GET IN TOUCH.

OBSERO

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STAY IN CONTROL.

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The Obsero Management Platform is used for the central monitoring and management of AV and IT systems.

With its global overview, proactive error detection, and analytics for room control, Obsero is the ideal platform for seamless integration into:

- **IT SERVICE MANAGEMENT TOOLS**
- **BUSINESS ANALYTICS**
- **MANAGED SERVICE CONCEPTS**

THE CENTRAL INTELLIGENCE FOR YOUR AV-IT LANDSCAPE

The integration of audiovisual (AV) technology into standard information technology (IT) infrastructure faces new challenges. Monitoring AV applications requires deeper insight into the functionality and interaction of components. The binary online status provided by conventional IT monitoring means that users are missing important information. This leads to reduced availability, loss of productivity, and frustration among users.

THE OBSERO MANAGEMENT PLATFORM WAS DEVELOPED TO CLOSE THIS GAP.

OBSERO: CORE PERFORMANCE AND ADDED VALUE

TRUE SERVICE INTEGRITY

Obsero goes beyond simple „ping" checks. The platform measures the real service integrity of the entire room and ensures that all components (such as camera, display, microphone) work together.

PROACTIVE SUPPORT

Errors are detected and reported before the user notices them. Remote maintenance reduces tickets and fixes problems immediately.

AUTOMATED INCIDENT MANAGEMENT

Direct integration into ITSM systems for automatic creation and assignment of support tickets in the event of warning messages.

MANUFACTURER INDEPENDENCE

A single, generic interface for controlling all devices – regardless of brand or proprietary systems.

SMART ENERGY MANAGEMENT

Central scheduling of idle times and automatic shutdown of unused rooms reduces energy costs and extends hardware life.

ROI THROUGH BUSINESS INTELLIGENCE

Usage data reveals not only failures, but also rooms that are avoided due to technical defects. This enables data-based investment decisions.

AV GOES IT.

Convergent networks are increasingly being used to connect AV and IT applications.

THE CONVERGENCE OF THESE TWO WORLDS IS CREATING NEW CHALLENGES FOR COMPANIES:

▬ ORGANIZATIONAL CHALLENGES

Traditional AV specialists need to acquire IT network knowledge, while IT departments need to deal with the specific requirements of audio and video signals (latencies, bandwidths, protocols).
This merging of roles means that it must be clearly defined who is responsible for which technology.

▬ NETWORK AND INFRASTRUCTURE CHALLENGES

AToday's AV signals place high demands on network capacity and require low latency, which places a heavy strain on IT infrastructure.
IT departments today demand standardized, secure, and centrally managed devices, while AV requirements often necessitate specialized hardware from different manufacturers.

▬ SECURITY AND COMPLIANCE

Every (AV) device connected to the network becomes a potential point of attack. These devices must meet the same strict security standards (authentication, encryption) as traditional IT assets.

THIS MEANS THAT IT NEEDS CENTRALIZED TOOLS TO MONITOR DEVICE STATUS, USAGE, AND SECURITY, WHICH IS DRIVING STRONG DEMAND FOR MANAGEMENT PLATFORMS.

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THE DIFFERENCES.

Standard IT monitoring tools are either completely ineffective or insufficient in the AV industry as they were not designed for the specific requirements and signal integrity metrics of AV systems.

While classic IT tools are designed to check server availability and network utilization, AV systems focus on functionality and the quality of the user experience.

The IT focus is mainly on binary states such as online status or CPU utilization. These metrics are not sufficient for a functioning AV system. The AV world needs information about service integrity. It is not enough for the video conferencing system to be online. Monitoring must know, for example, whether the display is providing an image, the camera is working, and the microphone is muted.

Furthermore, IT works with common and standardized protocols such as SNMP, ICMP, and WMI.

These protocols mainly provide hardware and network metadata.

TYPICAL SITUATION WITHOUT OBSERO

Although the display is not receiving an image, it is shown as online and functional in conventional IT tools.
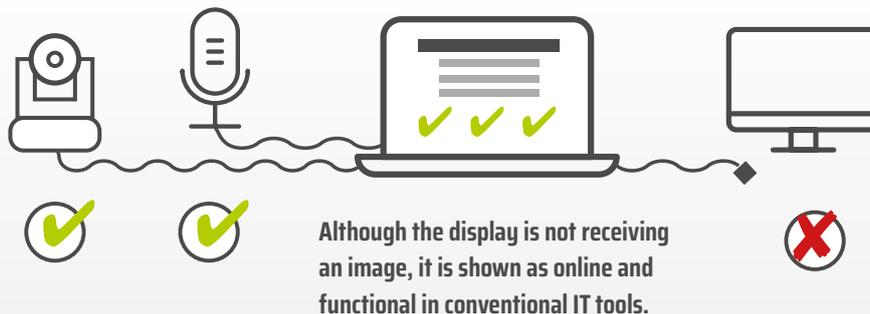
The majority of devices used in the AV world use proprietary protocols or APIs.
Standard IT tools therefore have neither a sufficient interface nor drivers to read this in-depth status information from the devices.
Due to the lack of context, common IT tools cannot recognize that three separate devices such as a camera, microphone, and display, which function individually, do not enable a functioning video conference when used together. Although the display is „online" (i.e., „green"), it does not output an image because the HDMI cable is unplugged or the wrong input is selected. Due to the lack of context, these complex dependencies cannot be processed and evaluated in a meaningful way and therefore cannot be monitored effectively.

This is why the Obsero management platform was created.

OBSERO VISUALIZES EXISTING INFORMATION FROM AV SYSTEMS AND MEASURES THEIR TRUE OPERATIONAL READINESS. MORE THAN JUST THE TYPICAL PING CHECK.

THE FUNCTIONS

▬ MANUFACTURER-INDEPENDENT MONITORING (MULTI-VENDOR)

Central monitoring of the status of AV, UC, and IT devices from different brands via a single platform.

▬ REAL-TIME DIAGNOSTICS

Provides the current status of rooms and devices to gain immediate insight into errors and their causes. Comprehensive logging of device data enables traceability and analysis of errors that occur.

▬ PROACTIVE ALERTING

Generates automated alerts when problems are detected, often before users notice them.

▬ INCIDENT-MANAGEMENT

Detection and logging of errors. Classification and prioritization of incidents. Response in the form of automated alerts. Connection to ITSM systems is possible.

▬ REMOTE TROUBLESHOOTING

The uniform user interface enables remote support. Through comprehensive evaluation of device metrics, errors can be identified and the first steps toward resolution can be taken remotely (device restart, device on/off, switching video sources, etc.).

▬ DEVICE INVENTORY

Maintains a central, constantly updated directory of all managed AV/UC/IT assets.

▬ USAGE ANALYSIS (BUSINESS INTELLIGENCE)

Collects and visualizes data on room and device usage.

▬ DATA PROTECTION

In order to comply with GDPR requirements, only personal data necessary for operation is collected, processed, or stored.

▬ UNIFORM USER EXPERIENCE

Supports the provision of consistent interfaces and experiences across different room and device types.

▬ ENERGY MANAGEMENT

Manages standby times, idle times, and the operating status of rooms and devices. This enables significant energy savings to be achieved and optimizes and extends the service life of the devices in the room.

THE OBSERO AGENT

THE DEDICATED SECURITY AND DATA INTERFACE

▬ NECESSITY

Since modern AV devices run over the IP network, they are considered potential attack vectors. The Obsero Agent is necessary to securely integrate these devices into the company's IT infrastructure while maintaining the highest data protection standards.

▬ FUNCTION AND USE

The agent forms the interface between the room and the Obsero management platform and acts as a local security barrier. It can be integrated into the room either as a virtual machine or as a physical gateway. The agent only initiates encrypted connections to the platform (outbound-only principle). Using generic drivers and a comprehensive API, it enables the seamless integration of all common media control systems and the control of end devices (multi-vendor).

▬ ADVANTAGES (SECURITY AND DATA PROTECTION)

The agent guarantees maximum data protection and serves as a data protection gateway. It only collects technical metrics. No personal data leaves the room, is processed, or stored permanently. This ensures compliance with the highest compliance requirements in the corporate network.

OBSERO AGENT

With a comprehensive API, the Obsero Agent enables seamless integration of all common media controls (such as Crestron, AMX, Extron, Q-Sys, or CUE).

OBSERO
MANAGEMENT PLATFORM

OBSERO AGENT

MEDIA CONTROL

OBSERO

Generic drivers can be used to import relevant control and device information into the Obsero Agent and to receive and trigger control commands from the Obsero Management Platform.

Obsero also offers its own deeply integrated device drivers for various devices.

WITH CONFIDENCE.

Obsero integrates several security features to CONFIDENTLY ensure the secure and compliant management of AV/UC/IT systems. Since AV systems are now part of the IT infrastructure, Obsero attaches great importance to network security and the protection of operating data.

The most important security features of Obsero include:

- **ENCRYPTED CONNECTIONS THROUGH TLS 1.3 (TRANSPORT LAYER SECURITY)**

- **LOGICAL TENANT SEPARATION (MULTI-TENANCY ISOLATION)**

- **FULLDISK ENCRYPTION USING AES-256**

- **3-2-1 BACKUP STRATEGY**

- **COMMUNICATION FOLLOWS THE „OUTBOUND-ONLY PRINCIPLE"**

  Furthermore, there is a strict network separation between the „data plane" and the „control plane." All data transfers between the agent and the platform take place exclusively via encrypted channels.

- **COLLECTION OF PERSONAL DATA**

  When collecting personal data, the application follows the principles of data avoidance and data minimization. Only personal data necessary for operation is collected, processed, or stored.

- **ACL-BASED ACCESS CONTROL OF OBSERO AGENTS**

- **OPERATION EXCLUSIVELY IN GERMAN DATA CENTERS**

  All infrastructure for operating the Obsero Management Platform is located exclusively in German data centers. This ensures compliance with German and European data protection standards (GDPR) and offers the highest level of legal certainty. Our data centers are certified according to ISO/IEC 27001:2022 and SOC2. Furthermore, they are EMAS/ISO 14001 certified. No data transfer outside EU/EEA

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THE OBSERO UX ADVANTAGE

The Obsero Management Platform is more than just a technical monitoring tool, it guarantees a smooth user experience across the entire collaboration landscape. The top priority is to eliminate the frustrating friction losses that employees experience in meeting rooms – the „ten-minute technology search" that delays every meeting.

Obsero ensures that the technology delivers consistently and reliably. By measuring true service integrity—not just simple online status—Obsero proactively knows whether all components are working together before the user even enters the room.

If a problem does arise, remote troubleshooting allows the IT team to quietly fix issues in the background, often without interrupting the meeting or requiring a technician on site. This increases employee satisfaction and maximizes the productivity of executives and teams.

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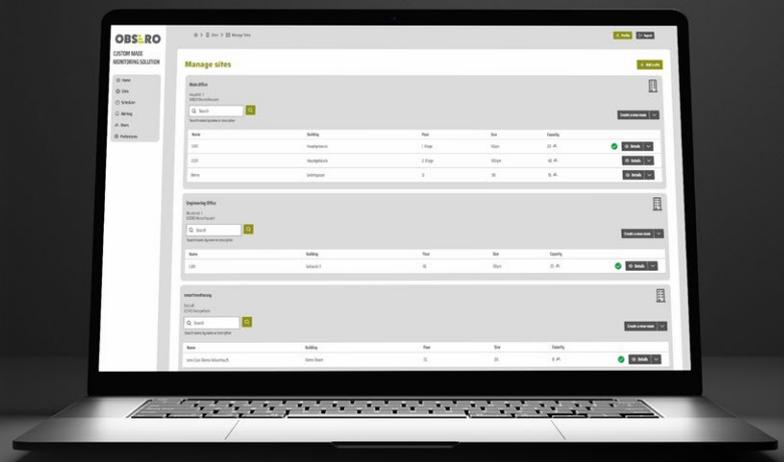
FOCUS ON THE
USER EXPERIENCE

Another key UX benefit is the consistency of support. In heterogeneous AV environments, the support team often encounters a confusing variety of control interfaces and proprietary management tools, depending on the manufacturer. Obsero breaks through this complexity by ensuring room-independent and intuitive remote control logic via the central Obsero Management Platform.
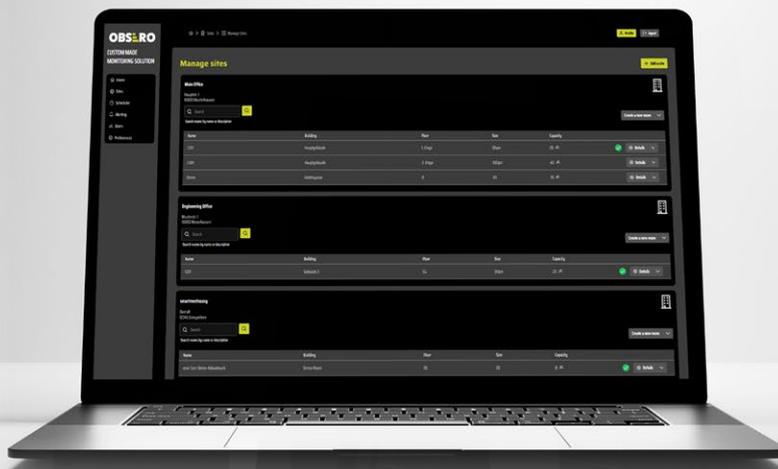
TECHNOLOGY THAT
SIMPLY WORKS

For support staff, this means dramatically reduced complexity. Regardless of which manufacturers' equipment is installed in the room, remote control is carried out via generic device groups such as „displays," „microphones," or „wireless presentation systems." Since the basic functions of these devices (e.g., power on/off, volume, mute) are usually identical, Obsero enables uniform, generic control of these functions across many brands. This dramatically speeds up troubleshooting and repair, as the support team no longer has to struggle with manufacturer-specific interfaces.

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Finally, Obsero uses the collected data to continuously optimize the physical meeting environment itself. These usage analyses not only identify failures, but also show which rooms are avoided due to poor technology (or oversizing) – the so-called „gray zone rooms." These data-driven insights allow you to reinvest in resources in a targeted manner, thereby sustainably enhancing the user experience and maximizing the ROI of your collaboration technology. Obsero transforms technology into an unobtrusive enabler and ensures that your employees can concentrate on what matters most:

THEIR WORK.