

Modernizing Spaces for a Hybrid Workforce

How North Carolina's largest county uses technology to improve collaboration and attract top talent





Wake County, the largest county in North Carolina at over 1 million residents, is home to North Carolina State University as well as Raleigh, the state capital. The county is known for its innovative spirit and has been modernizing to meet the increasing demand for remote work. The county recognized the need for a more seamless approach to collaboration between its in-office and remote teams.

“Embracing technology that supports flexible work practices is no longer just an option; it’s a necessity in today’s dynamic landscape,” says Prakash Arunkundrum, chief operating officer at Logitech, the county’s vendor for conference room technology. “Wake County’s approach bridges the gap between in-person and remote teams, exemplifying how technology can foster productivity and efficiency for geographically dispersed employees. Wake County is very progressive on this front.”

The Challenge: Inconsistent, Inadequate Technology

Several years ago, Wake County conducted meetings the same way most other organizations did: Staff would come to the office and gather in conference rooms with mixed and matched audio and visual technologies to connect with remote users.

“We had a hodgepodge of solutions,” says Deputy CIO Mike Bass. In one room, someone might put a webcam on top of a monitor on a cart. Another room could have a mobile camera and microphones that didn’t pick up voices well. “You couldn’t be confident when you walked into the conference room that you’d have a reliable system to meet with people,” Bass says.

The inconsistent user experiences across various conference rooms exacerbated the challenge, leaving employees unsure each time they entered a meeting space.

Wake County started making improvements where they could. In 2022, Bass hired Bill Goodwin, an audiovisual engineer, to help the county get the most out of what it had implemented so far, including Microsoft Teams and Logitech videoconferencing solutions.

With Goodwin at the helm, the county was ready to address the needs of a hybrid workforce. No matter where a Wake County employee works, they need to be able to effectively communicate with other organizations, many of which also have employees working from home, hotels, offices and other locations. Accommodating these dynamic work settings required a robust technology strategy and implementation.

The Solution: A Comprehensive Conference Suite

Goodwin had nearly three decades of audiovisual experience, but overhauling Wake County’s conferencing infrastructure still presented challenges.

“It was a bit of a daunting task,” he says, because he arrived in the middle of the project and didn’t have a deep background in Microsoft Teams, although he was familiar with Logitech equipment.



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Prakash Arunkundrum
COO
Logitech

Goodwin got up to speed quickly and liked what he saw. “Logitech always seems to have the best video quality,” Goodwin says. The suite also included:

- ✓ **Rally Bar:** A sleek all-in-one video bar with an integrated camera, speakers and microphones mounted below a video screen. Certified for Microsoft Teams, it provides high-quality video and audio within the familiar Teams environment.
- ✓ **Logitech Tap:** A meeting room controller that lets users join meetings with a single touch, supports calendar integration, and instantly connects laptops to the AV in the room for video calls or content sharing.
- ✓ **Logitech Sync:** A software portal designed to allow administrators to manage all devices remotely from a single interface to include firm-ware updates, settings configuration, and troubleshooting to ensure optimal performance and continuity.

“Logitech solutions are purpose-built with sustainability in mind, such as video collaboration devices that are made with next-life plastics and a global recycling program,” Arunkundrum says. “These efforts help organizations advance their own sustainability initiatives.”

The Result: Superior Hybrid Experiences

By standardizing videoconferencing technology that seamlessly integrates into Microsoft Teams, Wake County delivers more intuitive communication experiences while maximizing resources.

“Government agencies don’t want to rip and replace technology every few years,” Arunkundrum says. “They require flexible solutions that adapt as their organization changes.”

The county now has dozens of conference rooms with the same capabilities. Staff can reserve a room with integrated calendaring and show up knowing exactly how to use the videoconferencing tools. Those who join meetings remotely have better experiences as well.

The system is built for ease of use, so people learn it quickly. “I can usually do a training within 10 to 15 minutes,” Goodwin says. From facilitating administrative meetings and training to enhancing onboarding and cross-agency collaboration, Wake County has simplified communication to better serve its departments.

With centralized device management, the video network requires minimal IT time and resources to keep the systems running. This efficiency ensures the conferencing equipment is always updated and functioning correctly.

Recruiting IT staff has gotten easier with the new conferencing technologies. “We have people across the United States working for the county now,” Bass says. “It widens our net for attracting talent.”

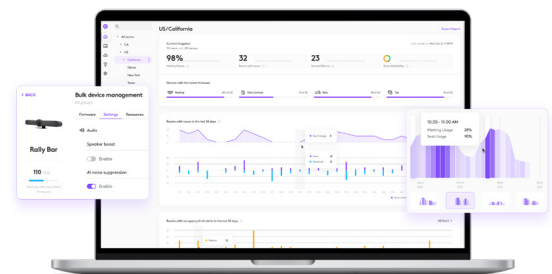
These subtle yet significant improvements not only enhance the efficiency of county staff but also directly benefit the constituents they serve. “Anytime you can help your staff be more efficient, you end up helping the constituents,” Bass says.



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Mike Bass
Deputy CIO
Wake County



With centralized device management using Logitech Sync, the video network requires minimal IT time and resources to keep the systems running.

This piece was written and produced by the Government Technology Content Studio, with information and input from Logitech and Microsoft Teams.



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Partnering with Microsoft Teams, Logitech delivers inclusive meeting experiences for teams everywhere. Our ecosystem of software, services, and Microsoft Teams Rooms-certified hardware simplifies deployment, management, and connectivity, fostering productivity in hybrid workplaces.

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