



Client: Sword
Sector: IT services

The Brief

The Hill of Rubislaw in Aberdeen is a premier office development offering high-quality, flexible workspaces tailored to modern businesses.

When Sword consolidated three Aberdeen locations into one new central headquarters, they required a scalable and future-ready Audio-Visual (AV) environment to support seamless collaboration for their employees and clients.

The brief called for a consistent meeting experience across all room types, supporting multiple platforms including Microsoft Teams, Cisco Webex and Zoom, while ensuring:

- Simple, intuitive use for all employees regardless of technical experience
- Seamless hybrid meeting capability with both laptop and integrated system connectivity
- Unified collaboration across open-plan, meeting, and breakout areas
- Room booking integration within the Microsoft 365 environment
- Scalability for future expansion with minimal disruption

The goal was to create a modern, professional workspace that enhanced communication, supported flexibility, and reflected Sword's position as a leading IT services partner.

Background

Established in 2000, Sword is a global IT services partner, helping organisations streamline operations, improve quality, and reduce costs.

With over 3,500 professionals serving more than 1,000 clients across 50 countries, Sword continues to deliver technology-led solutions that drive efficiency and innovation.

The company's UK presence includes headquarters in Aberdeen as well as offices in Glasgow, Teesside, and London. The move to The Hill of Rubislaw brought multiple teams together under one roof for the first time,

creating an opportunity to establish a cohesive, modern workplace designed for collaboration and growth.

The Project

AV One Solutions was appointed to design, install, and maintain the full AV and video conferencing systems throughout Sword's new Aberdeen headquarters.

The project included a wide range of room types and collaboration areas, each with specific functionality and design requirements:

- 2 x 4-person meeting rooms – single display with video meeting capability
- 2 x 6-person meeting rooms – twin displays with video meeting capability
- 1 x 8-person meeting room – twin displays with video meeting capability
- 1 x boardroom – twin displays with ceiling microphones and speakers for full audio coverage
- 4 x open-plan areas – a mix of single and twin displays for shared use
- 1 x CEO office – single display with video meeting capability
- 1 x collaboration area – single display with video meeting capability
- 1 x breakout area – single large display
- 1 x townhall space – single large display for group presentations
- 1 x reception/waiting area – display for welcome and branding content
- 8 x Zoom pods – each with integrated booking panels
- 1 x staff kitchen – large display for internal updates and announcements

As a Cisco Gold Partner, Sword partnered with AV One, who worked closely with Sword's internal IT and workplace teams to develop a solution built on Cisco's industry-leading collaboration technology. Cisco Room Bars and Room Kits were installed in dedicated meeting rooms, while Cisco Board Pro endpoints were used in open and collaborative spaces.

These systems provide AI-enhanced audio and video performance, intelligent camera framing, and cross-platform compatibility.



Webex Control Hub allows centralised management, analytics, and real-time monitoring of system usage, room occupancy, temperature, and air quality.

Each meeting room features Cisco Navigator control panels internally, and external booking panels fully integrated with Microsoft 365 to streamline scheduling. Professional-grade displays were selected throughout to match Sword's design aesthetic and functional needs.

Our Approach

AV One's delivery approach focused on collaboration, cost optimisation, and scalability.

By working in partnership with Sword's project team and other contractors, AV One refined the AV designs to ensure maximum functionality within budget. The team identified opportunities to reduce anticipated spend without compromising quality, allowing for the inclusion of additional features that further enhanced the user experience.

The project was delivered on time and within budget, supported by a clear communication process and a dedicated project manager overseeing each stage.

To ensure seamless adoption, AV One provided user training sessions and easy-to-follow guidance, helping Sword employees make full use of the new systems.

The inclusion of the "big green join button" enabling users to start any Teams, Webex or Zoom meeting with a single press, simplified the entire meeting process and was a key success factor in user satisfaction.

Future scalability was built into every room design, ensuring Sword can easily expand or upgrade its AV environment as business needs evolve.

Results

Sword's new AV environment has transformed the way its teams collaborate, both internally and with clients.

Key outcomes:

- A consistent and reliable collaboration experience across all spaces and platforms

- Enhanced employee engagement and client presentation quality
- Simplified hybrid meeting setup and reduced meeting preparation time
- Increased visibility into room usage and system performance
- A professional, modern workspace aligned with Sword's global brand



Customer feedback

"The AV One team were proactive, technically proficient, and integrated seamlessly with our project delivery. The project exceeded expectations across the board."

"The office just works as an office - that's the best compliment we can give. Everyone can use the equipment easily, and it reflects the professionalism of our business."

"AV One's ability to work with other contractors to deliver an integrated, end-to-end solution across the office was clear from the outset."

Through expert design, seamless delivery, and advanced Cisco collaboration technology, AV One has helped Sword create a connected, flexible, and future-ready workspace, supporting its people, clients, and business ambitions for years to come.