

## WHY AV PROJECTS MISS TIMELINES – AND HOW BETTER PLANNING FIXES THEM

In complex construction and fit-out projects, schedule pressure is almost unavoidable. When timelines begin to slip, audiovisual systems are often the first discipline expected to “adjust.” Civil work runs late, interiors stretch longer than planned, and AV is asked to recover lost time.

On paper, the logic seems reasonable. In practice, this is where many AV projects quietly begin to unravel.

The core issue lies in how AV is perceived. It is often treated as a standalone activity—something that can be accelerated at the end of a project with more manpower or longer working hours. In reality, AV is a highly interdependent system. Its execution depends on several upstream elements being completed correctly and on time. When those elements are delayed, AV timelines do not compress; they fracture.

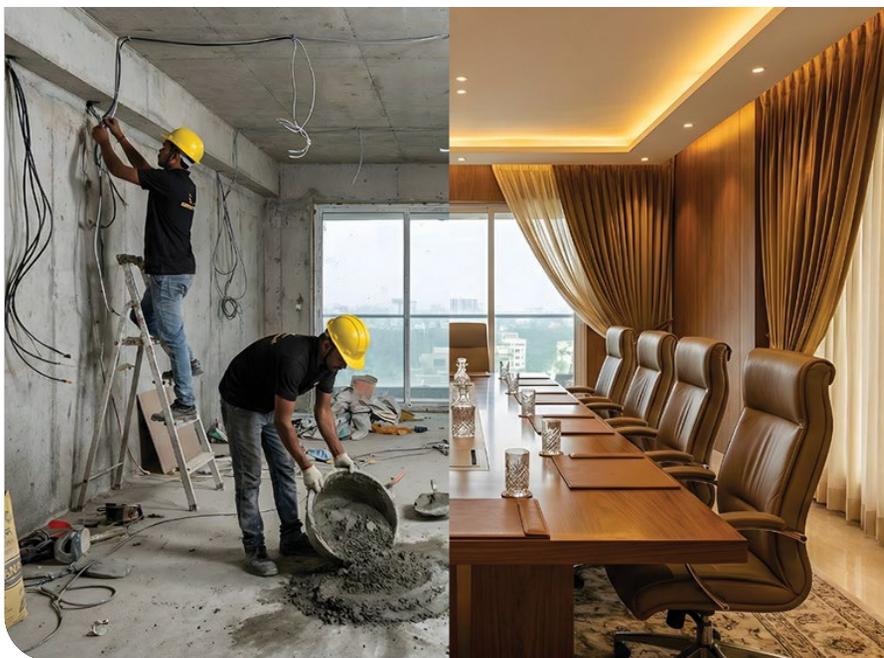
By the time AV equipment is scheduled to arrive on site, several prerequisites must already be in place. Room layouts need to be finalised, power loads and dedicated circuits confirmed, ceilings stabilised, walls closed with appropriate backing, and network infrastructure fully live. Control locations and rack spaces must be accessible and locked. Without these conditions, installation simply cannot begin—regardless of urgency.

*“Audiovisual systems don’t fail during installation. They fail when planning decisions are postponed.”*

This reality places AV at the end of the project dependency chain. Far from being the easiest scope to fast-track, it is often the most constrained.

Procurement introduces another layer of complexity that is frequently underestimated. Professional AV equipment does not follow con-

*This column marks the beginning of a thought-leadership series by **Qubix Technologies**, in AV-ICN Expo Magazine. Through this series, Qubix will aim to unpack real-world challenges that shape audiovisual projects. It will examine the factors, dependencies, and on-ground scenarios that often determine whether an AV system succeeds or struggles. In this first article, Qubix focuses on a recurring and often misunderstood issue, “why AV projects miss timelines”. Rather than viewing delays as last-minute execution failures, this column explores how early planning gaps, dependency misalignment, and procurement realities quietly set projects off track long before installation begins.*



sumer- electronics timelines. Enterprise-grade displays, DSPs, control processors, cameras, and switching systems are manufactured by specialised vendors, many of them overseas. Production cycles are planned weeks or months in advance,

with standard lead times typically ranging from eight to twelve weeks. Custom configurations can extend these timelines further.

These are not inefficiencies or avoidable delays. They are normal realities of

industrial supply chains. Shipping, customs clearance, and regional distribution are integral parts of the process—not variables that can be eliminated under deadline pressure.

*“You can’t solve a global manufacturing timeline with local urgency,”*

Problems arise when these realities are acknowledged too late. Specifications are often frozen before equipment availability is validated, leaving little flexibility when procurement timelines fail to align with site readiness. Teams are then forced into last-minute compromises, substituting hardware, reducing system scope, or compressing installation and commissioning windows. While these decisions may protect handover dates, they introduce

long-term risks to performance, reliability, and user experience.

Timeline misalignment is further compounded by comparisons between enterprise AV and consumer technology. Ordering a corporate meeting room display is fundamentally different from purchasing a television for home use. Enterprise AV follows industrial procurement models, not retail logistics, and expecting otherwise creates unrealistic expectations from the outset.

Projects that consistently deliver AV systems on time take a different approach. They plan AV early and treat it as a system rather than a task.

Equipment availability is checked during the design phase, long-lead components are approved upfront, and flexibility is built into non-critical elements to absorb

supply constraints. Most importantly, AV milestones are integrated into the master project plan instead of being used as a buffer for delays elsewhere.

*“When AV is planned alongside architecture and IT, it stops being a risk and starts becoming predictable.”*

Strong AV outcomes are rarely achieved by moving faster at the end of a project. They are the result of making better decisions at the beginning.

### **What’s Next in the Qubix Series**

*In the next article, we’ll explore why many AV failures are actually coordination failures—and how unclear ownership between teams creates problems long before AV installation begins.*