

Standardizing Connectivity: How Cushman & Wakefield Streamlined IT Accessory Asset Management

In a device environment with over 60,000 team members stretching across multiple time zones across the globe, Cushman & Wakefield understands the reality of complicated connectivity. That's why Omarr Williams, Global IT Asset Manager, has deployed a universal connectivity docking solution that ensures compatibility and flexibility through continuous laptop refresh cycles.



The Struggle to Standardize

Standardization is key to global deployments, Omarr often referenced this while speaking with the team at StarTech.com.

Omarr gave this reality a simple summary:

“ Things need to work together with cohesion, otherwise there are a lot of issues. ”

- Omarr Williams
Global IT Asset Manager



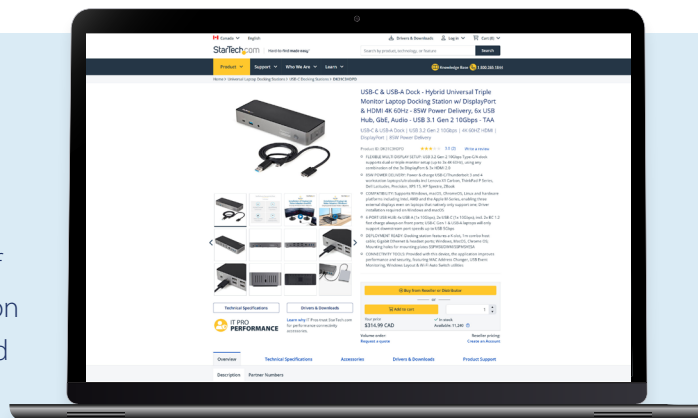
DK31C3HDPD

With that need in mind Omarr and his peers in asset management must often ask themselves the same question. How do you standardize connectivity to ensure compatibility with many different OEM devices in an environment with specialized team members in multiple supply chains?

Even if a perfect standard device existed, one that could handle high-performance processing and design tools for Developers while being ultra slim and portable for Executives, global availability is always a concern. A device that is the economically best choice for one region, may either be unavailable or unreasonable for the budget of another region.

A Continuous Refresh Cycle

Laptop refresh cycles are often top of mind for IT asset managers, and Omarr describes Cushman & Wakefield's as a continuous refresh. Since devices aren't all purchased at once and often end their usability out of order making the choice to deploy a GPU Agnostic connectivity solution means that smaller device refreshes and deployments are not disrupted by connectivity or compatibility issues.



What is a GPU Agnostic Docking Station?

A GPU Agnostic docking station is a connectivity accessory that works in concert with the system's GPU capabilities and enhances them, presenting itself as a virtual GPU to the OS. This allows a device that may not be capable of connecting to multiple monitors or use 4K displays to seamlessly connect to those devices without an upgrade.



DK31C3HDPD

A Universal Connectivity Solution

The team at Cushman & Wakefield keeps a close relationship with the Solutions Engineering team at StarTech.com. Through discussions about Cushman & Wakefield's device environment, their unique needs and devices together they were able to find the right device to keep Cushman & Wakefield connected.

For Cushman & Wakefield the solution to their complex connectivity was the deployment of **StarTech.com's Hybrid Universal Triple Monitor Laptop Docking Station**. Instead of deploying OEM docks designed for specific brands of devices, a GPU Agnostic accessory means there is now one device to connect everything. For demanding applications requiring performance video and connectivity options, **a standardized performance docking station with Thunderbolt 4 technology** is also offered. These docks leverage the laptop GPU and offer easy driverless setup.

Deploying a GPU Agnostic connectivity device ensures Omarr's device environment has global connectivity and allows him the freedom to be budget conscious and flexible in his other deployments. A universal docking station can be purchased in bulk for improved economies of scale and ensure availability as it delivers seamless connectivity with existing laptops, monitors and accessories and futureproofs deployments to come.

Simplified Deployment and Support

Cushman & Wakefield's successful deployment of a universal connectivity solution has allowed for a simplified device environment, reduced downtime and eased the pressure on their IT team's support workload.

With a standardized, single source of connectivity, Omarr and his team can quickly diagnose and correct any connectivity issues across Cushman & Wakefield's environment. His IT colleagues also appreciate the ease of delivering a single driver during updates. Worries about supply disruptions are also relieved through StarTech.com working closely with C&W's preferred reseller SHI to ensure product availability.

The needs of end users within the environment can be easily met without trying to structure their work around a single device. Developers are equipped with high performance devices, Executives have portable easy to transport equipment for meetings, and both can sit at the same Cushman and Wakefield hot desks and connect without worry.

In addition to docks, Cushman and Wakefield have also standardized on a number of other StarTech.com connectivity accessories that ensure compatibility and availability across their organization including display adapters, Ethernet adapters and cables.



DK31C3HDPD



Contact our Customer Success Team for a customized consultation with a Solution Engineer to support standardizing connectivity across your organization.

StarTech.com