

Greenergy

Case Study

Fulfilling the vision of modern meeting spaces in Greenergy's new London office

The client

Greenery is a global supplier and distributor of transportation fuels, and a leading European manufacturer of waste-based biodiesel.

With over 1,700 employees worldwide, Greenery deliver safe, efficient and reliable fuel solutions for its customers.



The challenge

Greenergy was moving to its new Tottenham Court Road office and required meeting spaces that enabled effortless collaboration. Its previous experiences with overly complex AV systems had led to recurring issues, downtime, and frustration - making simplicity and reliability essential.

Key Requirements



Simplicity Above All

Greenergy wanted more than a quick installation, it needed a system that worked seamlessly with their needs and operations.



Reliability Without Fuss

The top priority was a solution that would “just work” and prevent the IT team from getting complaints about meeting spaces not functioning - a historic pain point they were determined to eliminate.



Effective Collaboration

Beyond ease of use, Greenergy sought a partner who could deliver a streamlined approach, accelerate design and implementation, and ensure the new office supported seamless, effective collaboration from day one.

The solution

A Fresh Approach

Greenery wanted to improve the reliability and user experience of its meeting spaces. The IT team recognised that reducing complexity was key to achieving this goal. As an existing technology partner, Natilik worked closely with the team to propose an alternative: a simplified solution designed to eliminate constant troubleshooting and deliver a seamless experience.

Executive Buy-In

With meeting spaces being critical to the new office, C-Level stakeholders were closely involved in ensuring the solution met their expectations. Natilik showcased its proven simplicity-driven design and stability, and convinced by the modern approach, Greenery decided against using a traditional AV partner with overly complex and equipment-heavy solutions.

Partnership in Action

Understanding the pressure on Greenery's IT team during the office build, Natilik took the lead by liaising directly with contractors. This hands-on support allowed Greenery to focus on other priorities, reinforcing an "in it together" mentality that quickly built trust.

The Final Design

Natilik delivered designs for small and large meeting rooms, the main boardroom, and a complex breakout area that could be used for events, town halls and internal communications. The solution provided seamless collaboration with a single cable connection for sharing and conferencing – replacing racks of equipment and multiple connections.

Natilik also deployed screens throughout the workspace, controlled by an online system to allow for internal messages to be shared and updated at the click of a button.

For example, the boardroom featured a *Cisco Room Bar, Samsung display, and SCT devices*, delivering a high-quality experience without excess hardware.

Ongoing Support

Natilik guided Greenery through the entire process, from initial showcase to installation, providing clarity and confidence at every stage. Beyond implementation, Greenery now benefits from Natilik's Managed Service, ensuring spaces remain fully supported, optimised, and ready for collaboration.





The outcome

Greenergy's new Tottenham Court Road office was delivered on time, within budget, and the solution meets requirements and expectations. The project not only resolved historic AV frustrations but also set a new benchmark for AV systems across the organisation.

Seamless Office Move

The new AV infrastructure was delivered ahead of schedule and within budget, supporting Greenergy's office move. By working closely with contractors, Natilik ensured a streamlined fit-out without delays.

Effortless Meeting Experience

Greenergy's teams now enjoy frustration-free meetings with reliable, easy-to-use spaces. No more recurring issues, downtime, or AV headaches - fulfilling the client's wish to "never hear about AV again."

Evergreen Technology

Operating over IP, the solution benefits from automatic software updates throughout its lifecycle. Devices regularly check for and download new RoomOS software, ensuring the system stays current and optimised without manual intervention.

Scalable Success

The success of this project has set a new standard for Greenergy. Impressed by the results, the company plans to replicate this simple, effective approach across other locations.

Time Back for IT

The streamlined solution has freed up valuable time for the IT team, allowing them to focus on higher-value projects and support Greenergy's ongoing growth.

By prioritising modern, streamlined AV, Greenergy's new London office sets a new standard for effective, hassle-free collaboration.

“Natilik invested time with us upfront to really understand what we wanted and the project has delivered on those objectives and we have seen the benefits since day one. Transitioning into delivery, Natilik owned the delivery process with consistent resource from the requirements stage to installation, ensuring the new AV infrastructure was ready in time for Greenergy’s office move. Post being live with the rooms, the automatic updates of features and enhancements have further improved the experience.”

James Herbert, IT & Security Director
Greenergy

Contact us

hello@natilik.com

natilik.com

London Office
9A Devonshire Square
London
EC2M 4YN
United Kingdom
[+44 203 597 8000](tel:+442035978000)

New York Office
2 Park Avenue
20th Floor
New York, NY10016
United States
[+1 646 766 8600](tel:+16467668600)

Sydney Office
Level 63
25 Martin Place
Sydney 2000, NSW
Australia
[+61 2 8294 5500](tel:+61282945500)

