

WHY MANY AV FAILURES ARE ACTUALLY COORDINATION FAILURES

And How Unclear Ownership Between Teams Creates Problems Long Before AV Installation Begins

The AV system didn't "fail" the day the CEO walked into his new boardroom in Mumbai.

The screens lit up, the microphones turned on, the camera moved. On paper, everything his team had approved was installed. Yet the first leadership call started ten minutes late, half the remote participants complained about echo, and no one in the room was sure which touch panel to use. When the meeting ended, the only line people remembered was, "Let's just use someone's laptop next time."

Most AV disasters look like this. Not smoke, sparks, or dead screens—but a slow erosion of confidence. And very often, the real problem started months earlier, in a coordination meeting that never happened.

In projects, AV sits in a crowded space between architecture, IT, projects, admin, procurement and sometimes a global corporate standards team. No one disputes that the boardroom, townhall, or experience centre needs "world-class AV." But when the drawings are flying and the deadlines are tight, a quiet question remains unanswered: "Who actually owns this?"

The architect worries about ceiling lines and sightlines. IT worries about networks and security. Admin worries about handovers and support calls. Procurement worries about the lowest compliant quote. The AV integrator walks in after most of these decisions are already frozen—and is then asked to "make it work" without touching anything.

That is how a glass-heavy room gets finalised before anyone models its acoustics. How power points for racks are locked without thinking about ventilation. How a single CAT6 is pulled where three shielded lines were need-

In this second article of the thought-leadership series by Qubix Technologies, the team discusses how AV failures actually occur due to unclear ownership and coordination. The article focuses on the problems that start long before the installation even starts – in the meetings that never happened or poor coordination that invited unintended AV failures.



ed. How the budget keeps some money for microphones but none for proper commissioning or training. Individually, each of these looks like a minor compromise. Together, they script the story of a "failed" AV system long before a single speaker is hung.

From the integrator's side, this shows up as familiar daily friction. Drawings arrive without final furniture layouts, so camera angles are a guess. Ceiling designs change on site, but no one updates the speaker plan. Network teams open ports a week after go-live. Facilities get the handover, IT gets the passwords, user teams get a one-hour demo—and then the emails

start: "The system is too complicated." "The audio is not clear." "Vendors have supplied the wrong solution."

What looks like a technology failure is usually an ownership failure.

The irony is that the costliest AV mistakes are rarely about hardware. They are about who was (and wasn't) in the room when decisions were made. Global studies on project failures across construction and technology point again and again to stakeholder misalignment and poor coordination as primary causes, far ahead of any specific product choice. AV is no different.

The organisations that get this right treat AV as a core part of the space, not an accessory. They bring an AV design partner into the conversation at the same time as the architect and IT—not three revisions later. They nominate a single internal owner for "the experience of the room," even if budgets and contracts sit in different departments. They allow time for workshops with real users before locking the design. And they accept that a premium boardroom or experience centre is not just marble and LED; it is choreography between people, process and technology.

This is also why serious integrators push so hard on discovery, scope definition, and clear responsibility before they talk about brands or boxes. Upfront coordination feels slow when everyone is rushing to issue GFC drawings. In reality, it is the only thing standing between a flagship space that quietly works for a decade and one that becomes an expensive room people avoid.

For founders and CXOs, the lesson is simple and uncomfortable: if your AV keeps "failing," the issue may not be your vendor—or your last RFP. It may be the way your organisation makes decisions about

its spaces. The fix does not start with a new microphone. It starts with giving someone clear ownership of the outcome, engaging the right partners early, and insisting that

architecture, IT, and AV design sit on the same table before a single wall is built.

Do that, and your next “AV project” stops being a risky line item. It becomes what it

was always meant to be: a quiet, invisible layer of intelligence that lets your teams think, sell, and lead without ever worrying about the technology around them.

MARCH-APRIL 2026 - AV-ICN Expo 2026