

The Hidden Cost of Disconnected AV Tools

Why Separate Systems for Design,
Proposals, Project Management and
Service Are Slowing AV Businesses
Down

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Executive Summary

This whitepaper is intended for AV integrators, systems designers and business leaders seeking to improve operational efficiency, strengthen project visibility and support sustainable growth without increasing organizational complexity.

Across the AV industry, many organizations rely on five or more disconnected tools to manage system design, proposal creation, project management and post-installation service operations. As project data moves between systems, visibility declines, manual handoffs increase and operational inefficiencies begin to affect project delivery, team productivity and overall customer experience.

Trusted by more than 30,000+ professionals across 130+ countries, XTEN-AV represents a growing shift toward a more connected way of operating. As AV projects become increasingly complex, maintaining accurate project details across multiple platforms can be difficult. Often leading to inefficiencies which affect coordination, visibility and overall business performance.

XTEN-AV addresses these challenges through an integrated cloud-based AV ecosystem comprising XAVIA, X-DRAW, X-DOC, X-PRO Install and X-PRO Service. By connecting automation, system design, proposal, project management and post-installation service within a single centralized platform, XTEN-AV allows AV businesses to reduce operational friction, improve collaboration and maintain consistency across projects, teams and customer engagements.

This document examines the hidden costs of disconnected AV tools. Also, presents customer experiences, industry insights and measurable outcomes which describe the benefits of greater alignment across teams, processes and projects.

1. Understanding The Challenges

Why AV Firms Still Rely on **Separate Tools**



As AV firms expand, new tools are introduced to solve immediate operational needs. AV designers depend on CAD drawing software. Sales teams rely on proposal tools. Project managers use scheduling applications. Service teams track records, tickets and customer history.

According to [AVIXA's Pro AV Business Index Report](#), 75% of integrators reported active work in corporate office projects and remodels, highlighting a rise in complex, multi-stakeholder environments that demand strict coordination across various functions. As workloads scale, organizations increasingly adopt separate tools to support each stage of the delivery process. .



What starts as a practical setup slowly becomes difficult to control. Project details get scattered across emails, spreadsheets, Word files, PDFs, shared folders and separate platforms. Each team may complete its own tasks, but the project loses continuity.



The real challenge is not using multiple tools.

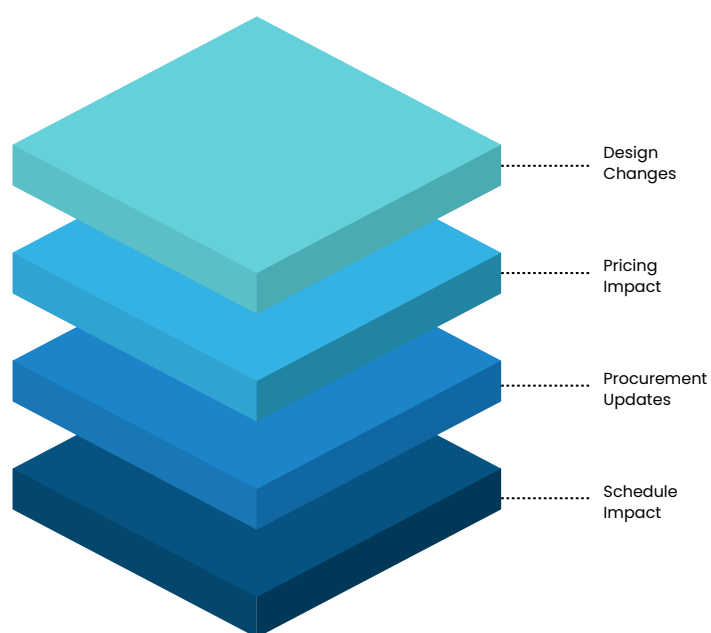
The problem begins when those tools do not share critical project information. That is where delays, missed updates and visibility gaps begin.

1. 1. Understanding The Challenges

Where Scope Changes Create Risk

AV projects usually change after the initial design, but separate tools make those changes more challenging to control. A client may add displays, change room layouts, request different equipment or approve a revised scope. Each change affects design, pricing, procurement, scheduling and overall installation planning.

When these updates are managed across multiple disconnected tools, teams can lose track of what changed, who approved it and which version to follow. This turns scope changes into project risk, where margins become harder to protect, timelines grow more complex to manage, and teams spend more time resolving confusion than executing planned work.



Disconnected tools turn simple updates into complex risks.

1. 2. Understanding The Challenges

The Hidden Costs AV Businesses Often Overlook

In AV projects, even small visibility gaps can lead to extra labor, delayed approvals, field confusion and reduced visibility across the business.

Here are some hidden costs AV businesses often experience:



Duplicate Work

Teams recreate AV drawings, BOM details, proposal inputs or service notes that already exist elsewhere.



Unclear Final Versions

Verifying design files, proposals and project records becomes challenging.



Slower Client Approvals

AV Sales teams wait longer when pricing, scope or documentation needs another check.



Onsite Rework

Field teams may need to correct issues caused by outdated drawings or missing project details.



Limited Business Visibility

AV business owners struggle to clearly see project status, workload, service history and delivery risks.

Where AV Deployments Start to Fall Behind!

Even well-planned deployments can fall behind when critical project details are difficult to access or verify.

The following issues commonly affect final project execution:

01 Scheduling Gaps

Deployment timelines turn increasingly complex to coordinate.

02 Procurement Delays

Equipment orders are affected by missed updates or approvals.

03 Field Uncertainty

AV Technicians spend time clarifying drawings, scope or site requirements.

04 Site Readiness Issues

Installation work slows when dependencies are not aligned.

05 Customer Communication Gaps

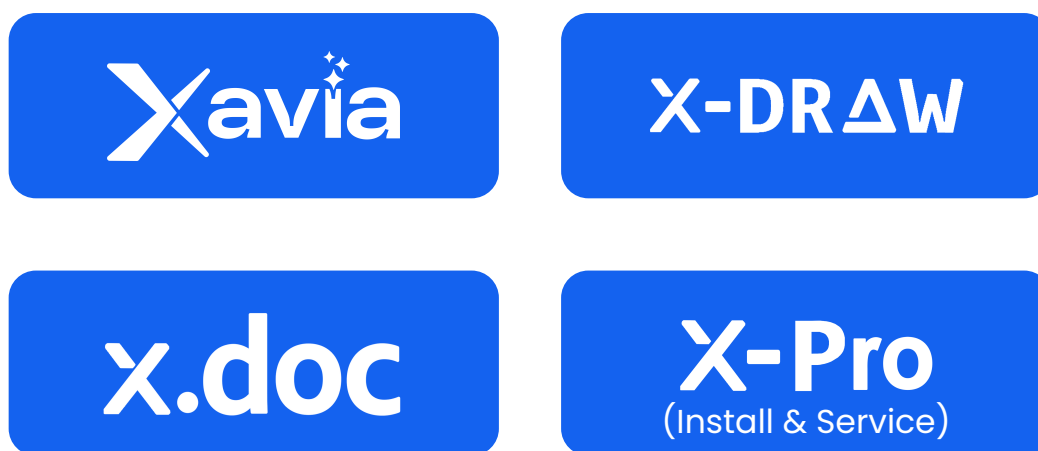
AV project updates become challenging to manage and track.

2. The XTEN-AV Ecosystem

The Shift Towards The XTEN-AV Ecosystem

As project complexity grows, keeping information aligned across design, proposals, project management and service becomes harder. A more connected operating model helps reduce manual handoffs, improve visibility and keep every stage moving with greater clarity.

This is where XTEN-AV fits in. Instead of forcing teams to manage design, proposals, project management, service and AI automation across separate generic tools, XTEN-AV brings these functions into a single cloud-based AV platform.

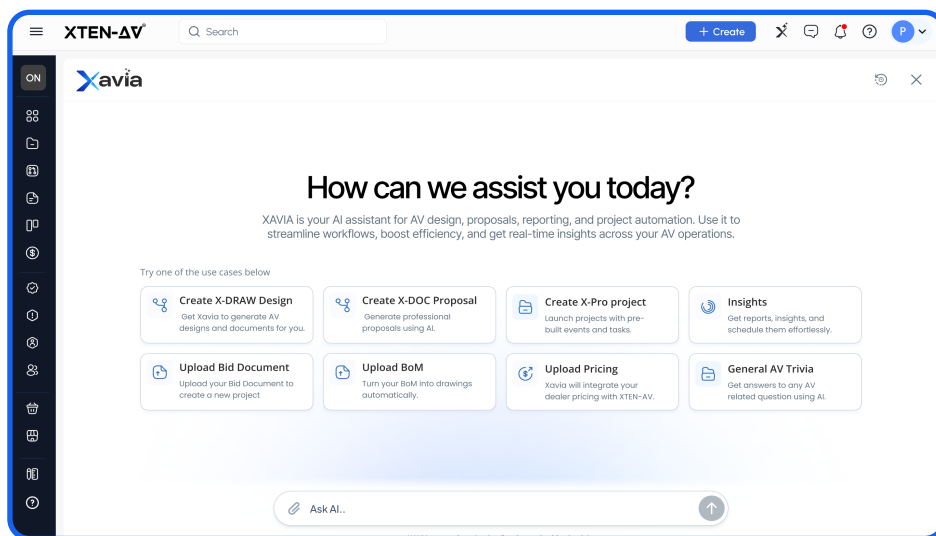


Together, these modules help replace fragmented processes with a connected ecosystem built for how AV projects are designed, sold, delivered and supported.



AV Industry's First Ever AI Agent

XAVIA is an AI agent specially built for the AV industry to turn simple voice or chat commands into project-ready outputs. Instead of spending hours on manual setup, AV teams can use XAVIA to generate BOMs, system designs, client-ready proposals and Gantt charts faster, keeping projects moving with less repetitive work.



Key Capabilities of Xavia

BOM Recommendation

Dealer Pricing Access

Design Automation

Rack Layout Generation

Proposal Automation

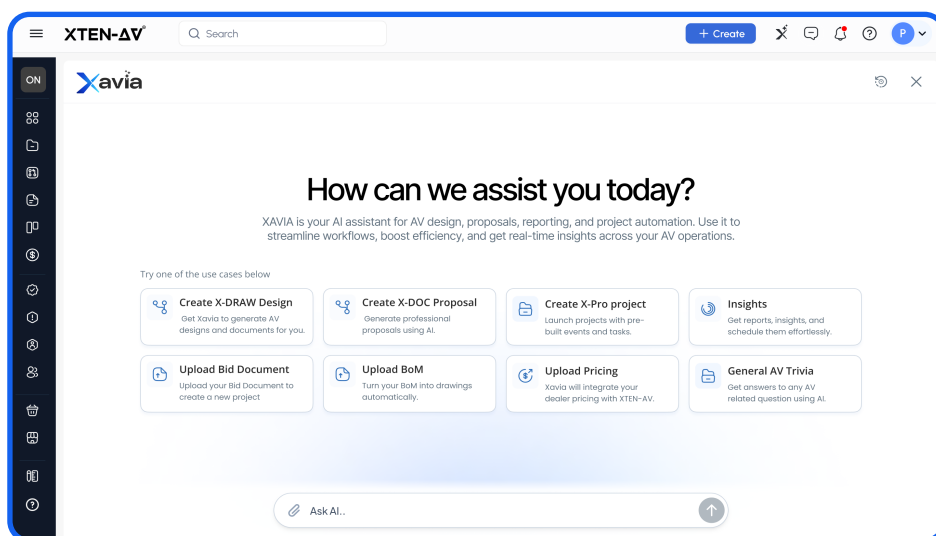
Dedicated Mobile App

Insight Reporting

Revision Tracking

“Turn Simple Prompts into Field-Ready Deliverables with XAVIA”

X-DRAW is a cloud-based AV drawing platform built for designers and integrators. It allows teams to create schematics, signal flow diagrams, rack layouts, floor plans and installation drawings in a purpose-built AV design environment. With patented Drawing Automation Technology and access to a 1.5M + product library across 5,200+ brands, X-DRAW allows teams to create accurate AV drawings faster and manage design documentation with greater ease.



Key Capabilities of X-DRAW

AV Schematics

Cable Labeling

Signal Flow Diagrams

AV Design Templates

Rack Elevations Diagrams

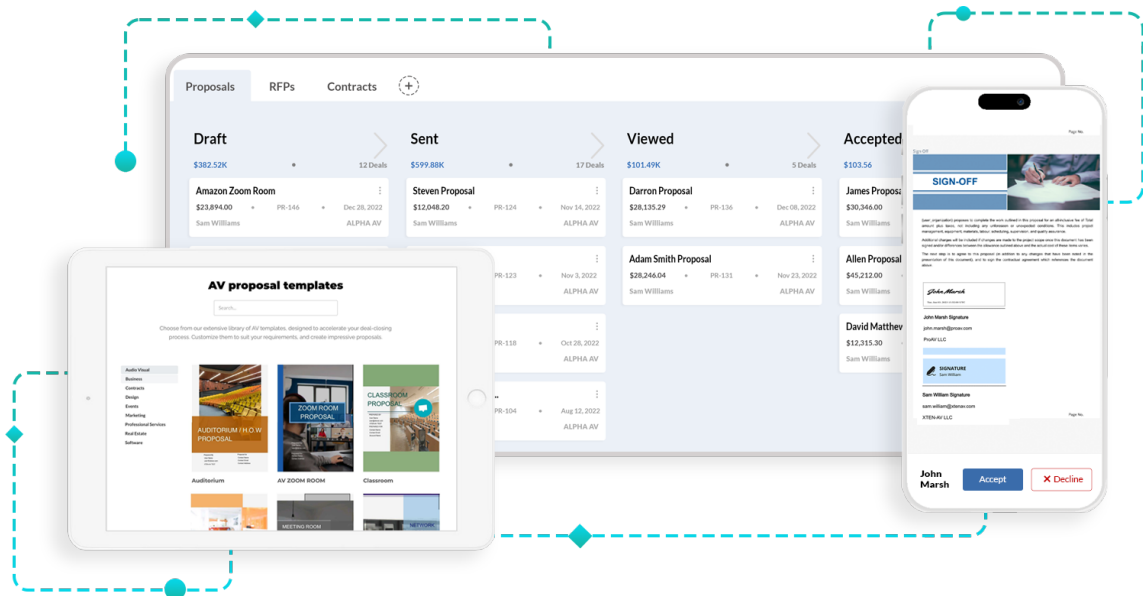
AI-Powered Search Sense

Floor Plans

Cloud-Based Collaboration

*"Turn AV Layouts into Logic
with X-DRAW"*

X-DOC is a smart AV proposal and documentation platform built for AV sales teams. It replaces fragmented tools for spreadsheets, document editing and digital signatures. Teams can create proposals, calculate costs, labor, track client engagement, collect approvals and manage documents from one centralized cloud-based platform.

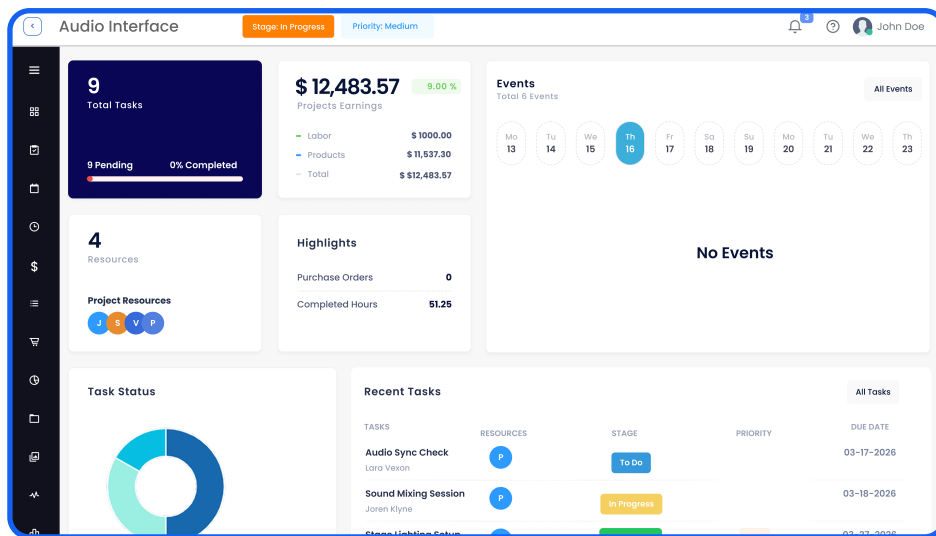


Key Capabilities of X-DOC

- Proposal Templates
- Proposal Tracking
- Document Styling
- Digital Signatures
- Cost Estimation
- Mobile Approvals
- Labor Estimation
- DFY Templates

“Create, track and close AV proposals faster with X-DOC.”

X-PRO Installation is one of two modules within the platform, alongside Service. Built specifically for AV professionals, it brings planning, scheduling, inventory, purchase orders, invoicing, field updates and task tracking into one connected system. Project managers gain clear visibility into execution, while technicians access drawings, log time, update tasks and share progress from mobile devices.



Key Capabilities of X-PRO Installation

Task & Event Management

Mobile Field Access

Project Scheduling

Clock In / Clock Out

Inventory Tracking

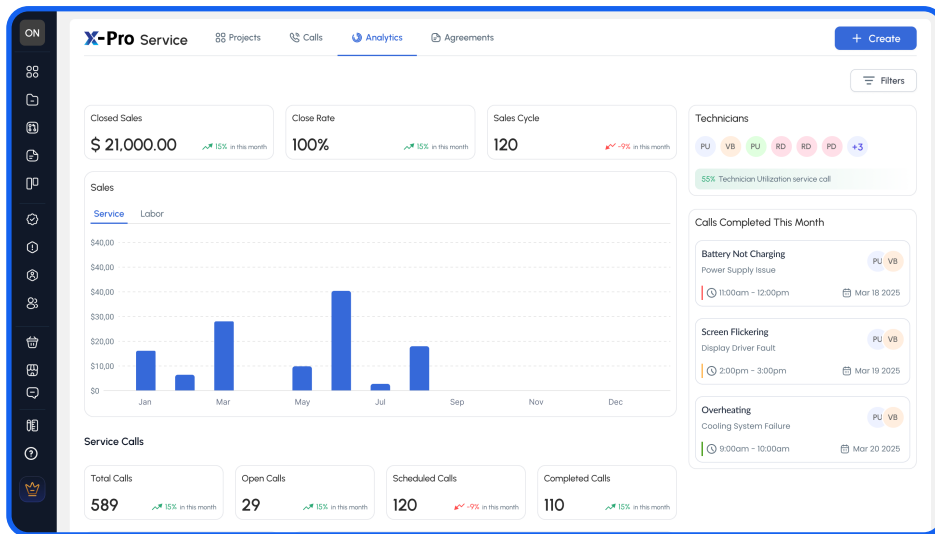
Resource Allocation

Purchase Order Management

Project Visibility

*"Manage AV Projects
Anytime, Anywhere with
X-PRO."*

X-PRO Service is XTEN-AV’s latest module for managing after-sales operations from a centralized platform. It brings service contracts, service calls, agreements, technician activities and analytics into one connected environment. Post-installation support stays linked to original project records, giving teams clearer visibility, smoother operations, and better insight into performance and recurring revenue.



Key Capabilities of X-PRO Service

Service Call Kanban

Contract Management

Service Call Details

Assign & Track Technician

Service Agreement Pipeline

Service Calendar

Service Analytics Dashboard

Invoice Management

“Keep Every Service Call, Contract and Customer Record Connected with X-PRO Service”

Customer Evidence and AV Industry Validation

Real-world outcomes, industry adoption and customer perspectives demonstrate the value of connected AV operations.

Before & After: The XTEN-AV Difference

From disconnected tools to one connected AV Ecosystem.

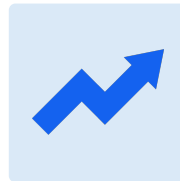
Process	Traditional AV Workflow	XTEN-AV
AV Design	Generic CAD tools	AV-specific design platform
BOM Creation	Manual spreadsheets	Auto-generated from design
Proposals	Separate tools and workflows	Built-in proposal workflow
Project Management	Standalone systems	Managed in X-PRO Installation
Service Management	Emails and spreadsheets	Managed in X-PRO Service
Revisions	Manual updates across files	Real-time synchronization
Team Knowledge	Knowledge trapped in local files	Shared cloud platform
Automation	Manual repetitive tasks	AI-powered workflows

Key Metrics & Proof Points

Evidence of adoption, trust and business impact across the AV industry.



30,000+ AV Professionals
Active user base across 130+ countries



30-40% Sales Conversion Increase

Reported by XTEN-AV users after adopting X-DOC



U.S. Utility Patent
Drawing Automation Technology patented for AV workflows



1.5M Products / 5,200+ Brands

Comprehensive AV product library for design and BOM creation



100+ Proposal Templates

Ready-to-use, AV-specific templates for client-facing



5-Star Capterra Rated

Recognized for ease of use, support and value



15-Day Free Trial

No credit card required



Trusted by Leading Brands

Yamaha, Samsung, Apple, Harvard, Panasonic, Ricoh, Kramer, Snap One, Northwestern

What AV Leaders Say About XTEN-AV!

The best measure of any platform is the success of the professionals who use it. Here's what AV industry leaders have to say about their experience with XTEN-AV.



A Platform Unlike Anything Else in AV

"The best measure of any platform is the success of the professionals who use it. Here's what AV industry leaders have to say about their experience with XTEN-AV."

-Jon Alessi
Ricoh Europe



One Unified Platform. Fewer Tools.

"It reduces costs for smaller companies by eliminating the need for 4 or 5 other software tools into a single package."

-Michael Petracca
Trewthsolutions



Keeping Designs and BOMs in Sync

I have been using XTEN-AV for over a year. The synchronization between my Bill of Materials and design drawing makes my designing sessions super easy."

-Gerald Irlinger
Video Connex



Driving Efficiency Across Design and Proposals

"The value that XTEN-AV brings has improved Spinitar's efficiency in Proposal creation, Bill of Materials, Design and CAD, to name a few."

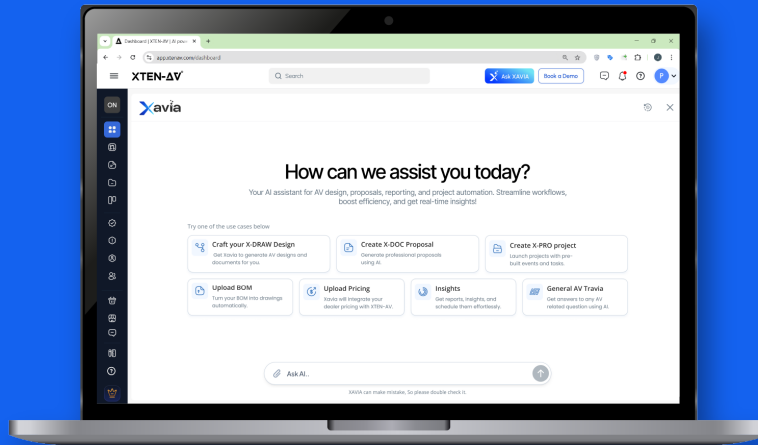
-Jay Rogina
Spinitar

Conclusion

Disconnected AV tools create operational inefficiencies and information gaps. These gaps slow decisions, reduce visibility and make projects difficult to manage. As project complexity increases, design, proposals, project management, service and AI automation must stay connected. XTEN-AV brings these functions together through XAVIA, X-DRAW, X-DOC, X-PRO Install and X-PRO Service, allowing AV professionals to work with greater clarity and speed.

Move Beyond Disconnected Tools with **XTEN-AV**

Experience a connected AV ecosystem built for design, proposals, project delivery, service management and AI-powered automation.



Get Started with a Free 15-Day XTEN-AV Trial.

[START YOUR FREE TRIAL](#)