

EM Normandie Business School

INTRODUCTION

Offering undergraduate and postgraduate business degrees, EM Normandie is a French international Business School that ranks in the Financial Times' Top 90 European Business Schools. Established in 1871, its raison d'être is to inspire and train the generations of yesterday, today and tomorrow to become the actors of a sustainable world.



"CRESTRON AND FASE INDUSTRIES MADE THE IMPOSSIBLE POSSIBLE AND, AFTER SEVERAL MONTHS IN USE, WE ARE EXTREMELY SATISFIED! BASED ON OUR EXPERIENCE THUS FAR, WE ARE LOOKING FORWARD TO THE FUTURE AND OPENING NEW CAMPUSES IN DUBAI AND HO CHI MINH CITY."

Sébastien Mauduit
*Responsible Smart Building,
EM Normandie Business School*



THE CHALLENGE

With the huge challenges brought on by the COVID-19 pandemic, EM Normandie wanted to realize a sustainable hybrid environment in which both local and remote students could follow lessons. With five campuses located in France, the UK, and Ireland, the Business School accommodates hundreds of students from many different countries and needed to accommodate every student throughout the pandemic by offering a consistent, high-quality experience for all.

EM Normandie recognized it would have to adapt to the new habits picked up by both students and teachers during lockdowns, through the use of Zoom video conferencing. The desire was to create a seamless user experience with ease-of-use throughout whether bringing hybrid participants into the lesson or managing the AV elements in the classroom.



THE SOLUTION

For several years, Crestron has worked closely with EM Normandie to facilitate high-tech classrooms, so when the pandemic hit with the need for a rapid-deployable hybrid teaching solution, they naturally turned to Crestron.

The most important consideration for Sebastien Mauduit, Responsable Smart Building at EM Normandie, was to implement a Zoom experience, which was now the preferred solution from teachers. By partnering with Fase Industries and Crestron, Mauduit was able to integrate native Crestron Flex for Zoom Rooms™ solutions, streamline all local control of AV products in the classrooms, and provide remote monitoring of equipment with Crestron XiO Cloud® platform. Fase Industries worked tirelessly with Crestron to equip the existing campuses in Paris, Caen, Dublin and Oxford, as well as a brand-new building in Le Havre for hybrid learning.

"THE PANDEMIC FORCED US TO RISE TO THE CHALLENGE AND QUICKLY IDENTIFY WHAT WAS NEEDED TO FACILITATE HYBRID TEACHING, WHILST RESPECTING OUR EDUCATIONAL OBLIGATIONS. CRESTRON XIO CLOUD ENABLED FAST DEPLOYMENT AND CENTRALIZED MONITORING OF ALL THE EQUIPMENT ACROSS OUR FIVE CAMPUSES."

Sébastien Mauduit
*Responsable Smart Building,
EM Normandie Business School*

THE TECHNOLOGY

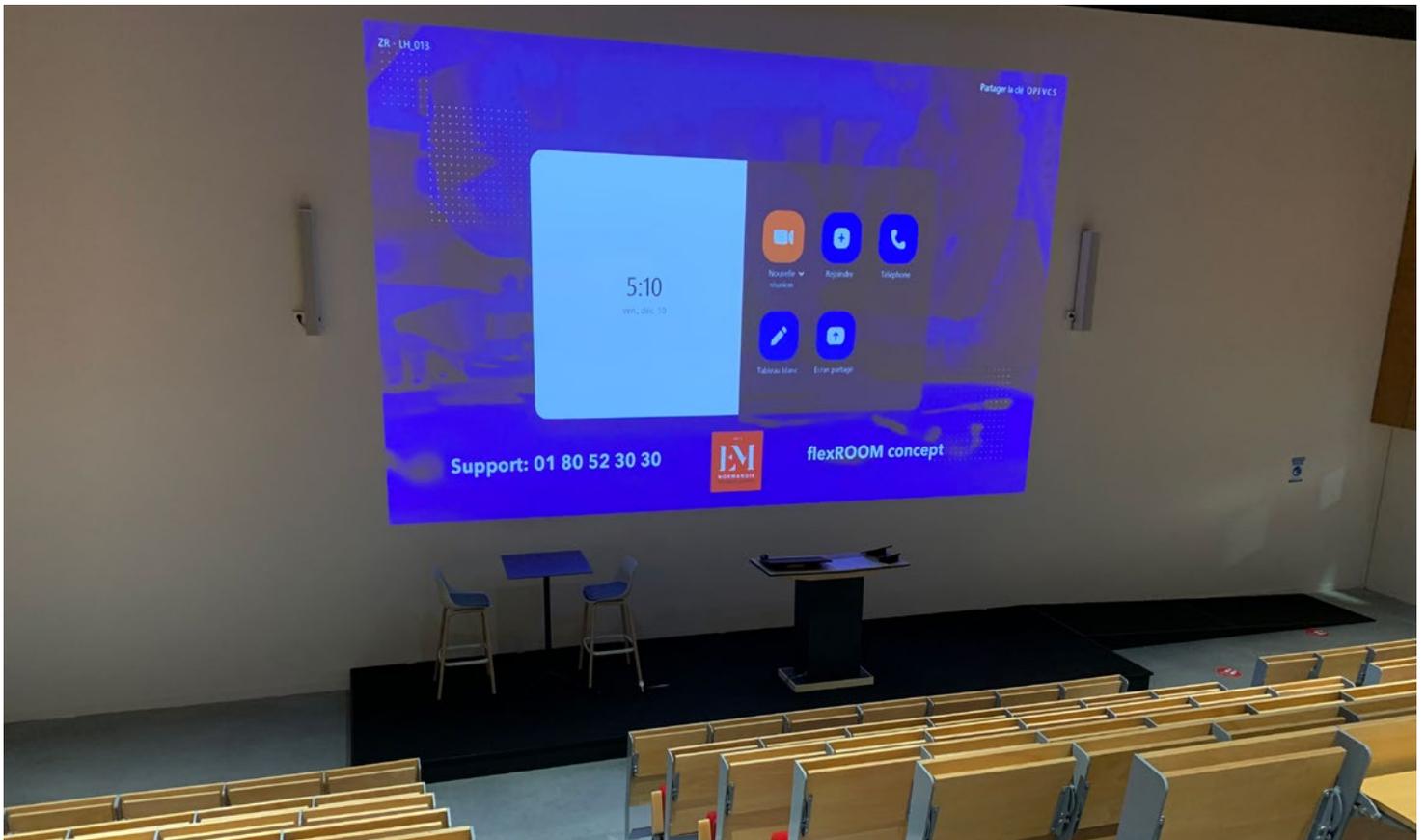
Crestron Flex for Zoom Rooms solutions were installed across 130 classrooms as well as amphitheatres and auditoriums.

Crestron Flex helped meet the needs of every space and could even support the larger rooms of 70 square meters. Native integration with Zoom offered the opportunity to bring the same ergonomics from a student's smartphone or PC to the classroom. Thanks to cutting-edge systems that accommodate sharing content locally and remotely, students and faculty were able to overcome social distancing restrictions.

Crestron DMPS and DM NVX® AV-over-IP route content in the auditorium, amphitheatres, and creative rooms to ensure an audio video management in more complex spaces. This also allows a future interconnection of rooms without the need to start a Zoom meeting.

"THE TRUE CHALLENGE WAS FINDING A SOLUTION THAT ENABLED THE BUSINESS SCHOOL TO DELIVER EFFECTIVE BLENDED TEACHING, PROVIDING THE SAME QUALITY FOR BOTH LIVE CLASSES AND DISTANCE LEARNING. CRESTRON FLEX, DM NVX, AND XIO CLOUD SOLUTIONS MEANT WE COULD CREATE A HIGHLY AUTOMATED TOOL WHICH IS EASY TO MAINTAIN AND UPDATE - AND THAT'S EXACTLY WHAT EM NORMANDIE WAS LOOKING FOR!"

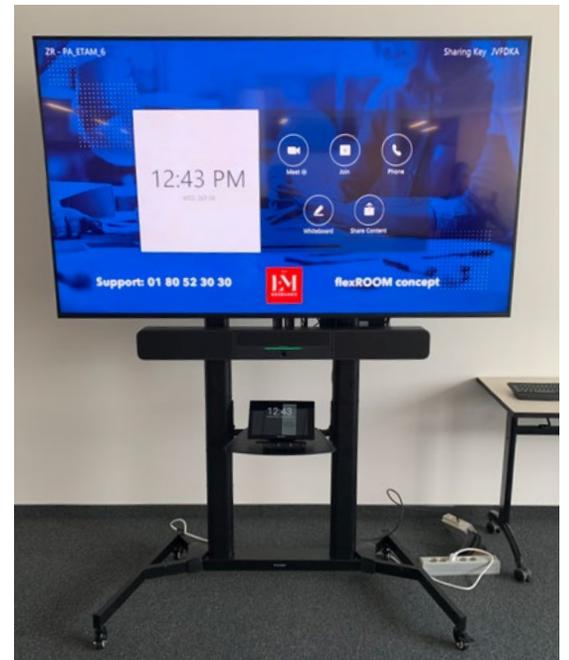
Hakim Aissaoui
Fase Industries

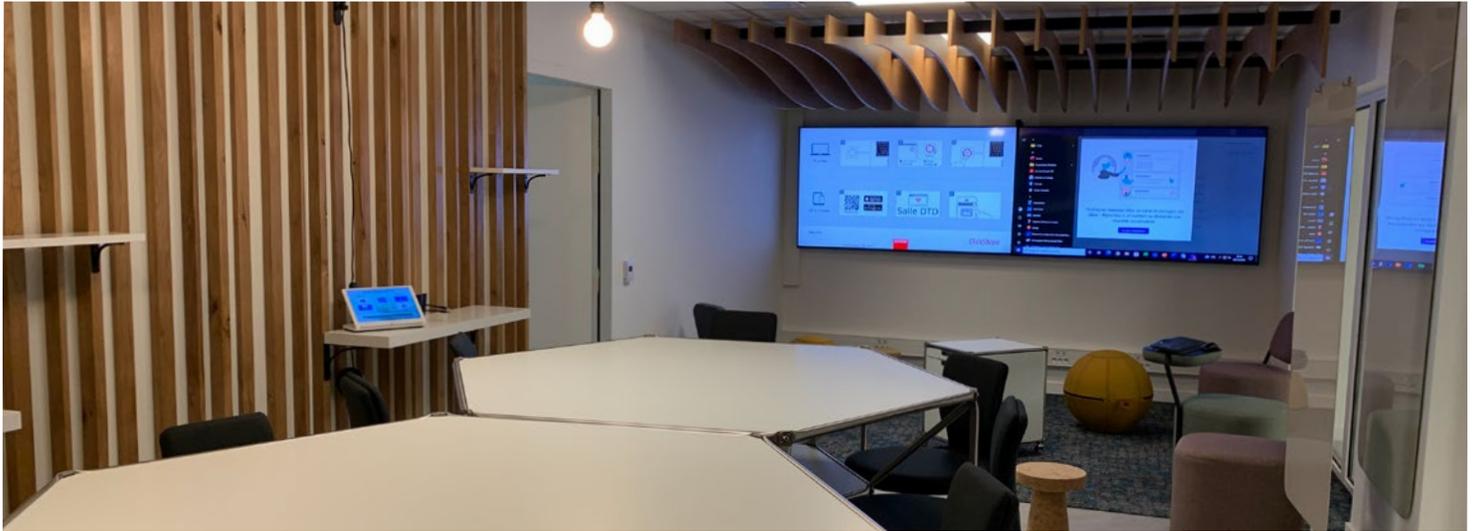




Crestron Media Presentation Systems and Crestron control systems were installed to ensure local control of video switching, projector control, and volume adjustment. The control systems also permitted a blend of local management of devices and global monitoring through the Crestron XiO Cloud connection.

On the Administrator side, there is the joy and comfort of maintaining a reliable, scalable ecosystem which is easy to monitor in real-time, as Crestron XiO Cloud allows problems to be detected quickly and resolved before users notice them. Whilst the aspect of the solution which EM Normandie relies on most heavily is hybrid learning with Crestron Flex, they're now also able to enjoy some more discreet benefits, such as systems turning on and off automatically in response to real-time occupancy data or being able to quickly deploy updates after hours via Crestron XiO Cloud.





RESULTS

Crestron and Fase Industries enabled EM Normandie to deal with an unprecedented crisis efficiently and turn it into an opportunity, as all students and teachers were able to resume lessons and overcome the hurdles imposed by COVID-19 restrictions.

The design of an easily duplicable model made it possible to industrialize the deployment of classrooms across multiple campus locations, ensuring a homogeneity of equipment and the same experience for all. More importantly, the Crestron solutions aligned with the forward-thinking EM Normandie image of quality, support, agility, and sustainability.

"The greatest value has been showing the students and investors that the school invests enormously in new technologies, raising the attractiveness of the school. The possibility of carrying out hybrid courses locally AND remotely has greatly helped us increase our student enrolment," says Mauduit.

Featured Products

Crestron Flex Wall Mount UC Video Conference System for Zoom Rooms™ Software
UC-B140-Z

Crestron Flex Small Room Conference System with Video Soundbar and ASUS® Mini PC for Zoom Rooms™ Software
UC-B30-Z

Crestron Flex Video Conference System Integrator Kit with ASUS® Mini PC for Zoom Rooms™ Software
UC-C100-Z

Crestron XiO Cloud® Service

3-Series® Media Presentation Controller 101
MPC3-101

4-Series™ Control System
CP4