



Non-Profit

# Empowering entrepreneurs to **innovate**

Invest Ottawa

To set its startup clients up for success, Invest Ottawa refreshed two meeting rooms at its Bayview Yards innovation hub with Lenovo ThinkSmart solutions—enabling reliable, high-quality hybrid meetings for local entrepreneurs.

Lenovo

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## Who is Invest Ottawa?

Invest Ottawa is the lead economic development agency for knowledge-based industries in Canada's capital, facilitating economic growth and job creation in Ottawa. Guided by a vision to help realize Ottawa's full potential as a globally recognized, innovative, inclusive and future-ready city, Invest Ottawa delivers venture development, global expansion and talent programs and services that catalyze the growth and success of entrepreneurs and firms. These include small business training, mentorship, acceleration for technology firms, foreign business and investment attraction, local business retention and expansion in targeted sectors, commercialization, and marketing Ottawa's diversified economy and high quality of life.

Invest Ottawa is also the manager of Bayview Yards, Ottawa's innovation hub and one-stop business acceleration shop, and founder and operator of Area X.O, the R&D complex for next-gen smart mobility, autonomy and connectivity technologies. Since 2013, Invest Ottawa has supported almost 14,000, contributed to the creation of more than 14,700 jobs, helped domestic companies raise \$1.86 billion in capital, and attracted \$1.47 billion in domestic and foreign direct investment to Ottawa. Explore Invest Ottawa's 2022 Economic Impact Report for additional details, or visit [www.investottawa.ca](http://www.investottawa.ca).



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## The Challenge

Bayview Yards is Invest Ottawa's basecamp, hosting some of the region's top technology talent. A dynamic and energized hub, Bayview Yards unites many organizations that provide services and support to entrepreneurs and firms under one roof.

During 2020, stakeholders at Bayview Yards quickly embraced hybrid working to help minimize the disruption of the pandemic—and Invest Ottawa sees that the trend is here to stay.



**Kara Eusebio**  
Director, Bayview Yards  
Growth and Success,  
Invest Ottawa



“One of our key goals is to drive economic growth and job creation across Ottawa. To empower entrepreneurs and startups to flourish, we aim to provide a high-quality office space that facilitates collaboration with potential clients and investors.”





**Lisa Hewston**

Senior Manager,  
Placemaking and Bayview  
Experience, Invest Ottawa



“Many of the startups that work at Bayview Yards have tightly integrated hybrid working into their business models. As a result, it’s never been more important for us to enable entrepreneurs to run their meetings effectively from Bayview Yards.”

Invest Ottawa recognized that the existing remote meeting infrastructure at Bayview Yards was unable to meet the needs of a hybrid workforce. Khaled Mostafa, Senior Manager, IT and Security at Invest Ottawa, confirms: “Our previous platform was unable to deliver the level of reliability we wanted, especially for larger meetings. Many of many of the entrepreneurs and organizations that we work with have deals on the line, so it’s crucial that everything works as they expect.”



**Khaled Mostafa**

Senior Manager, IT and Security, Invest Ottawa



“We use Microsoft Teams as our collaboration platform, so we reached out to Microsoft for help selecting a new remote meeting infrastructure. Lenovo came highly recommended as a reputable brand with excellent usability and security.”

# Building future-ready hybrid meeting rooms

Following an initial discovery call with Lenovo, Invest Ottawa decided to refresh two of its meeting rooms with Lenovo ThinkSmart solutions.

“The Lenovo Smart Collaboration Professional Services team virtually assessed our two meeting rooms and helped us identify the optimal solution for each of them,” recalls Eusebio. “In addition to a virtual assessment via video call, a member of the Lenovo team came on site to draw up a plan for the deployment and identify where to run cables.”

Hewston comments: “The Lenovo team was so well organized. They were on top of everything from start to finish—we were very impressed with how seamless and thought-through the process was.”

## Hardware

Lenovo ThinkSmart Hub  
Lenovo ThinkSmart Core  
Full Room Kit

## Software

Microsoft Teams Rooms

## Services

Lenovo Smart Collaboration  
Professional Services

In the smaller of its two meeting rooms, Invest Ottawa deployed a Lenovo ThinkSmart Hub—an all-in-one solution with a compact physical footprint. Together with a Lenovo ThinkSmart Cam, the solution includes a built-in touch controller, audio, compute, and integrated AI to frame whoever is speaking in the room so remote participants can see them clearly.

For the larger room, the organization selected the Lenovo ThinkSmart Core Full Room Kit IP. This modular solution enables Invest Ottawa to accommodate the longer distance between the front of room and the conference table by deploying tabletop microphones and a soundbar tuned for voice to ensure optimal coverage. Both Lenovo ThinkSmart solutions are built on the Microsoft Teams Rooms platform, and also support meetings on platforms such as Zoom, WebEx, and BlueJeans.



**“Our meeting rooms have very different acoustic properties, but Lenovo helped us build a solution that gives all attendees an excellent hybrid working experience. Getting started was easy—we were up and running in just two days.”**

**Lisa Hewston**

Senior Manager, Placemaking and Bayview Experience, Invest Ottawa

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## Results

With Lenovo ThinkSmart solutions powering its new hybrid working capabilities, Invest Ottawa has succeeded in bringing reliable, high-quality remote meetings to its Bayview Yards innovation hub.

Muzzammil Ahmed Siddiqui, Information Technology Analyst at Invest Ottawa, comments: “We used to be constantly firefighting issues with our remote meeting infrastructure, and technical problems were a frequent cause of delays. Since we switched to Lenovo ThinkSmart solutions, that’s all changed—the feedback we’re getting from our clients is very positive.”

Following an on-site training session from Lenovo, Invest Ottawa is using Lenovo ThinkSmart Manager to maintain and control its meeting rooms.

“We haven’t had much reason to use the Lenovo ThinkSmart Manager portal yet, because the solution has been running so reliably,” says Siddiqui. “However, the solution makes it easy to check the health of our devices, and integration with Teams Admin Center means we’ll be able to push out software updates to our rooms remotely.”



Both rooms ready to use after just two days



Boosts audio/visual quality



Delivers excellent reliability





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“Lenovo ThinkSmart solutions are quick and easy to use—our clients can simply connect to their meetings with a single touch, making them instantly ready to participate. One of the greatest benefits of using the Lenovo solution is its support for multiple streaming tools, including BYOD [Bring Your Own Device], which allows our clients to use their own laptops in the meeting room without being tied to a specific streaming platform. The ease of use is a massive advantage for our IT team, and we’ve received nothing but great feedback.”

**Khaled Mostafa**

Senior Manager, IT and Security, Invest Ottawa

# Why **Lenovo**?

After assessing multiple solution vendors, Invest Ottawa determined that Lenovo was top of the list—both for the build quality of its hardware and the responsiveness of its technical support.

“We worked extremely closely with the Lenovo Smart Collaboration Professional Services team—it was an outstanding collaboration,” says Mostafa. “Throughout the project, Lenovo was very well prepared and responsive to our needs.”

Following the installation, Lenovo proactively followed up with Invest Ottawa to check that the room was set up correctly and that the solution was working well. Mostafa adds: “Working Lenovo has been a great experience. We’re extremely impressed.”



# How do you help startups to network effectively?

Enabling reliable, high-quality hybrid meetings  
with Lenovo ThinkSmart solutions.

[Explore Lenovo Smart Collaboration Solutions](#)