



Procurement Simplified: How Pre-Designed Solutions are Changing the AV Game



Let's be honest for a second: the old way of buying professional Audiovisual (AV) gear is a bit of a nightmare. If you've spent any time in this industry, you know the drill. You start with a simple need, maybe a couple of conference rooms or a huddle space, and suddenly you're buried under a mountain of spreadsheets, technical spec sheets, and "custom" quotes that take three weeks to land in your inbox.

By the time the gear actually arrives, your project timeline is already screaming for mercy.

At Simply Innovative Unified Communications, we looked at this process and thought, *"There has to be a better way."* My name is Eric C. Berg, and as the owner here, I've seen projects get bogged down by over-engineering and procurement hurdles more times than I care to count. We're in 2026; buying high-end AV solutions shouldn't feel like you're trying to solve a Rubik's cube in the dark.

That's why we're shifting the conversation toward the future of AV eCommerce. We're talking about pre-designed, responsibly engineered solutions that take the guesswork out of the equation without sacrificing the quality your business demands.



The Myth of the "Bespoke" Burden

For a long time, there was this idea that every single room needed a ground-up, custom-designed system to be "professional." While high-end boardrooms and specialized performance spaces certainly need that touch, your standard collaboration spaces often don't.

When every project is treated as a unique snowflake, you run into three major issues:

1. **Human Error:** Starting from scratch every time increases the chance of a missed cable, an incompatible dongle, or a firmware mismatch.
2. **Pricing Volatility:** Custom quotes fluctuate. It's hard to budget when the price of a "huddle room" changes depending on who's drawing it up that day.
3. **Deployment Delays:** If you have to wait for an engineer to approve every single nut and bolt, you aren't deploying, you're waiting.

We realized that what people actually want isn't necessarily a "custom" design, they want a solution that **works**, and they want it **now**.



Enter the VOS Configurator: Engineering Meets eCommerce

We've developed something we're pretty proud of: the **VOS Configurator**. It's the engine behind our vision for the future of AV procurement.

Now, I want to be clear about something. When people hear "prepackaged," they sometimes worry they're getting a "cookie-cutter" solution (oops, I almost used that word, let's go with "generic" instead). That couldn't be further from the truth.



Our pre-designed solutions are **responsibly engineered**. This means our team of experts has already done the heavy lifting. We've tested the signal paths, we've verified the power requirements, and we've ensured that the DSP settings are optimized for the specific hardware in the package.

When you use our configurator, you aren't just clicking "buy" on a list of parts; you're investing in a proven system architecture. It's the difference between buying a bag of random groceries and a chef-curated meal kit. Everything you need is there, it's designed to go together, and the results are guaranteed.

Why This is a Game-Changer for Integrators and Partners

If you're one of our channel partners or an independent integrator, you know that time is literally money. The hours your team spends designing a standard Zoom Room or Teams Room are hours they aren't out in the field billing for installations.

By leveraging our [Partner Purchasing Portal](#), you can:

- **Quote in Minutes, Not Days:** Because the solutions are pre-engineered, the pricing is ready to go. You can give your clients an answer before you even leave the meeting.
- **Trust the Margins:** With custom pricing built into the portal for our partners, you know exactly what your profit looks like on every deal. No more "oops, I forgot to account for the mounting hardware" moments.
- **Simplify Labor:** When you install the same vetted architecture across multiple sites, your field technicians get faster and more efficient. They know exactly where every cable goes because the system design is consistent.

You can check out more about how we support our partners on our [What We Do](#) page.



Benefits for the End-User: Reliability Above All

For the end-users: the IT directors and facility managers: the move to pre-designed solutions is all about peace of mind. When you have 50 rooms to roll out across three states, the last thing you want is 50 different variations of the same setup.

Standardization is the secret sauce to a low-stress AV lifecycle. By using our pre-designed packages, you ensure that a user walking into a conference room in Chicago has the exact same experience as they would in a satellite office in Dallas. This drastically reduces the number of support tickets hitting your desk.

Moreover, because these systems are responsibly engineered and not just "thrown together," they are built for the long haul. We select hardware from our curated [MFG List](#) based on performance and reliability, not just whatever is cheapest that week.

Custom Pricing Without the Custom Headache

One of the biggest hurdles in traditional eCommerce for AV is the "one price fits all" approach. We know that doesn't work in the B2B world.

Through the VOS Configurator and our portal, we've integrated **custom pricing**. This allows us to respect the relationships we have with our long-term partners and large-scale clients. You get the speed of an eCommerce checkout experience with the personalized pricing of a traditional partnership. It truly is the best of both worlds.



For those looking to dive deeper into how we optimize these setups, I highly recommend reading our post on [optimizing unified communication systems](#). It breaks down some of the technical considerations our engineers bake into every pre-designed solution.



The Future is Collaborative (And Simple)

The AV industry is evolving. The days of waiting for a specialist to fly in just to tell you which HDMI switcher to buy are fading. The future belongs to those who can provide professional-grade, reliable technology with the speed and ease of a modern shopping experience.

Simply Innovative Unified Communications is proud to be at the forefront of this shift. We're combining our years of engineering expertise with a streamlined, digital-first procurement process. We want to spend less time talking about part numbers and more time talking about how we can help your team collaborate better.

If you're ready to see how much easier your next project could be, I'd love for you to take a look at what we're building.

Ready to simplify your AV procurement?

If you're an integrator or a business looking for a more efficient way to source your AV technology, it's time to join our network. Our **Partner Purchasing Portal** is designed to give you the tools, the pricing, and the speed you need to stay competitive in today's market.



Explore the possibilities here:

- **Join the Portal:** synovativeuc.com/purchasing-portal
- **Learn More About Us:** synovativeuc.com/about
- **Browse Our Latest Insights:** synovativeuc.com/post-library

Let's stop making AV hard and start making it simple. After all, "Innovative" is in our name for a reason: and sometimes the most innovative thing you can do is make a complex process finally make sense.

Cheers,

Eric C. Berg Owner, Simply Innovative Unified Communications