



Stop the Bottleneck: How to Scale Your AV Engineering Without the Overhead



You know that feeling. Your sales team just crushed their quarterly goals. They've brought in three massive enterprise projects, two higher-ed auditorium overhauls, and a dozen huddle room deployments. On paper, you're winning.

But then you walk back to the engineering department.

The atmosphere is... tense. Your lead engineer is staring at a mountain of CAD redlines, the junior designer is trying to figure out a complex DSP signal flow they've never seen before, and the project managers are breathing down everyone's neck because the submittal packages were due yesterday.

This is the classic AV engineering bottleneck. It's the point where your growth hits a wall because your internal capacity can't keep up with your sales momentum.

At Simply Innovative Unified Communications, we've seen this play out a thousand times over the last 25+ years. You want to scale, but hiring another full-time engineer means adding \$100k+ in salary, benefits, software licenses, and training, not to mention the "dead time" when projects aren't hitting.

There's a better way to grow. Let's talk about how to scale your AV engineering without the crushing weight of overhead.



The Myth of the "Easy Hire"

When the backlog gets too long, the first instinct is to post a job listing. But in the world of Audio-Visual Engineering & Unified Communications, finding the right talent isn't just hard, it's expensive.

First, you have to find someone who actually knows their way around a complex signal path. Then, you have to hope they understand the nuances of modern UC platforms like Teams or Zoom. Finally, you have to pay for the "overhead" that rarely gets discussed:

- **Software Licenses:** Revit, AutoCAD, and specialized modeling software aren't getting any cheaper.
- **Training:** The tech moves so fast that an engineer who was "current" two years ago might be lost in today's AVoIP landscape.
- **Management:** Every new hire needs oversight, which pulls your senior staff away from high-level billable work.

Honestly? Hiring is a slow solution to a fast problem. By the time you find, onboard, and train a new engineer, your current project bottleneck has either turned into a crisis or your clients have started looking elsewhere.



Enter the "Specialty Unit" Approach

Instead of thinking of engineering as a headcount problem, think of it as a resource problem. At Simply Innovative UC, we function as a multidisciplinary specialty unit for our partners.

We aren't a "drawing house" that just pumps out generic templates. We're a team of experts who have spent over two decades in the trenches of AV engineering. When you bring us in, you aren't just



getting someone to move lines around on a screen; you're getting a partner who understands how the hardware interacts with the network, the furniture, and the end-user.

Why Multidisciplinary Matters

In today's world, you can't just be "the AV guy." You have to understand how Audio-Visual systems sit on a client's network. You have to understand acoustics, lighting, and even optimizing unified communication systems for remote participants.

Our approach is built on this multidisciplinary foundation. We look at the project from 30,000 feet to ensure the design is actually buildable and sustainable. This prevents the dreaded "field-engineered" disaster where your techs show up on-site only to realize the drawings don't match the reality of the room.

White-Label Support: Your Secret Weapon

The biggest hurdle for many integrators is the fear of losing their brand identity. You've worked hard to build your reputation. You don't want to tell your client, "Hey, we couldn't handle the engineering, so we farmed it out."

That's where white-label engineering comes in.

When you work with us, we are an extension of *your* team. The title blocks on the drawings? Your logo. The communications? Funneled through your project managers. We provide the high-level expertise you need, but you remain the face of the project.

This allows you to:

1. **Take on Larger Projects:** No more turning down a 50-room campus project because you're afraid of the drawing workload.
2. **Shorten Lead Times:** Get submittals to the GC faster, which means getting on-site sooner.
3. **Increase Profit Margins:** You only pay for the engineering hours you use. No more paying a six-figure salary during a slow month.



25+ Years of Experience in Your Back Pocket

Experience isn't just a number on a resume; it's the ability to spot a problem before it costs you \$10,000 in the field.

Led by Eric C. Berg, Simply Innovative UC has spent decades navigating the evolution of this industry. We've seen the transition from analog to digital, the rise of the "soft codec," and the current shift toward fully integrated smart buildings.

We don't do "one-size-fits-all" designs. Every project is treated as a unique challenge. Whether you need help with a complex [MFG list](#) or a full ground-up system design, we bring a level of seniority that is incredibly rare in today's market.

We've handled everything from high-end corporate boardrooms to massive multi-site deployments. We know what works, what doesn't, and: more importantly: why. You can learn more about our philosophy on our [About page](#).

How to Start Scaling (The Right Way)

Scaling your engineering capacity doesn't have to be a headache. It's about creating a "burst" capacity that you can turn on when sales are hot and dial back when things normalize.

Here is how we typically integrate with our channel partners:

1. The Design Handoff

You provide the scope of work and the architectural set. We sit down with your team to understand the client's specific needs. We aren't looking for "cookie-cutter" shortcuts; we're looking for the most efficient, high-performance way to meet the goal.



2. Engineering & Drafting

Our team gets to work on the heavy lifting. This includes signal flow diagrams, rack elevations, floor plans, and cable schedules. We use the latest tools to ensure everything is precise and professional. You can see a breakdown of our specific services on our [What We Do](#) page.

3. Review & Refinement

We present the package to your team for review. Because we understand the integrator's perspective, our drawings are designed to be used by the guys in the field, not just the guys in the office.

4. Final Submittal

You deliver a polished, professional engineering package to your client. They see a high-capacity, expert team that is on top of their game. You see a project that is ready to be staged and installed without the usual engineering friction.



Stop Stressing, Start Growing

The AV industry is moving faster than ever. The demand for high-quality Unified Communications and Audio-Visual systems is at an all-time high. Don't let your internal engineering capacity be the thing that holds your company back from its next level of success.

By partnering with a specialty unit like Simply Innovative UC, you get the 25+ years of experience, the multidisciplinary expertise, and the white-label flexibility you need to scale.

You handle the relationships; we'll handle the engineering.



If you're tired of the bottleneck and ready to see what a professional engineering partnership looks like, let's talk. You can explore our [Post Library](#) for more insights or head over to our [main site](#) to get in touch.

Let's get those projects moving.