Case Study

Global CRM Leader – Standardizing Conference Room Power Management with Synaccess Switched PDUs

Synaccess

Overview

A global leader in CRM software required a scalable and centralized power management solution for their conference rooms and remote offices worldwide. With hundreds of meeting spaces across the globe, their IT and AV teams needed a way to remotely control AV equipment, automate recovery, and standardize PDU deployment.

They selected Synaccess PDUs as the foundation of their AV infrastructure, integrating them into more than 400 conference rooms and offices worldwide. Using the Synaccess CMP Cloud platform, they standardized globally on a small set of Synaccess PDU part numbers, ensuring consistent deployment, centralized management, and simplified sourcing.

The Challenge

As this company expanded its office footprint, managing conference room AV infrastructure became increasingly complex.

Key Challenges:

Scalability

Hundreds of PDUs across global offices needed centralized management.

Remote Management

IT and AV teams required remote firmware updates, power automation rules, and monitoring at scale.

Global Standardization

To reduce complexity, they wanted to streamline procurement and deployment with a minimal number of part numbers while maintaining compatibility with global electrical standards.

AV Recovery

Meeting room devices such as controllers, video bars, and displays frequently needed reboots or power cycles to recover from errors, requiring automation to minimize downtime.

The Solution: Synaccess PDUs with Centralized Management Portal

The company deployed Synaccess 4-outlet and 8-outlet PDUs (both NEMA 5-20R and C13 variants), covering global voltage and receptacle needs. Each PDU includes a detachable input cord, allowing the same models to be used worldwide by simply swapping the input cord per region.

Core Capabilities Implemented:

- **CMP Cloud Management** – 400+ PDUs are managed from a single interface, with multiple user accounts for the AV operations team. User access is segmented by location, ensuring regional teams only control the PDUs relevant to their sites.
- **Network Bridging via Secondary Ethernet** – Many PDUs use a secondary ethernet adapter, mounted behind smart TVs to simplify connectivity and reduce the need for separate switches.
- **Automation & Alerts**
  - *AutoPing & Slack Alerts* – PDUs continuously ping critical AV devices (e.g., presentation systems, video conferencing bars, room controllers). If a device becomes unresponsive, the PDU emails a Slack API endpoint to notify the AV team, who can then remotely troubleshoot and power cycle outlets.
  - *Low Current Thresholds* – Outlets are configured to send alerts when power consumption drops to 0A, signaling disconnected or failed equipment.
  - *Scheduled Weekly Reboots* – Video conferencing hardware is rebooted automatically on a schedule to prevent lockups.
- **Syslog Integration** – Event logs from PDUs are forwarded to a central syslog server for unified enterprise monitoring.
- **Global Certification & Compliance** – Synaccess PDUs are safety certified (UL, TUV, CE, CB Scheme, RoHS) and compliant for export to countries including Mexico, Argentina, New Zealand, and others. All units are made in the USA, ensuring global deployment without certification barriers.
- **Global Standardization** – By limiting deployment to two primary PDU part numbers (one 4-outlet and one 8-outlet), the company simplified sourcing and logistics while ensuring compatibility across all sites.

The Results

By standardizing on Synaccess PDUs, the company achieved:

Improved AV Uptime

Automated power cycling and recovery significantly reduced downtime in meeting rooms.

Global Scalability

Hundreds of PDUs across worldwide offices managed from one cloud platform.

Operational Efficiency

Streamlined deployment with a minimal number of PDU models, adaptable for any location through detachable cords.

Automated Troubleshooting

AutoPing, low current thresholds, and scheduled reboots proactively detect issues and recover devices before users are impacted.

Secure User Access

Location-based permissions ensure teams only control their assigned PDUs. Synaccess also implemented features to meet enterprise security requirements, going beyond standard best practices.

Cost-Efficient Global Rollout

Safety certifications and detachable cords remove barriers to global deployment.

Conclusion

This global CRM leader has standardized its worldwide AV infrastructure around Synaccess PDUs, leveraging CMP Cloud for centralized monitoring, automation, and recovery. With proactive alerting, syslog integration, and global safety certifications, they ensure reliable, scalable power management across hundreds of conference rooms.

By combining global compliance, SKU simplification, and automation features, Synaccess PDUs have become a critical foundation of their AV strategy — powering and recovering essential equipment wherever meetings take place.