVAC systems, and energy usage in every space. By understanding how energy consumption on one floor compares to another, or one building to another, it provides the relative data you need to identify issues and opportunities for improvement.



### Lighting levels & control

Centrally control all lighting levels. This can be routine based, ensuring buildings draw as little power as possible during non-working hours. It can also be schedule based, activating spaces for specific meetings or events. Lastly, it can be adaptive. By leveraging light sensors, lighting and shading can automatically adjust based on current room conditions.



### Intelligent routines: HVAC, lighting, & shades

With its ability to fully integrate with HVAC systems, lighting controllers, and automatic motorized shades, Crestron Fusion Cloud enables you to create intelligent routines. You can perfectly balance natural light, electric light, and room temperature, while understanding if the room is occupied and how it's being used, to provide a comfortable work environment and energy efficient building.

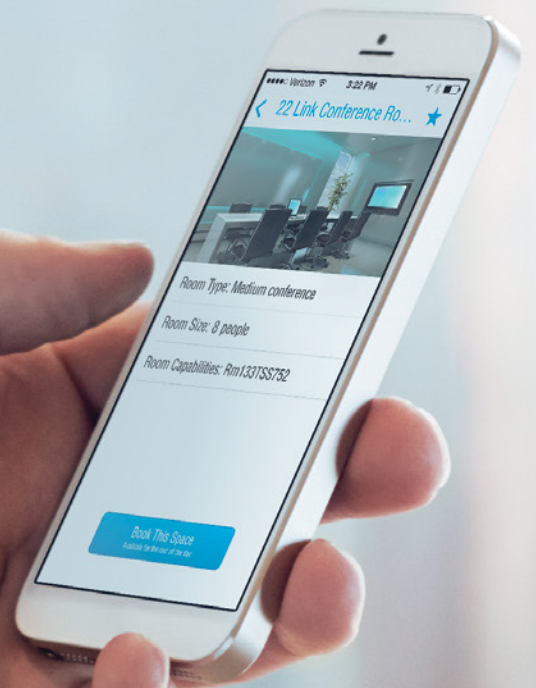


### Building management systems (BMS) integration

Crestron Fusion Cloud is not a replacement for existing building management systems (BMS). It's designed to leverage information provided by the BMS so you can make data-driven, cost effective decisions regarding lighting, temperature, and shading levels to reduce power consumption. Crestron Fusion Cloud communicates with the BMS via BACnet, working together to optimize power consumption across the organization.



It's like having a personal assistant at your side throughout the day.





## Crestron PinPoint™

Having Crestron Fusion Cloud in the building and PinPoint on your iPhone® is like having a personal assistant at your side throughout the day. The first personal productivity app for knowledge workers, PinPoint clears a path for you to work smarter, faster, and more efficiently. Interruptions are minimized, saving millions of dollars in lost productivity and wasted resources.



### Proximity room booking

---

Locate available rooms nearby at all times. While you're in a meeting, schedule the next one, rather than wait until you return to your desk.



### Advanced room search

---

Using contextual filters, find rooms that have the seating capacity and capabilities you need for your meeting – a video conferencing room that seats 12, for example.



### Room preview & wayfinding

---

Get info on rooms that you could never get before, including location in the floor plan, photos of the inside and outside, and room type, size, and features/capabilities.



### User experience & automation

---

See a personalized welcome message on the display confirming you're in the right room. Enter the room and instantly present wirelessly from your mobile device, at the touch of a button.



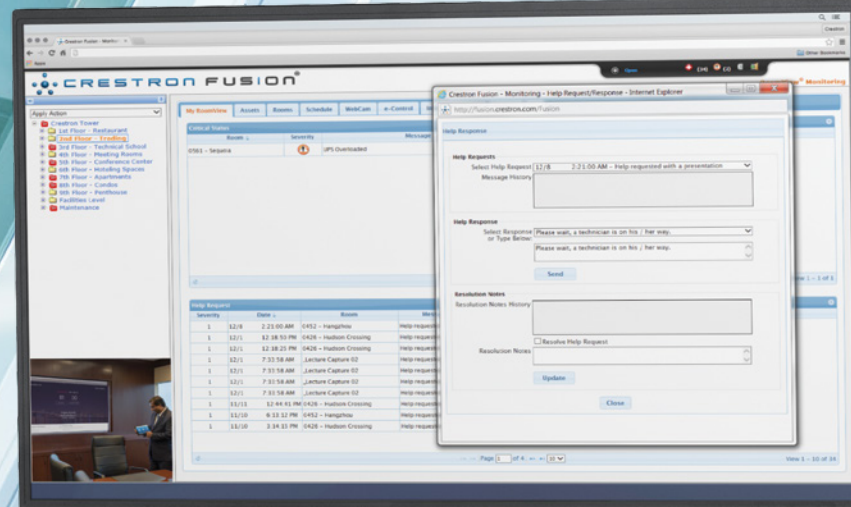
### "My Day" dashboard

---

View your daily schedule including number of meetings and total hours committed to meetings. Receive a "Conflict Notice" when you're double-booked, and a "Back-to-Back Notice" when you schedule one meeting immediately after another. View a real-time countdown of your current meeting and countdown to your next meeting.

## Flexible Deployment Options

We'll tailor a Crestron Fusion Cloud implementation that meets your organizational goals, all on a flexible, secure, enterprise-grade platform you can grow on. The Crestron Fusion Deployment Group provides expert services to ensure flawless implementation. The monthly Cloud service includes initial deployment, configuration, training, and support.



### Hosted scheduling service

If you simply want to take advantage of Crestron's world-class scheduling panels, you can work with our Crestron Fusion Deployment Group to set up your hosted account and point your scheduling panels at the server.

## The Foundation of the Intelligent Enterprise

Crestron solutions are built on **DM<sup>®</sup> 3.0**, a secure and scalable hardware platform. Crestron products are engineered to deliver complete, end-to-end systems built on the exclusive Crestron **.AV Framework™**, which enables easy, standardized deployment and a consistent user experience in every room across the enterprise. Once all of your huddle spaces, meeting rooms, and conference rooms (or classrooms in schools) are standardized on the DM 3.0 platform, Crestron Fusion Cloud ties everything together so spaces and technology are fully manageable on the network.



Crestron Fusion<sup>®</sup>  
CLOUD

### World Headquarters

15 Volvo Drive  
Rockleigh, NJ 07647  
800.237.2041  
201.767.3400  
crestron.com

### Latin America

Bldv. Manuel Avila Camacho 37-1A  
Col. Lomas de Chapultepec  
CP 11560  
México  
+52.55.5093.2160  
crestron.com.mx

### EMEA

Oude Keerbergsebaan 2  
B-2820  
Rijmenam  
Belgium  
+32.15.50.99.50  
crestron.eu

### Australia

Level 5  
15 Help Street  
Chatswood NSW 2067  
Australia  
+61.1800.555.040  
crestron.com

### New Zealand

West Plaza Business Centre  
Level 8, 3 Albert Street  
Auckland 1060  
New Zealand  
+64.800.273.787  
crestron.com

### Israel

14 Hata'as Street  
Kfar Saba, 4442514  
Israel  
+972.9.7685556  
crestron.co.il

### Asia

26 Hung To Road  
Kwun Tong, Kowloon  
Hong Kong  
+852.2341.2016  
crestronasia.com

### Singapore

31 Kaki Bukit Road 3  
#01-04 & #01-05  
Techlink  
Singapore 417818  
+65 6846 0215  
crestron.com

### Japan

1736-3 Higashitsuda-Cho  
Matsue City 690-0011  
Japan  
+81.852.60.5185  
crestronjapan.com



For more information visit or call

[crestron.com](http://crestron.com) 855.263.8754

