

AV Budgeting: How much should you be spending?

Today more than ever, corporations depend on the successful uses of audiovisual technology. One of the challenges is to develop a budget that accurately reflects not only the initial cost of the AV system, but all related expenses. To make certain that your AV systems remain an efficient tool for your company, a basic understanding of the technical and economic realities is necessary.

Check Your Expectations

When it comes to AV systems and IT, the issue for many corporations is one of understanding and expectations. Too often we treat AV purchases as a one-time expense. That is to say you buy it and forget about it. This is not a cost-effective measure for the purchase of an AV system. AV systems require maintenance and support.

An appropriate analogy might be the purchase and maintenance of a car. Regular maintenance and minor repairs are necessary, and expected, to keep a vehicle operating smoothly. In addition to the gas needed to run the car (not to mention the yearly expenses of licensing and registration), repairs and tune-ups are needed to avoid a serious breakdown. In the long run, changing the oil every 3,000 miles will cost less than a complete engine overhaul

Budget for AV Every Year

AV equipment should be classified as a yearly budgeted expense. Projectors will need to be replaced every three to four years, however not all of them will need to be replaced at the same time. Some will only need maintenance. Therefore if you annually allocate money (i.e. \$1,500.00) for each room, you will be able to purchase new components for about a third of the rooms each year.

You will also be able to maintain systems that are not being replaced.

Preventative budgeting and maintenance can keep these costs to a reasonable level.

Training

Knowing how to use the room components correctly will improve your productivity. Take advantage of your integrators knowledge and expertise with semi-annual refresher training.

Have a Strategic Partner

Most corporations do not have the staff to effectively support and maintain the AV rooms and equipment. This results in improperly maintained equipment causing expensive downtime.

Having a strategic partner agreement provides you with a go-to, to make sure your investment is properly serviced and maintained.

Your strategic partner will also be a key component of establishing an understanding of the true annual AV system costs.

In the End

Take care of your AV gear. If you neglect them, they will end up costing you more money over time. A strategy that includes preventative budgeting and maintenance will help ensure the success of your AV systems and your corporation.