



AV/IT Collaboration for IT Pros: How IT and AV Work Together



The Million Dollar Question: Is the Investment in AVoIP Worth it?

The increase in deployment of 10G networks and the adoption of audiovisual over internet protocol (AVoIP) by the broadcast industry has speeded up development of IP native equipment and the adaptation of AVoIP.

Jose Mozota, CTS®-I, President, Freeman Solutions, estimates that in solutions that use different transport methods, about 50% of them now use AVoIP.

"When you look at conference centers, airports, casinos and university campuses that's probably about 80%. IT has become a very important transport method for AV professionals. If you're an AV integrator and you don't understand an AVoIP solution, your opportunity to do business is limited. If you do know then your opportunity for growth in the market increases," he says.

On the flip side, IT professionals need to understand what they can do to make this partnership successful. Both industries must make an investment in AVoIP and in working together.

And that is where this eBook comes in! This eBook will give you an introduction to how AV and IT can foster a productive working relationship by understanding their roles in a AVoIP project. For more learning, be sure to get on the waitlist for the FREE 1-hour online course, [AV for IT Pros](#).

In this eBook you will learn:

- The Roles of IT and AV
- Ways that IT and AV work together
- Where to find technical training
- A learning playbook to guide you



The Roles of IT and AV

IT and AV professionals have complementary skill sets that are essential in creating and managing modern technology solutions. Though these two roles may seem similar, they have very distinct areas of expertise. IT professionals have expertise in networking, security, and software applications, which are critical for the smooth operation of AV systems.

It is important to recognize and respect the differences between these roles, as both possess specialized knowledge that is essential to the success of their industries. For IT professionals, the reasoning behind AV specifications and the differentiation between AV products has not always been clear. For AV professionals, making their voice heard during the design and implementation process has not always been easy.

Understanding the roles of IT and AV professionals and how the two work together will help you learn how to balance one another's concerns and set one another's expectations. In the end, you'll be better prepared to communicate with your colleagues and meet your end users' needs.



The Role of IT Professionals

The role of an IT network professional involves designing, implementing, and maintaining computer networks within an organization. They are responsible for ensuring that the network infrastructure is secure, reliable, and meets the needs of the organization.

Some of their specific tasks may include:

- Designing and implementing network systems that meet the needs of the organization. This involves understanding the business requirements and selecting appropriate technologies to create a network that can support those requirements.
- Monitoring the network to ensure it is functioning properly and take action to address any issues that arise. This could also include performing routine maintenance tasks, such as updating software or firmware and replacing faulty equipment.
- Ensuring that the network is secure and protected from unauthorized access. This involves implementing security protocols, monitoring the network for threats, and responding to security incidents.
- Troubleshooting the problem and identifying the root cause. This may require working with other IT professionals to develop solutions to network issues.
- Providing user support, including training on network usage, resolving user issues, and providing assistance with network-related tasks.

The role of an IT network professional is critical to the success of an organization's operations, as the network infrastructure is the backbone of many business processes.



The Role of AV Professionals

An AV professional is responsible for designing, installing, and maintaining AV systems in various settings, such as corporate offices, conference rooms, schools, churches, and entertainment venues. Their role involves integrating audio and video systems, as well as lighting and control systems, to create a seamless and immersive experience for users.

AV professionals must have a solid understanding of the latest AV technology, as well as the ability to assess and analyze client needs and provide solutions that meet those needs.

Some of their specific tasks may include:

- Analyzing client needs, designing AV systems that meet those needs, and producing detailed plans and schematics for implementation.
- Mounting equipment, running cables, installing and configuring AV components such as projectors, screens, speakers, and microphones.
- Performing tests and checks to ensure that AV systems are functioning correctly, and troubleshooting issues as they arise.
- Conducting routine maintenance, upgrading systems as needed, and staying up-to-date with the latest AV technology and trends.
- Providing technical support to clients and users, answering questions, and resolving issues promptly.

AV professionals play a critical role in ensuring that AV systems operate seamlessly, providing an exceptional user experience in various settings.



IT and AV — Working Together

Collaboration between IT and AV professionals is necessary to build AV systems that better prepare organizations for the future of work. As remote work and video conferencing become more prevalent in the workplace, IT must collaborate with AV to ensure their systems stay online and to current specifications. AV professionals are essential partners for IT as they are responsible for installing user-friendly, secure solutions that make collaborating with remote workers easier and addressing equipment issues before they turn into a costly repair job.

AV technology is constantly evolving, so it is important for IT professionals to stay up-to-date and seek out the expertise of AV professionals in order to make informed decisions about their organization's AV needs. Partnering with AV can help IT professionals improve their organization's technological capabilities and better meet the needs of their employees and customers.



Ways AV and IT Work Together

PLANNING AND DESIGN

Many organizations are moving to a converged network that houses both IT and AV as a way to simplify maintenance and improve their bottom line. Configuring a secure, integrated network that is able to handle an organization's IT and AV needs requires a lot of planning and depends upon the collaboration of the two groups. AV professionals are skilled in AV system design and work with IT professionals to ensure that AV systems are integrated with the network infrastructure, software applications, and security systems. IT professionals help ensure that the AV systems meet the organization's technical standards and requirements. This collaboration between IT and AV helps organizations avoid unnecessary costs, delays, and design-related issues that come when AV technology is treated as an afterthought.

SEAMLESS INTEGRATION OF AV SYSTEMS WITH IT INFRASTRUCTURE

AV systems often require integration with existing IT infrastructure, including networks, servers, and software. Collaboration between IT and AV professionals ensures that the AV systems are properly integrated with the IT infrastructure, minimizing the risk of compatibility issues and reducing downtime.



Ways AV and IT Work Together (Cont.)

INSTALLATION AND CONFIGURATION

IT and AV professionals collaborate to install and configure the AV systems, including connecting them to the network and configuring network settings and security features.

SECURITY

AV professionals also value network security and are committed to finding solutions that comply with IT security standards. Discussing security requirements with AV at the onset of a project helps to identify and install equipment that meets user needs, departmental standards, and maintains network speed and bandwidth.

TROUBLESHOOTING AND SUPPORT

When issues arise with AV systems, both AV and IT professionals work together to identify and resolve the issue. IT can use network monitoring tools to identify network-related issues, while AV can troubleshoot issues with the AV equipment.



Ways AV and IT Work Together (Cont.)

TRAINING

AV provides training and ongoing support for employees to understand basic system functions and maintenance practices. By reducing the time spent by IT on troubleshooting equipment errors, AV technicians complement the work of the IT department and allow them to focus on creating a faster, safer, and more scalable network.

MAINTENANCE AND UPGRADES

AV and IT professionals collaborate to maintain and upgrade the AV systems. AV may handle hardware upgrades and software updates, while IT may manage network upgrades and security updates. The work of each can be coordinated through a shared change management process.

WRAPPING UP

In summary, IT and AV work together closely to ensure that AV systems are integrated into the organization's technology infrastructure seamlessly. This collaboration ensures that AV systems are reliable, secure, and easy to use and results in better project outcomes.



Discover More Training for AVoIP

For a deeper dive into AVoIP technology, you'll want to take the AVIXA® (Audiovisual and Integrated Experience Association) on-demand course, *AV for IT Pros*.

In this free 1-hour online course, we will equip you with the skills and knowledge you need to confidently manage networked AV and collaborate with AV teams for optimal results:

You'll learn to:

- Conduct an initial meeting with AV stakeholders
- Understand AVoIP foundations, including key terminology, audio, video, and control over IP
- Estimate and manage AVoIP bandwidth
- Understand multicast and unicast
- Describe compression through CODECs
- Segment networks with VLANs and subnets, including IP address planning
- Prioritize traffic with QoS
- Understand AVoIP protocols, ports, and sockets
- Monitor network traffic
- Plan power budgets for power over ethernet
- Understand network security as it relates to AV technology
- Decipher and understand spec sheets for AV systems

[Get on the waitlist](#)



Your Learning Playbook

If you are interested in continuing your AV knowledge, you can explore these AVIXA on-demand courses to go from AV newbie all the way to preparing for the Certified Technology Specialist™ (CTS®) exam!

#1 [Quick Start to the AV Industry Online](#)

#2 **Essentials of AV Technology Online (take all four modules)**

- [AV Infrastructure: Essentials](#)
- [Video 1: Essentials](#)
- [Audio 1: Essentials](#)
- [Networking 1: Essentials](#)

#3 [AV Technologist Test and Certificate](#)

#4 [AV Math Online](#)

#5 **CTS Prep Online (take all six modules)**

- [Video 2: CTS Prep](#)
- [Audio 2: CTS Prep](#)
- [Networking 2: CTS Prep](#)
- [Creating AV Solutions: CTS Prep](#)
- [Implementing AV Solutions: CTS Prep](#)
- [Servicing AV Solutions: CTS Prep](#)

#6 [CTS Sample Questions](#)





Thank You!

We hope you got some helpful takeaways from this eBook!

Next, how about signing up for a FREE webinar? We'd recommend the Enterprise IT Power Hour Series to start:

avixa.org/webinars

ABOUT AVIXA:

AVIXA® is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world. As the international trade association representing the audiovisual industry, AVIXA helps drive the market for audiovisual solutions and is the community for professionals who use technology to create integrated experiences.



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