



## Case Study

# Private Equity Firm Technology Upgrades

Profound Technologies was hired in 2018 by the Co-Founder and Co-CEO of Swallowtail Capital Partners, to incorporate technology into their first home. The project presented various obstacles, including a limited budget, demanding requests, and ultimately frequent service calls. Despite their best efforts, Profound Technologies feared losing the client due to the recurring challenges. However, a few years later, the original client sought recommendations for his new office build-out. To their surprise, Profound Technologies was recommended by numerous sources, leading to a pivotal opportunity to rebuild trust and showcase their expertise.

Upon being invited to another project meeting, Profound Technologies engaged in an open and honest discussion with Swallowtail Capital Partners by addressing their needs, and previous issues encountered, and sharing their own assessment of those challenges. The outcome of the meeting proved instrumental in securing a renewed opportunity to collaborate. The initial project involved setting up three conference spaces on the fifth floor, with the

potential to expand to four or five additional rooms on the eighth floor once it was built out.

Throughout the project, Profound Technologies demonstrated its commitment to being a reliable and adaptable partner. This trust became particularly valuable when a last-minute decision was made to include an Audio System and a Sound Masking system in the lunchroom. The Armstrong Ceiling slatted finish presented a hurdle for incorporating speakers into the space.

Overcoming a significant challenge, the team leveraged their recently established partnership with an Italian manufacturer, K-Array, to install mini speakers discreetly in the unique Armstrong Ceiling. The speakers were cleverly concealed between the slats, while a subwoofer remained hidden in the ceiling above. This innovative solution satisfied the client's aesthetic preferences and allowed for the automatic activation of pink and white noise generators during conferences. Moreover, the system could be utilized for employee music needs, creating a harmonious blend of practical technology and aesthetics.

The successful integration of technology and the exceptional results left Swallowtail Capital Partners

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more than satisfied. Delighted with Profound Technologies' performance, the client even requested services for an office technology upgrade at their new house. Co-founder and Co-CEO of Swallowtail Capital Partners said, "Things are working wonderfully at the office! Not only are there no complaints but lots of compliments on durability, ease of use, reliability, etc., so we are all very pleased with how that's working."

With the successful completion of the initial project and the client's overwhelming satisfaction, Profound Technologies has solidified its position as the vendor of choice for all future endeavors. Bradd Fisher, President of Profound Technologies explains how, "Our reputation brought us back in front of a client and presented us with an opportunity to redeem ourselves to show our expertise, and rebuild the trust with a client that otherwise would have been lost." Plans are already underway for the completion of the 8th floor and an additional expansion on the current floor, further showcasing the client's trust and confidence in the company's capabilities. Recognizing the value and expertise offered by Profound Technologies, the client expressed a commitment to engaging their services for future projects, ensuring that the company's expertise will be utilized to its full potential.

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