



A simple conversation.

When a massive marketing corporation like CMP (Comm Media Partners) engages your company for a large project, you readily and happily accept. Trevor Depp, an account executive for Profound Technologies, is excited about the relationship his company has built with one of the largest advertising firms in the world. Trevor explains how Profound developed such an important business relationship: "We have had a great relationship with CMP for three years now but this particular project was so important because it was significantly more expansive and critical than the other projects we've done together. They know they can count on us to do the job quickly, on budget, and efficiently, so they trusted us with the larger projects. This is a pretty big deal because CMP is a global leader in the marketing industry with over 600 agencies under their umbrella. This is a company you don't want to disappoint."

The company was pressured to reconfigure their office space, transforming their headquarters in New York City from eight floors to four. Trevor describes CMP's situation and why they needed Profound's services: "Condensing all of these disparate advertising agencies to half the space had the potential to create some problems. It also had the potential to add a great deal of efficiency and cost savings. Imagine balancing disgruntled companies changing their environment, then having to place them in a smaller space and ask them to share conference rooms. It isn't an easy task to keep everyone happy."

CMP's CTO Scott Smith shares his perspective on their

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problem and the eventual solution found with Profound: "When an employee working for a sub-company is thrown together with his competition on top of having to deal with various changes in work environment and technology, he isn't going to be happy. In order to avoid all of those disgruntled advertisers and remove some stress with the collaboration meeting suite, we hired Profound. They are the best at balancing user satisfaction while working fluidly with the other trades in a construction project."

Profound's main duty with this project was to provide a simple and easy to use technology solution for the meeting rooms that unite all of the companies who had previously used their own systems. This audio visual portion is the final piece and a sizable portion of the renovation process. CMP's problem, however, was their serious time restraint, since they needed to be ready for customers in a very tight time window. Having already made some office revisions, they still needed someone who could come in and quickly provide the technology for this new and necessary collaboration. This is where Profound comes in. They had to get creative.

"We were told that they knew we were the ones for the job," Trevor

*Pseudo names have been given to protect the privacy of persons and organizations.



Trevor Depp

Account Executive



says proudly. "Our company works diligently to build trust and provide an excellent response time. We also show that we care about our customer's needs. It isn't always easy to manage clients' expectations, but with CMP we were able to put together this collaboration to their satisfaction. Given our past successes in supporting CMP, they saw that we could provide the right solution for this more complicated scenario."

Profound Technologies did just that. They created nine integrated conference suites and twenty huddle rooms on these four floors. The different competing companies would share these rooms, but now they all had a united, sophisticated, easy to use system. Trevor explains that "because of the various technologies that they used, we had to provide a professional, high-quality experience across multiple platforms, while at the same time making it simple for the end user."

Profound is known for this advanced technology, but what makes it so user friendly? Scott describes how impressed CMP was with Profound's easily managed user interface: "Employees could walk right up to the device and understand how to navigate the whole control system in a matter of minutes, without a user manual. It is high-quality equipment and runs smoothly." Trevor adds to this praise: "We designed it, implemented it, and programmed it with the end user and business needs in mind."

CMP loved every second of it. Scott describes how they were pleased with the project management, the project itself, and how it was done in such a timely manner, with the implementation completed in three weeks! Not only was CMP overjoyed by how the project went, but Trevor is also satisfied with Profound's job well done and looks forward to the flourishing relationship with this influential organization.

"We provide day two support, so we have an AV service plan to meet any daily needs that occur with the technology. Other than

that, we have three more large projects lined up in the next year," Trevor reveals. Scott touches on how Profound has proven to be an attractive partner to companies like CMP: "We like working with them because of how high-quality their technology is and how they can provide the services we need while staying in our timeframe and budget. It works out well for both companies. Profound knows how to satisfy customers."

Profound satisfies not only their customers, but their employees as well. Trevor personally feels as if the project was "basically a well oiled machine. Great prep work creates great execution." There is nothing like providing services and solutions that surpass expectations while keeping employees smiling through it all. Profound believes both the customer and employees are of top importance.

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