



# Level Up: How Softcat helped SEGA Build a Future-Ready HQ in Under a Year

Published

## The client

SEGA Europe is a leading interactive entertainment company and a subsidiary of SEGA Corporation, headquartered in London. Known worldwide for iconic franchises like Sonic the Hedgehog and Football Manager, SEGA Europe manages publishing, distribution, and

development across multiple studios, including Creative Assembly and Sports Interactive. The company has a reputation for creativity and innovation, delivering immersive gaming experiences to millions of players.

## Key facts



## The challenge

SEGA's Brentford office was set to be demolished to make way for new developments near Brentford Stadium. This wasn't a planned move. It was a forced relocation that came with a ticking clock and plenty of complexity.

After searching for options, SEGA chose a new site at Chiswick Business Park. The catch? It was a complete shell. No infrastructure. No cabling. Not even toilets. Everything had to be built from scratch.

As Jide Agbalaya, Head of Tech Services at SEGA Europe, explained: "It was a bit daunting because we had a reduced team at the time and therefore my remit had grown a fair bit... Historically I was just planning to design and build the server room. But now I'd been given the tender to then also create, design and build the meeting rooms and some of the communal areas within the office."

The timeline was tight, less than a year to design and deliver a fully operational office. SEGA was consolidating their previous two floors to one, which meant space planning was critical. At the same time, the company wanted to incorporate a growing list of requirements gathered from previous studio projects: advanced AV capabilities for town halls, modern meeting spaces, and robust IT infrastructure to support hybrid working.

Budget constraints added another layer of pressure. Lead times for hardware were a concern, and internal resources were stretched thin. SEGA needed a partner who could manage complexity, provide strategic guidance, and deliver a high-quality solution without missing the deadline.

## Critical success factors



## The Solution

### Softcat stepped in early. That was key.

Early engagement meant timelines could be managed and resources allocated effectively. Drawing on its long-standing relationship with SEGA, Softcat took a consultative approach - listening first, then designing a solution that balanced cost, functionality, and scalability.

John Dixon, Workspace Collaboration Consultant at Softcat, summed it up: "We worked with Jide and the wider team to assess what kit can we reuse, and what kit do we need to replace? Then agree exactly where that was going to be put and what meeting space so on and so forth in the new location."

Softcat partnered with Carillion for end-to-end delivery. That included hardware supply, installation, and ongoing support. Logitech's video conferencing ecosystem was chosen because SEGA already had some existing kit and experience. This allowed around 40% of existing kit to be repurposed, while 60% was upgraded to meet new requirements. The result? Significant cost savings without compromising quality.

To make sure SEGA was confident in its choices, Softcat organised demo sessions at Logitech's London centre. The team could see, touch, and test the latest innovations before committing. Beyond meeting rooms, Softcat and Carillion delivered a full AV solution: LED video walls, digital signage, and scheduling panels. A standout feature was the bespoke town hall space known as "Club SEGA," designed for monthly shout-outs and hybrid meetings with advanced audio-visual capabilities.

Of course, no project of this scale runs perfectly. Lead times for certain hardware slipped. Some equipment was damaged prior to installation. But Softcat and Carillion responded fast; sourcing replacements, adjusting plans, and keeping everything on track. As Jide put it: "They've gone above and beyond to make sure that when we had that move date, which couldn't be moved up, they hit that target."

## Solution highlights



## The benefits

“The reception has been exceptionally well received. People are really impressed with the large LED display that sits in our reception area - it's the showstopper that we wanted. The meeting rooms look really slick, with a clean aesthetic and great build quality”

Jide Agbalaya  
Head of Tech Services at SEGA Europe

The project was delivered successfully within the required timeframe. Installation took just over 30 days, including weekend work. SEGA saved money by reusing existing hardware and benefitted from a collaborative approach that kept disruption to a minimum.

The feedback? Overwhelmingly positive. "The reception has been exceptionally well received. People are really impressed with the large LED display that sits in our reception area - it's the showstopper that we wanted. The meeting rooms look really slick, with a clean aesthetic and great build quality."

The new town hall space has been a game-changer for SEGA's monthly shout-outs and hybrid meetings: "We used to run these town hall meetings from the kitchen in our previous office... we had several issues from audio and visuals and it wasn't the slickest. Now, with ceiling-mounted speakers, projector screens, and integrated Teams functionality, it's a really impressive part of the office

and definitely the part of the project I'm most proud of." Softcat and Carillion's responsiveness during installation was another highlight: "It's always a test to the partner when things go wrong and to see how they react and adapt... They've gone above and beyond to make sure that when we have this moving date, they hit that target."

Beyond aesthetics, the new office has improved collaboration and productivity. Meeting spaces are equipped with intuitive technology that supports hybrid working. Digital signage and LED video walls enhance internal communications. And the AV solution in Club SEGA has elevated company-wide events, enabling seamless in-person and remote participation. Post-launch support has been proactive, with Softcat and Carillion addressing minor issues quickly to maintain operational excellence.

## Benefits at a glance



## Why Softcat

SEGA's decision to partner with Softcat was rooted in trust and proven performance: "We've had the same account manager now for as long as I've been around and they are very receptive and professional. Softcat are always easy to talk to, easy to collaborate with and it's a testament to the team that when project issues crop up, as they inevitably will, that it's handled with the utmost care and attention."