



## **FOR IMMEDIATE RELEASE**

Media contact: Staci Walter, Marketing and Communications Manager, [swalter@herman-is.com](mailto:swalter@herman-is.com)  
727-372-4891

### **Herman Announces New Pre-Sales Engineering Solution at InfoComm 2015**

**TAMPA, FL., JUN 17, 2014** – Herman ([www.Herman-is.com](http://www.Herman-is.com)), the leading nationwide provider of professional AV products, procurement services and labor resources to systems integrators in the commercial AV and broadcast industries, announced today the presentation of a new pre-sales engineering solution, the [Herman Pocket Engineer™ app](#).

The Pocket Engineer (PE) app allows systems integration sales professionals to collect data needed to accurately and consistently quote projects in the pre-sales phase. Data is gathered in a standardized format in order for proposals to be developed and delivered to customers quicker. Engineers save valuable time by eliminating the frequent exchanges with the sales person to collect the necessary information to effectively engineer a proposal. In addition, the sales team can share images of the site with the engineer using the app.

While Pocket Engineer is set up to send the needs analysis to the system integrators' internal engineering team, PE can also be utilized to take advantage of Herman's industry certified engineers. When resources are tight, the needs analysis can be forwarded to Herman engineers. Herman Engineers will prepare editable, engineering documentation to complete your customer proposals within 72 hours of receipt.

"Pocket Engineer offers a unique, new approach to an age-old problem for systems integrators – providing accurate, consistent, and timely engineering quotes to customers by gathering accurate data the first time," said Chris Bianchet, President of Herman Integration Services. "It can also release costly engineering resources to work on post sales projects rather than pre-sale unknowns. We are making this solution simple, quick and reliable, while keeping pre-sales engineering costs manageable and predictable."

The product will be demonstrated at InfoComm 2015, and information will be available for review at the Herman booth #4770.

#### **About Herman**

Herman is a leading provider of professional AV products, procurement services and labor resources to systems integrators in the commercial AV and broadcast industries. With two distinct and complementary divisions - Herman Pro AV and Herman Integration Services – Herman is the single source for industry leading products, procurement and supply chain solutions, as well as technical labor resources. Systems integrators rely on Herman for complete project coordination and trained, experience personnel. Celebrating 52 years in business, Herman has leveraged its industry experience to help integrators improve operational efficiencies and achieve cost savings related to the procurement and management of project materials and labor resources. Visit [www.HermanAVGroup.com](http://www.HermanAVGroup.com) to learn more.