



# Enabling Collaboration by Design

Industrial gas leader uses new seamless tech to  
build stronger global bonds



CASE STUDY

## About Air Products

Industry: **Energy & Utilities**

Location: **Lehigh Valley, Pennsylvania**

Air Products touches the lives of consumers around the globe in positive ways every day. Focused on serving energy, environment and emerging markets, they provide essential industrial gases, related equipment and applications expertise to customers in dozens of industries, including refining, chemical, metals, electronics, manufacturing, and food and beverage. Air Products also develops, engineers, builds, owns and operates some of the world's largest clean hydrogen projects supporting the transition to low- and zero-carbon energy in the heavy-duty transportation and industrial sectors.

Founded in 1940, Air Products has built a reputation for its innovative culture, operational excellence and commitment to safety and the environment. Their passionate, talented and committed employees from diverse backgrounds are driven by Air Products' higher purpose to create innovative solutions that benefit the environment, enhance sustainability and address the challenges facing customers, communities and the world.

**\$12.6B**  
in Sales FY23

**~23,000**  
Employees  
Worldwide

**~50**  
Countries Where  
They Operate

# Connectivity ignites impact.

## Objective

When Air Products built their new global HQ, they knew it was an investment in their future. Updating the technology in an existing facility is typically completed over time. This results in different technologies deployed at different times that deliver different user experiences. The new HQ was an opportunity to wipe the slate clean with a strategic technology rollout across the facility.

Air Products didn't need technology that just worked. They needed reliable, consistent technology that extended beyond the limits of their walls to help their in-office and global teams feel energized, connected, informed, and productive.

But how do you know that your technology transformation will achieve the advanced goals you set? Design and build it so the technology fades away. Deliver the technology so seamlessly that it disappears, so productivity and connection can take center stage.

Air Products knew they needed a strong technology partner versed in design and seamless integration. They chose Diversified.



*“You only get one chance to make a first impression. It was important to us that our employees had a positive experience when they used the technology.”*

— **Brian Galovich,**  
SVP and CIO, Air Products



# Success is not just a moment in time.

## Solution

Diversified's team understood the assignment: Air Products needed engaging and reliable communications technology that connected global headquarters employees with team members around the world.



*“Part of our mission and our purpose in the new HQ was to create an environment where any user could be up and running in seconds.”*

— **Brian Galovich**,  
SVP and CIO, Air Products

## COLLABORATING:

Hundreds of new standardized meeting and huddle spaces were built throughout the office using the best technology solutions for their unique needs. Now, their people can walk into any meeting room and start the meeting on time—whether it's with remote or in-person participants. The experience is frictionless. Getting started takes seconds, and the most collaborative and productive parts of their meetings begin without delay.

## ENGAGING:

Beyond meeting spaces, the halls and common areas are outfitted with more than 30 digital signage displays and video walls to keep employees connected to their mission and reinforce the Air Products brand with visitors. Air Products can also use their centrally managed IPTV solution to switch any display between broadcast TV and custom content for maximum control over their messaging and in-office experience.

**30**

Digital Signage  
Displays

**3**

Adopt On-Site  
Technicians

**100s**

of Rooms Monitored  
by Pulse

## GATHERING:

Remote and in-person audience engagement is central to their main conference center experience, encompassing an auditorium, boardroom, town hall space, and several divisible multipurpose rooms for events of any size. And to successfully reach the many diverse remote audiences, their new broadcast studio and control room deliver a powerful combination of conferencing, streaming and broadcasting that enables control, overflow and collaboration across all conference center systems.

Together, we made work easier. We transformed the vision Air Products had into a world class HQ where their employees effortlessly collaborate and engage from anywhere in the building and beyond.

## SUPPORTING:

The technology we delivered needed to work flawlessly on day-one and every day after from the get-go. But functionality over the long haul was just as important. If technology gets in the way on any day, productivity and employee morale can take a hit.

That's why Air Products continues to work with us through a comprehensive managed services package. With three, full-time Diversified Adopt employees on site each day to support all the technology spaces, we ensure day-to-day operations experiences continue to run smoothly, and technology hiccups are resolved promptly, often immediately, through automation.

Paired with Diversified's Pulse remote monitoring service that provides real-time updates on all system devices, the Adopt team ensures all technologies are operating at peak performance each day for maximum effectiveness.



*“The Adopt program is great. The people that we have integrated with our team have been fantastic — not just to answer questions but also to solve any issues proactively behind the scenes. They help us run some of our major webinars, video conferences and town halls.”*

— Brian Galovich,  
SVP and CIO, Air Products

## SOLUTIONS:

Auditorium

Board Room

Broadcast Control Room

Broadcast Production Studio

Conference and Huddle Rooms

Digital Signage

Divisible/Multi-Purpose Rooms

IPTV

Town Hall Space

## MANAGED SERVICES:

Adopt On-Site Support

Pulse Remote Monitoring

## Impact

The total impact of this transformation is one that will be felt for years to come. By building out a consistent and reliable suite of technology that delivers across a global landscape, we enabled stronger connections that facilitate more productive interactions.

From digital signage and broadcast production to seamless collaboration capabilities, each touchpoint serves a unique but vital function in the company's overall engagement strategy—all working together to enhance the overall Air Products experience.



*“The new HQ gave us the foundation to extend this type of technology and enable collaboration worldwide. With the help of Diversified, we are replicating our headquarters technology, the way we use it, and the way we support it, across the globe.”*

— Brian Galovich,  
SVP and CIO, Air Products

**2,400+**  
ASSOCIATES

**\$1B**  
ANNUAL  
REVENUE

**40+**  
LOCATIONS  
WORLDWIDE

**70%**  
FORTUNE 1000  
CLIENTS

# About Diversified

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From analog to digital and fiber to cloud, Diversified has partnered with clients around the world to deliver the latest technology advancements throughout the last four decades. Since 1993, we've helped a global clientele leverage modern innovations and cutting-edge technology solutions to achieve their goals and gain competitive advantages in a constantly evolving market.

Originally founded as a full-service systems and media technology integration company, Diversified has continued to refine our expertise and expand our portfolio to meet the needs of today as well as tomorrow, emerging as a leading technology solutions partner with an unprecedented combination of reach and offerings.

At Diversified, we understand that implementing a new technology strategy is a major investment that impacts a variety of stakeholders throughout an organization, rippling through leadership and finance to IT and the ultimate end users. To help streamline what can easily become a daunting undertaking, we stand with clients as their trusted partner, leveraging the best in technology and ongoing advisory services to transform their business.



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