



The bridge to possible

Revolutionizing Workspace

BlackRock's Journey of Consolidation and
Hybrid Work Transformation

John Hoyt – Global Director of Multimedia Engineering

Harsh Mehta – VP Unified Comms Engineering

CSSCOL-1003

CISCO *Live!*

#CiscoLive

Cisco Webex App

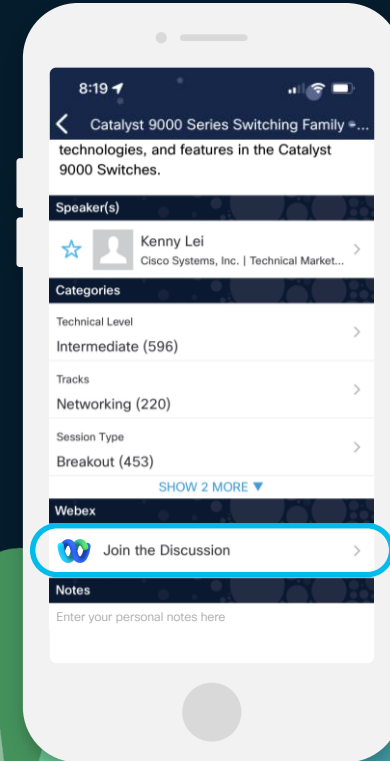
Questions?

Use Cisco Webex App to chat with the speaker after the session

How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 7, 2024.





Agenda

- Introduction
- BlackRock Who We Are
- BlackRock's New HQ at 50HY
- Visionary Advancement
- Harnessing AI's power in Webex:
A New Era for BlackRock
- A partner who understands deeply and acts decisively
- Conclusion

Introduction

John Hoyt
Global Director of Multimedia Technology



Harsh Mehta
Vice President Unified Comms Engineering



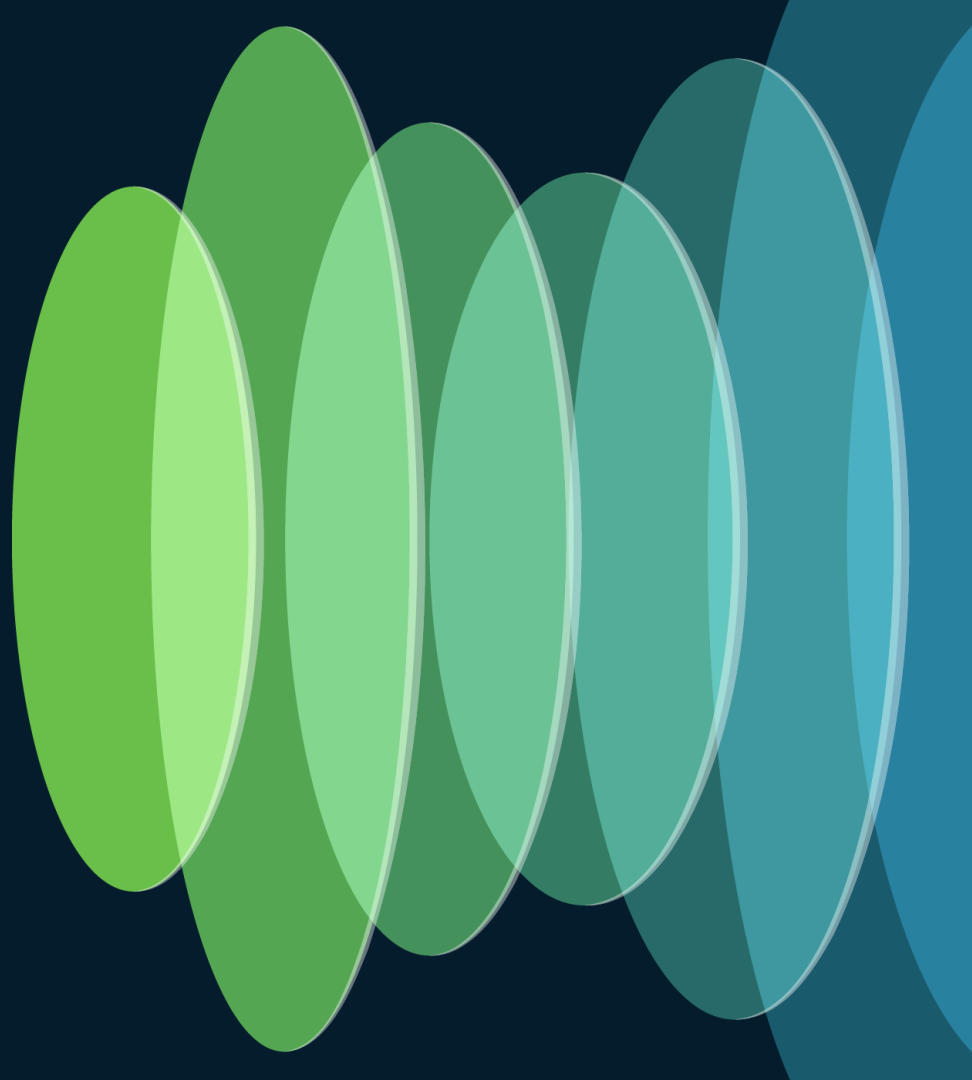
BlackRock Who we are

- BlackRock is the world's largest asset manager with \$10 Trillion Asset Under Management (AUM)
 - With a work force of 22,000 employees
 - Across 89 offices in 38 countries
 - 1620 Webex Video Endpoints



50 Hudson Yards New Global HQ

CISCO *Live!*



BlackRock's New HQ at 50HY

- New Global HQ opened February 2023 in Hudson Yards, NYC
 - Just under a million square feet
 - 15 Floors
 - 365 Conference rooms
 - 7 100+ Person event spaces

The project took 5 Years from Conceptual design to completion

We had to create a variety of room types from Fully produced event spaces to simple self- service meeting room so users could join meetings and collaborate seamlessly

Creating standards and spending time with end users was key to creating world class users experience walking threwh use cases and understand business units needs



BlackRock's New HQ at 50HY

To Create a world class collaboration experience we needed to work with a world class organization on a stable reliable world class platform. Cisco Webex was the only scalable answer.

Key goals of the project

- Scalable – able to grow and expand users, conference rooms and the experience easily
- Reliably – BlackRock needed a cloud bases video platform that was reliable, stable, and secure
- Engaging – Executives wanted to create a welcoming , engaging environment where employes and clients would want to come and collaborate and conduct business. The office had to be a desirable destination



Auditorium

- 410 Seat Event space on the 3&4th floor of the building overlooking Hudson park
- 7 Robotic Panasonic 4K Cameras connected to a Ross Graphite producing switch
- Clear site lines and pristine audio experience for all participants in person and remote

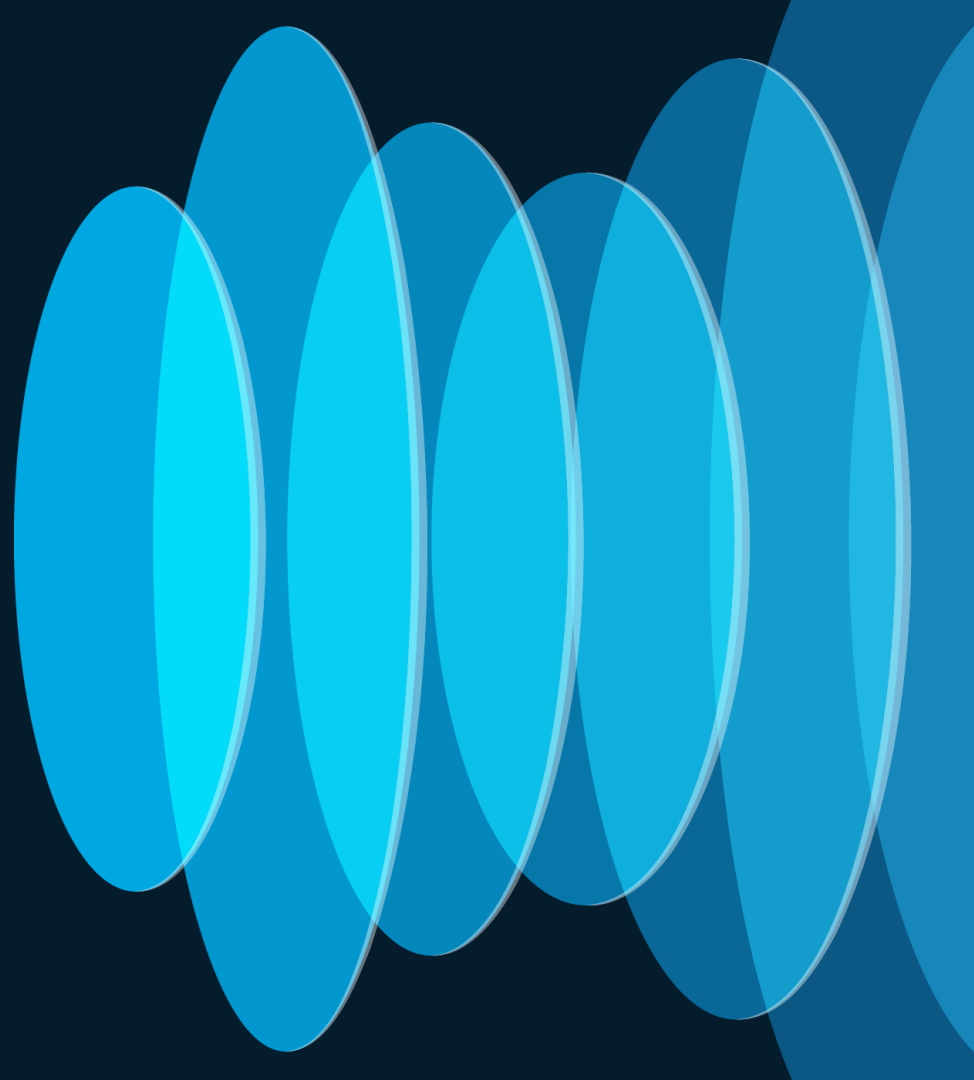


BoardRoom

- 28 Seat BoardRoom with 28 goose neck push to talk clock audio mics
- 7 Robotic Vaddio one link cameras connected to Vaddio one link production switcher
- Pristine audio experience for all participants in person and remote
- Dual Webex Pro VC endpoint for Complex calls and Redundancy



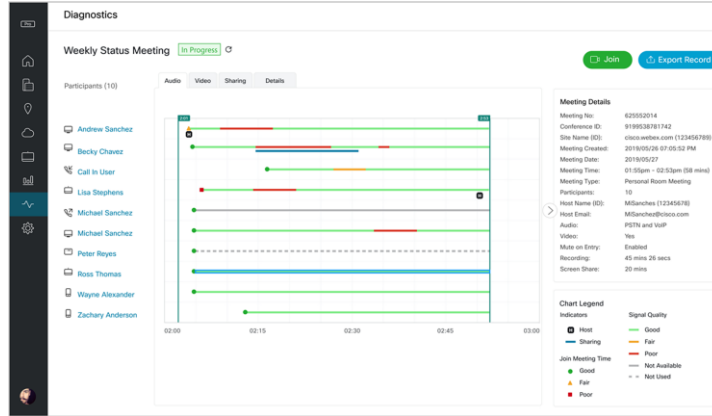
Visionary Advancement



Management and Support

Now that we have built it how do we manage and support it?

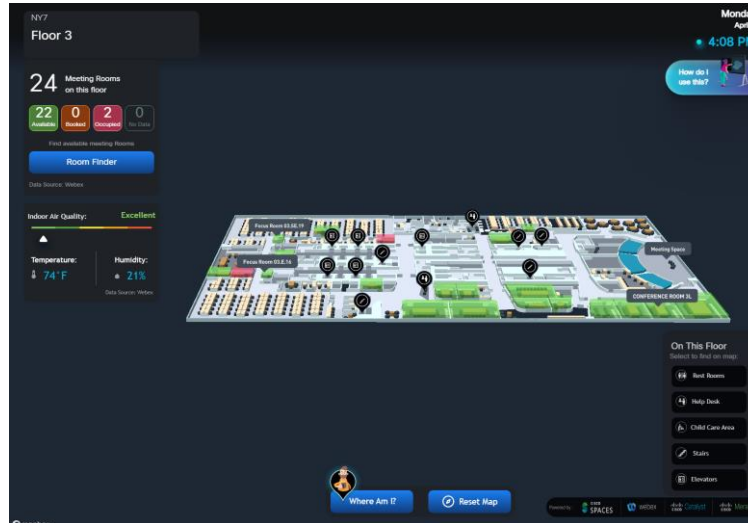
- Control Hub enables us to manage users, devices and helps monitor calls to troubleshoot issues and report on metrics.
- ThousandEyes helps us troubleshoot end-to-end connectivity and helps direct us to network related issues. With new Endpoint Agent we are able to get stats from the impacted machines as well



Cisco Spaces

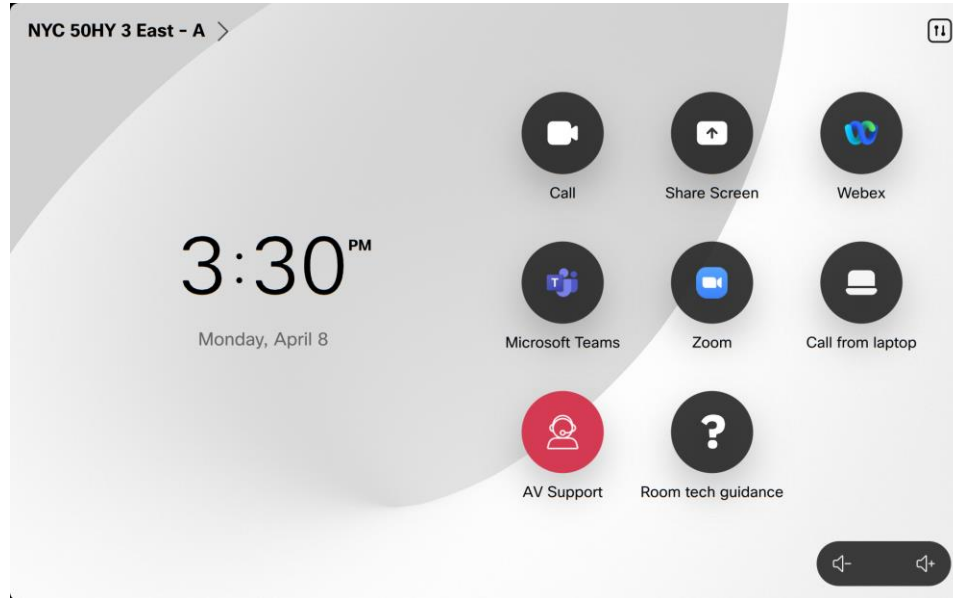
Cisco Spaces helps us do more with the investments in endpoints we have already deployed in our environment

- Occupancy data and reporting
- Environmental data
- Wayfinding

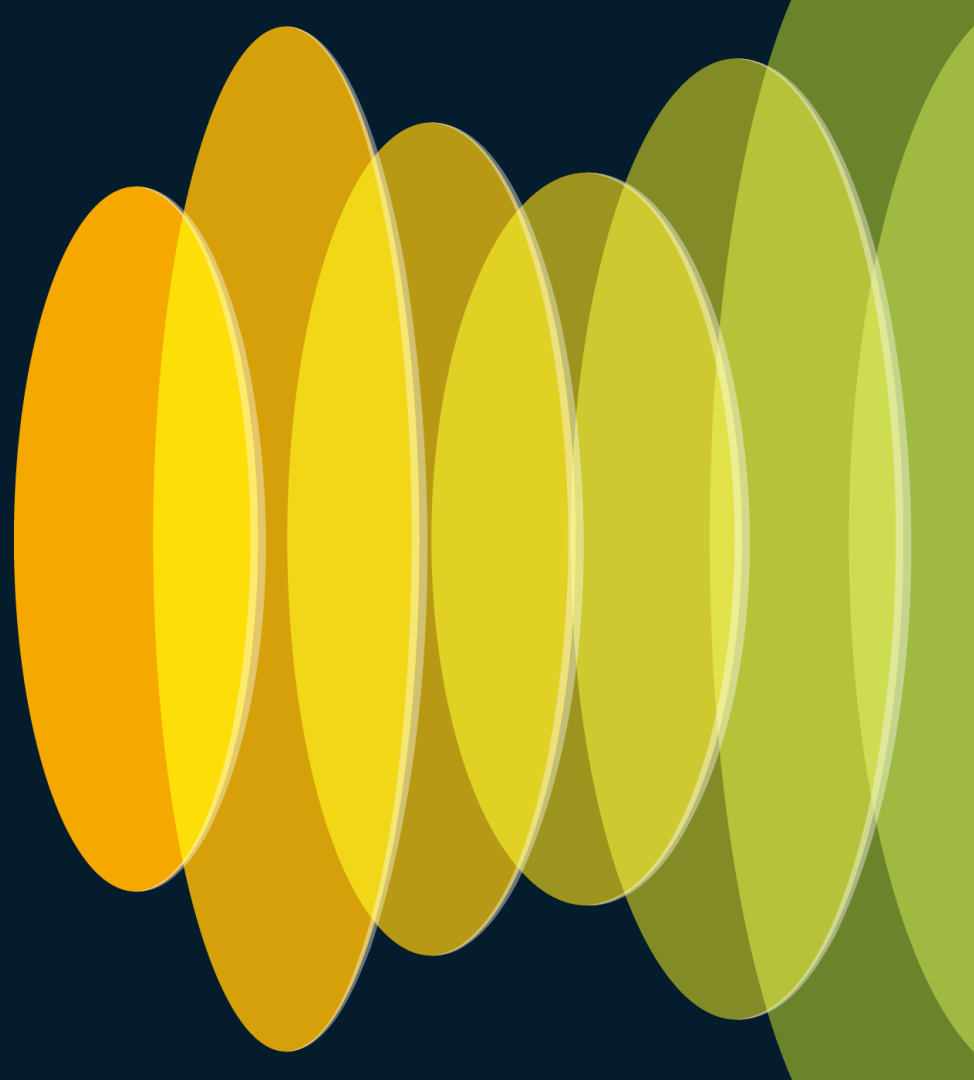


Interop

Creating an experience that was platform agnostic was a big driving factor to the project. We needed to be able to seamlessly connect to Webex, Zoom and Teams meetings back-to-back. Native Cisco Apps and Cisco CVI was our Salutation



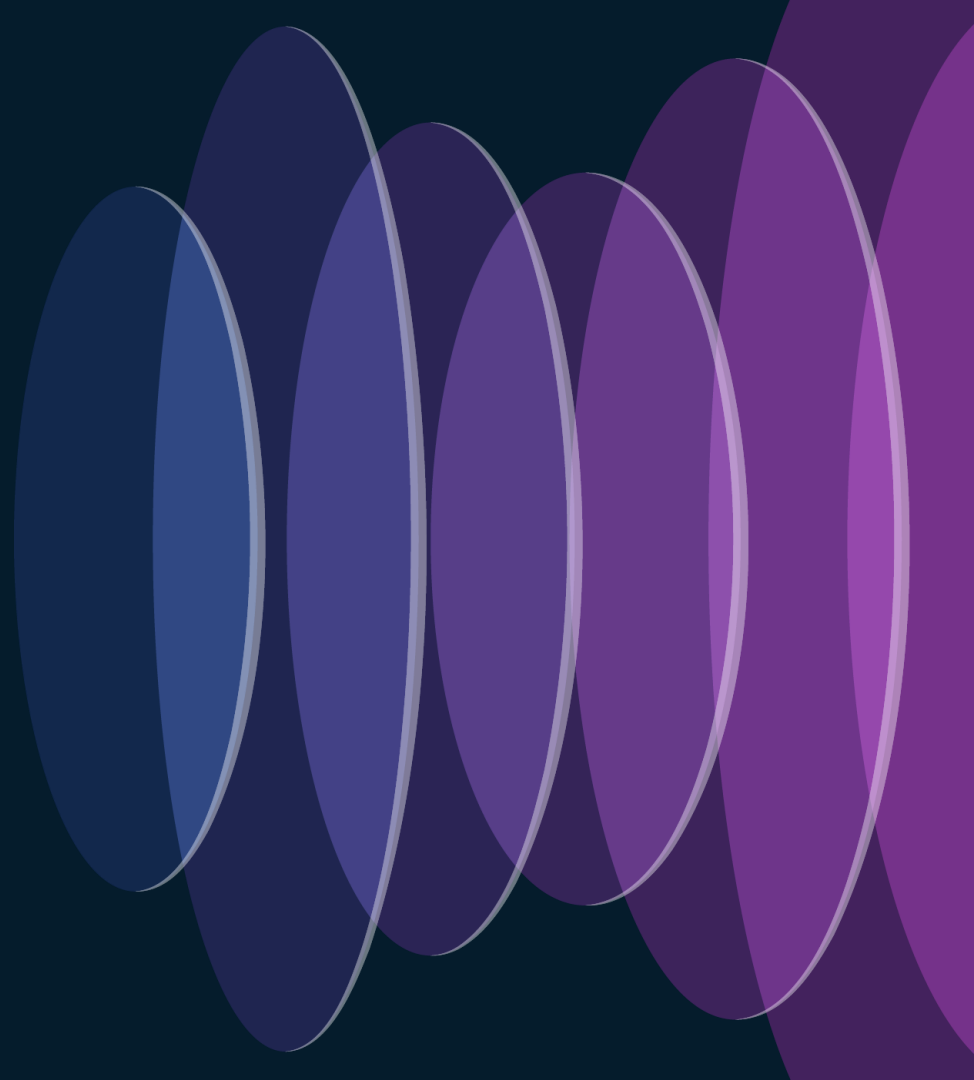
Harnessing AI's power in Webex: A New Era for BlackRock



Path Towards Webex Suite Platform and Webex AI

- We are in the process of migrating to WSP
 - Testing all our platforms to make sure that we are ready for migration
 - Thorough internal QA/QC testing to ensure feature parity between current platform and WSP
- Utilizing Webex AI for our meetings to help generate meeting summaries and chapters.
- This will help our user base save time of post meeting tasks.

A partner who
understands
deeply and acts
decisively

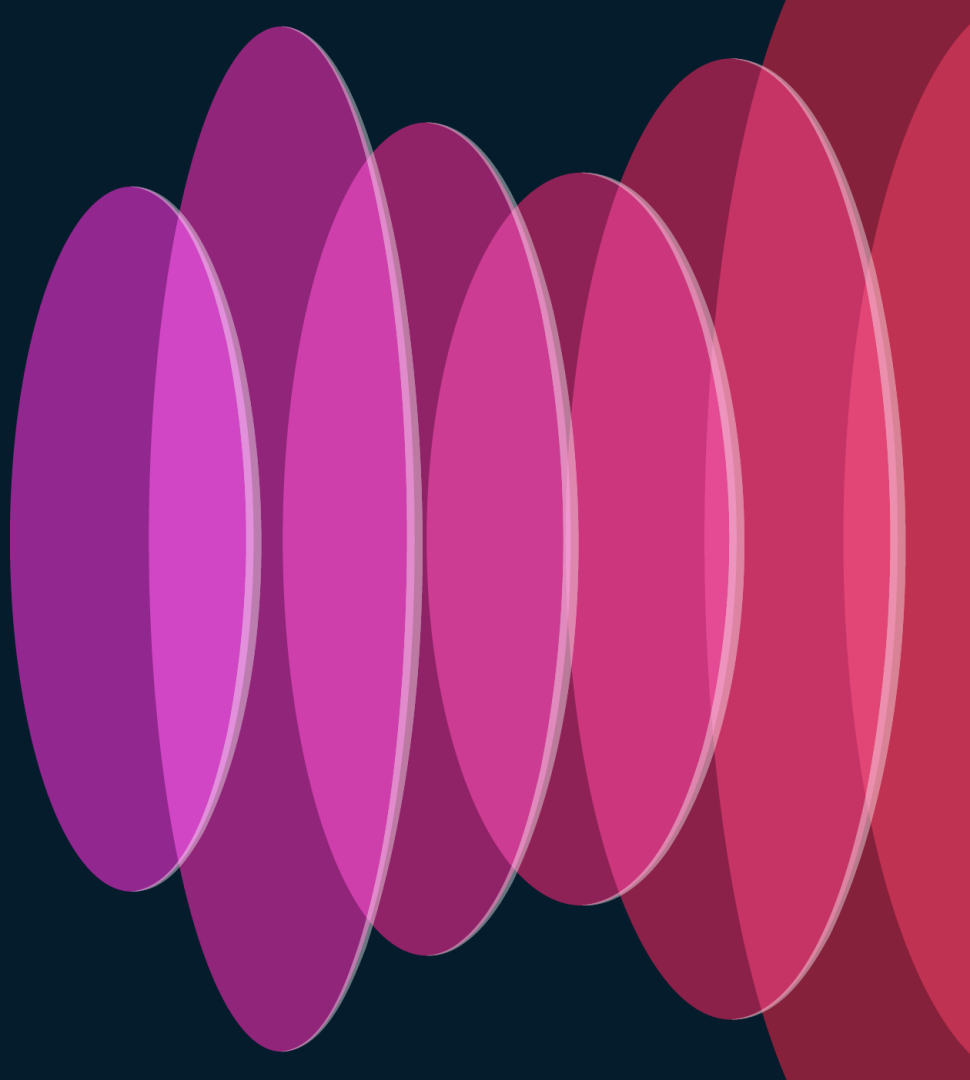


A True Partner

Three Great examples of Cisco listening to us as a customer were

- Meeting zone – a big issue we ran into after opening 50HY was getting movement outside the conference rooms caught on the AI camera tracking and showing wrong users in a call. Cisco listened to a collection of there clients and help bring Meeting zone to OS 11 and help solve this issues.
- AES 67 Interoperability natively on new endpoints to simplify integration with 3rd party AES67 compatible Microphones and DSP. This was a huge win for us in simplifying the need for complex DSP in Simple rooms and create a simple way to connect 3rd party celling mics and wireless mics for medium event spaces creating a seamless integration and clan crips audio experience for far end users.
- Cisco Camp Fire – After completing out BoardRoom at 50HY we walked the space with some cisco executives and brained storm about Day 2 future meeting experience we could look at for the room and they brought us in easily on to discuss and give feedback on Camp Fire using 4 Quadcams in the center of the room to give each participant their own screen real estate.

Questions ?



Complete Your Session Evaluations



Complete a minimum of 4 session surveys and the Overall Event Survey to be entered in a drawing to **win 1 of 5 full conference passes** to Cisco Live 2025.



Earn 100 points per survey completed and compete on the Cisco Live Challenge leaderboard.



Level up and earn **exclusive prizes!**



Complete your surveys in the **Cisco Live mobile app**.

Continue your education

- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at www.CiscoLive.com/on-demand

Contact me at: john.hoyt@blackrock.com



The bridge to possible

Thank you

CISCO *Live!*

#CiscoLive