

# The Power of Video

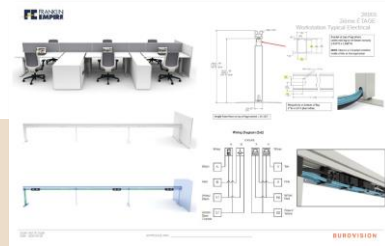
The largest independently owned electrical distributor in Canada, with over 500 employees and 23 branches in Quebec and Ontario, contacted Burovision for their new head office facility in Montreal with 140,000 sq ft of combined office and warehouse space. The customer chose to partner with Burovision after experiencing the video capabilities of CET which allowed key stakeholders to explore all aspects of their new space. The Burovision design team leveraged CET Alternatives for workstation and private office typicals and LiveDesign for finish selection, isometric floorplans and electrical coordination. CET was a powerful tool that helped the customer realize the capabilities of their space and the power of partnership.



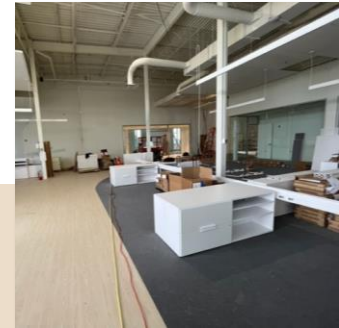
Client meeting + mood board



Office + workstation alternative design



Electrical coordination



Installation



Video



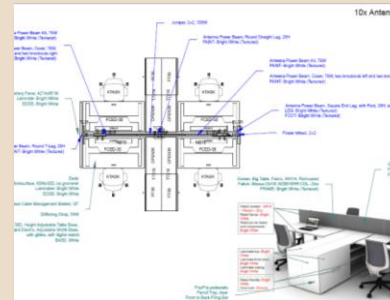
Final finish + product selection



Order + installation plans



Final Set Up

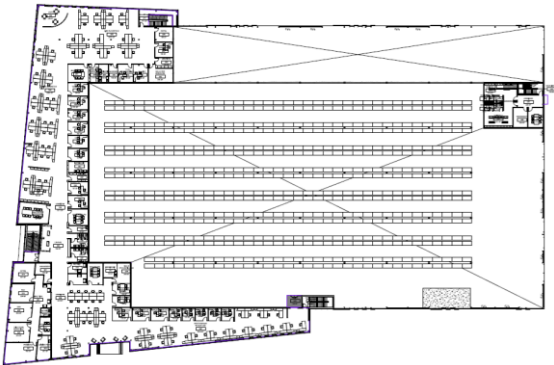


## Video to Get the Job Done No Pricing

Our strategy for this opportunity was to maximize the customer's floorplate and demonstrate, through video, the capabilities of the unique architectural envelope of their new space combined with the diverse furniture portfolio offering.

We populated their floorplan in CET with the best possible product solutions that respected their requirements and finishes based on the mood board provided by their architectural team. Next up, we created a rendered fly-through video to aid the customer in visualizing their space. The video was included in our presentation package, accompanied by 3D typicals and floor plans created from CET.

The customer recognized and valued the capabilities of CET along with video as a tool for risk mitigation that they agreed to move forward with Burovision as their strategic partner prior to pricing exploration. The customer also used the CET video as an internal communication tool with their employees to generate excitement and buy-in for Return to Office at their new Head Office facility.



## Co-Creation Process: LiveDesign, Alternatives and Finish Selection

Understanding that the customer valued strong visuals, we knew maximizing LiveDesign would be the ultimate communication tool.

Our LiveDesign sessions allowed the customer to efficiently explore changes, make decisions and understand the final look and feel of their space in real time. The ability to immediately generate a new budget based on exploratory revisions proved to be very beneficial to the customer for financial tracking.

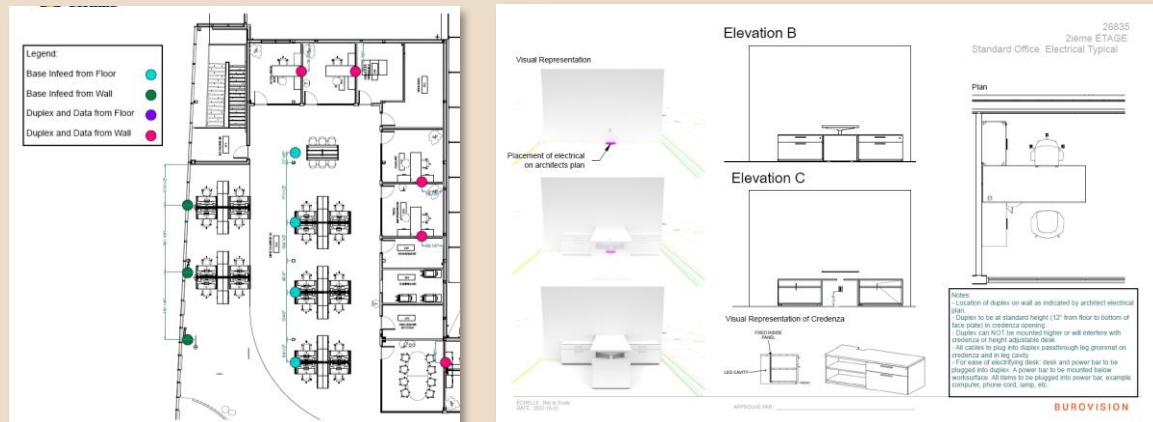
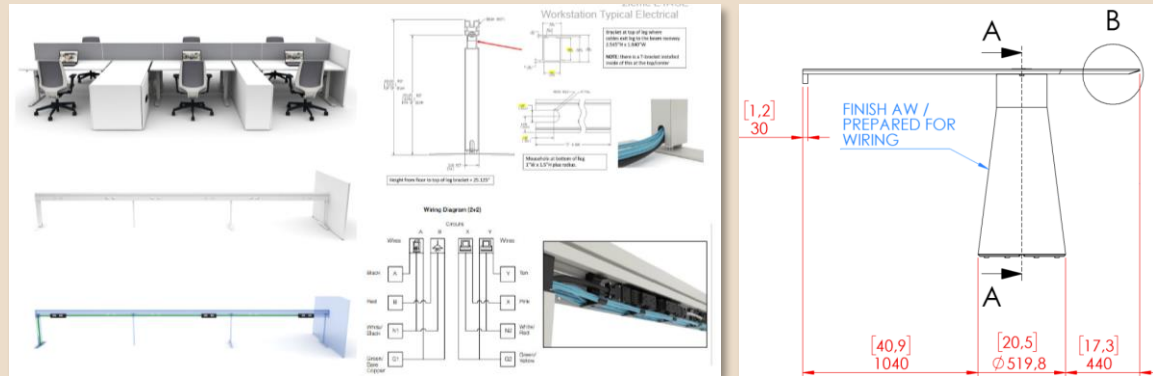
The use of Alternatives during LiveDesign helped to narrow down the customer's furniture configuration preferences. We then explored the finish options in LiveDesign, expediting the selection process.



# Electrical Coordination

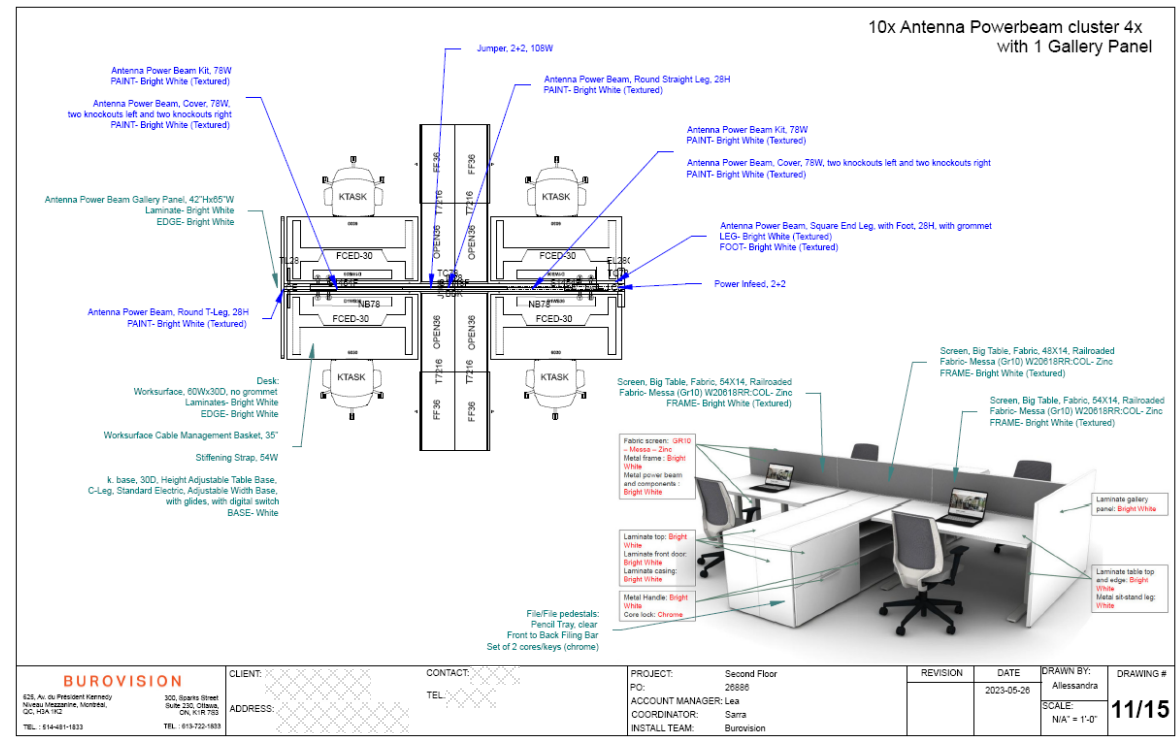
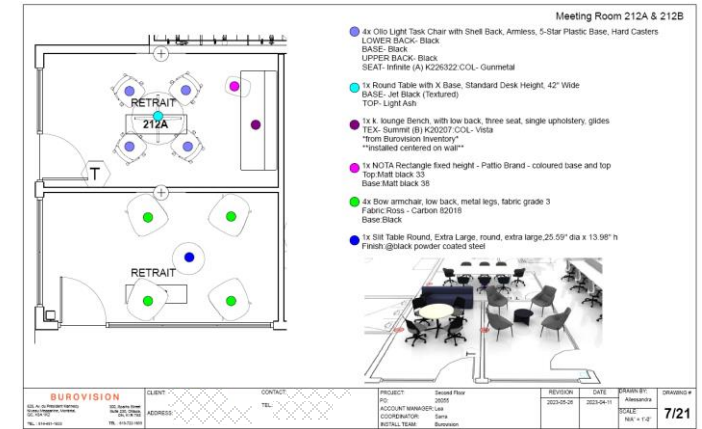
CET made coordinating electrical with trades easy. On the electrical plan, we created a colour-code system indicating different electrical requirements (infeed, wall duplex, etc.) accompanied by dimensions for placement to facilitate the installation process.

Through 3D renderings using ghosting, view modes and elevations, we were able to illustrate where the electrical is in the furniture components and how it is related to electrical located in the space. For example, the wall duplex needed to be placed in a specific location in order to be concealed by the credenza. Additionally, to demonstrate how the electrical components passes through the furniture spine to power each workstation along with its capacity.



# Installation Plans

Our installers appreciated the clear visuals such as the typicals and isometrics as this allowed them to accurately install the furniture configurations with a final product renderings as a reference point.



## Rendering and Install

CET has made it possible for stakeholders to experience whole design in 3D. By providing our customers with advanced visualization solutions, they understand the final look and feel of their space while actively working with our dedicated team of designers and ancillary specialists to uphold design intention and deliver long-term strategic value.



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Burovision Designer

