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with **James Berry**

Managing Director – APAC, Diversified

*As one of the top three systems integrators, Diversified retains its significant position, catering to AV clients' needs globally. Diversified's focus in delivering quality at scale, diversifies AV integration not only in different parts of the world but considerably in India as well. In this feature, AV-ICN Expo Magazine gets in touch with **James Berry**, Managing Director – APAC to recognize Diversified's work in India and James' role in catering to the integration needs.*

Can you talk about your career trajectory and throw some light on your role as the Managing Director of Diversified in the APAC region?

Via Banking and Finance, I first experienced the incredibly vibrant, challenging and, rewarding professional experiences the Asian region represents. This has culminated in 20 years of living and doing business in Asia, spending time in Hong Kong, Singapore, and India. I have undertaken roles such as Standard Chartered – Global Chief Procurement Officer and a Regional CIO, HSBC's Global IT CFO, the Worldpay CPO, Atos ANZMD, and now at Diversified as the MD for APAC, passionate about the Diversified business and its potential in the APAC region. At Diversified, we aim to deliver amazing audio-visual experiences for its enterprise clients in India and across Asia as a key differentiator in managing productivity and client outcomes.

With the addition of several key industry veterans in the team recently, what is Diversified's long-term plan in terms of future-proofing the business? How do you think the strategy is working out for the organisation as of now?

We are investing heavily in the APAC region to ensure our business and operational capabilities are robust and sustainable. Apart from my passion for Asia and in-depth knowledge of the industry, we have also brought on board several senior leaders for our Indian business and centres of excellence. Furthermore, we are committed to the long-term success of Diversified in APAC pinned to our strong belief in the potential of the India and Asia growth stories. We are uniquely positioned to deliver for multi-national enterprise clients and are already delivering projects for and servicing over 30 such clients in the APAC region.

Please share insights on the AV integration market in the APAC region, specifically India. In one of the earlier interviews, a spokesperson from Diversified mentioned, "India has become the third largest pro-AV market in the world and is the fast-growing economy in the APAC region." What's your take on the statement?

We fully understand and agree with the statement. India is a burgeoning economy both domestically and from an inbound multi-national investment perspective. The progress the Indian economy has made in the last 10 years is staggering and that growth story will continue. Our deep relationship with multi-national enterprises is enabling Diversified to help deliver on their APAC strategy.

Which pro AV segments, according to you, are dominating the Indian

market? Could you provide a statistical analysis of the pro AV market for different segments?

The multi-nationals are continuing to invest in their shared services capabilities. India-based staff demand and deserve the best AV infrastructure to ensure they deliver on their strategic potential. In India, the current key segment is global shared service centres while in the rest of Asia, it is APAC headquarters and client facing facilities. In Australia we cover all major segments including stadiums, corporate offices and lobbies, collaboration spaces, airports, defence and government facilities, and retail property. All that specialised knowledge from the US and Australia is being brought to bear in India.

AV projects in India and around the world face hindrance due to the lack of skilled AV talent. How is Diversified navigating the challenge?

Diversified understands that the competition for talent is very real in the AV industry. We invest heavily in developing and growing our people, so we are self-sufficient in providing our own skilled resource requirements, rather than relying on the market.

As a global AV integrator, what particular expertise/manpower/technology are you bringing to your execution of AV projects in India?

Knowledge transfer from Diversified's international operations into India happens across all capabilities. The unparalleled expertise in delivering market leading AV solutions from large corporate engagements to incredible stadium experiences is shared with our India based teams to ensure that they can deliver world-class outcomes at a local level.

What are a few of Diversified's most stand-out AV projects in India? Can you mention the highlight features that make them stand out?

A leading retailer of auto replacement parts opened its first office in India, with seven meeting rooms equipped with MS Teams, a full audio/video feature packed town hall and event area built in limited space, on

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time and delivered with proactive software upgrades and health-checked to maintain systems' efficiency. The client is particularly happy with the immaculate cabling. Also, Diversified delivered a global biotechnology firm's Bangalore office, equipped with Cisco and Microsoft Teams meeting rooms, room schedulers, a divisible training room, a signage player, and an experience centre. The projects were successfully provided to the client with no snags because of the perfectly neat cabling and installation, as well as the successful coordination with the stakeholders.

If, and how, are you leveraging the Indian establishment of your company to execute projects globally?

The Diversified India capability is critical to our international service delivery and is the cornerstone of our APAC expansion. For example, we are rapidly expanding our AV engineering team and our project management support at all levels, as well as the more standard support in terms of HR, Finance and Procurement. They are fully integrated into our APAC capability.

Please share some insights on the 'Global Capability Centre' in Bangalore. What is

the purpose of this centre?

The Global Capability Centre includes both operational and client facing capabilities, which are being leveraged by our Indian business and all key international locations to serve our customers.

Since the past 11 years, Diversified has consecutively been ranked amongst the top three integrators in various lists by various media. What is a unique AV knowledge resource or application expertise that makes your company a differentiator?

At Diversified, we leverage the best in technology and ongoing advisory services to transform businesses. Our comprehensive suite of solutions is engineered to help our clients build connections that make a difference – whether by inspiring viewers, engaging associates, motivating audiences, or streamlining and safeguarding operations. Our solutions reach millions every day.

Diversified has a very strong focus on providing great client experience as well as fixing technical issues with our managed service offerings. This is evident in the great NPS feedback we receive from our clients. While the following are standard offerings, it's important to note that clients often have unique requirements, and we tailor services to meet their needs.

- **Break-fix support - Assurance:** We respond to issues raised by clients within a set time. Often bundled into this, is preventative maintenance, which means we are proactively checking client spaces regularly.
- **Resident Technician – ADOPT:** A Diversified technician is based permanently at a client site to provide support for end users instantaneously. We currently have 37 ADOPT technicians at client sites nationally.
- **Remote Support – PULSE:** A growing requirement from clients is the need to have their AV/IT infrastructure remotely monitored and actioned when faults arise. We have several platforms to enable this remote management, including a customised version developed in Australia.

What is your vision for Diversified for the next five years?

We envision to achieve our goal of being our clients' first choice in delivering their business transformation objectives to create the unforgettable.