



Manhattan Office Space Maximized

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Background

RedDot Solutions, a wholly owned subsidiary of Hummingbird Ltd, provides software to create and manage the web content and applications that drive business. Recognized throughout the industry as the fastest to implement and easiest to use, RedDot's software products are scalable solutions for Web content and document management, business process workflow, personalization and collaboration. RedDot Solutions has more than 1,500 clients worldwide, including March of Dimes, Bank of New York, Honda, Starbucks, STA Travel, Triumph Motorcycles and The National Archives. Headquartered in New York and Germany, RedDot has offices in Santa Clara, Toronto, Sydney, Sao Paulo, London and throughout Europe.



In 1999 RedDot Solutions established their United States headquarters in Manhattan. As their company experienced continued growth, they added new employees and new workstations as needed. The time came for RedDot to purchase new furniture for their space. Oliver Ziegler led the purchasing decision for his company.

The Search for Expertise

After a Google search, Ziegler contacted the furniture solutions experts at Interior Concepts. Although other companies were also considered, “We chose Interior Concepts because of their custom capabilities and their flexible working attitude,” he explained.

Ziegler purchased the custom solutions for RedDot with a look and feel that he liked for the office space. Less than one

year later when the firm moved to a different floor in the office building, he knew that Interior Concepts was the firm to call for additional furniture and reconfiguration needs.

The Challenge

The move to the new space allowed RedDot to solve several design issues from their previous space as well as the inherent challenges that came with the new space. The challenges included:

SPACE UTILIZATION

In Manhattan the office space is only available at a premium, so the available space needed to be utilized as efficiently as possible.

BRAND EXTENSION

Because the firm was committed to its

customer focus, it previously had concentrated efforts on this aspect of the business, rather than the “look and feel” of the office space. This led to the space having mismatched furniture and a retail look that did not adequately reflect the company’s desired brand image. Ziegler, explained, “The space did not portray the image that we were attempting to convey to our customers. We wanted a modern, streamlined, and progressive look.”

MULTI-PURPOSE CONFERENCE ROOM

Because of the limited amount of available office space, RedDot Solutions did not want to have one room devoted exclusively to conferencing. They needed their conference room for training, seminars and employee meetings, as well as conferencing. RedDot needed one room to do it all.

HEIGHT ADJUSTABLE EXECUTIVE WORKSTATION

One of the executives in the firm preferred to have the option to work sitting down or standing up due to back pain. Ideally this executive would have both a seated and standing work area.

ACCESS TO NATURAL LIGHT

When RedDot changed floors, they wanted each station to have clear acrylic toppers that would allow natural light to fill the workspace. This creates the feel of a larger workstation and allows a large amount of natural light into the entire workspace.

The Solution that Fit

Interior Concepts provided a solution that helped RedDot Solutions make the best use out of their new available space



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and extended their brand image.

SPACE UTILIZATION

Because the furniture solutions provided by Interior Concepts are custom manufactured to the customer's exact specifications, RedDot Solutions was able to take advantage of every available square inch of space on the new floor of their high-rise office. "Interior Concepts has the perfect product for New York because they allow companies to utilize all of the expensive square footage." He adds, "It greatly increases the usability of the space."

BRAND EXTENSION

As an expression of the ease and consistency of RedDot's Content Management solutions, it was important that the office space reflect a sleek, progressive and efficient use of space. Ziegler definitely sees the difference. "I recently visited a new office building," he said, "and the furniture was definitely not Interior Concepts. The panels in the offices were thick, boxy and heavy – not sleek and modern like ours."

MULTI-PURPOSE CONFERENCE ROOM

One of the biggest design challenges was the ability to make the conference room a multi-purpose room. The cost for a true built-in, custom mobile wall was estimated at \$50,000. Instead, Interior Concepts created a mobile wall solution that was both functional and aesthetically pleasing. The solution divided the room in half and featured a marker board surface on one side of the wall. Due to Interior Concepts' custom capabilities, RedDot was able to install four mobile



walls at a fraction of the cost of the custom design build estimates.

HEIGHT ADJUSTABLE EXECUTIVE WORKSTATION

Interior Concepts configured a workstation with a "sit to stand" mechanism. A sit to stand is an electronically powered work surface that has the appearance of a regular station, but has up and down functionality, allowing the user to either sit or stand while working.

ACCESS TO NATURAL LIGHT

Unlike other offices that have their executive offices on the outside perimeter walls, RedDot chose to move their offices to the center of the floor. They also purchased workstations with clear acrylic toppers. This combination allows an incredible amount of natural light to filter

into the office creating a more open space for employees to work while improving the overall look.

Custom Designs Always Fit

RedDot Solutions appreciated Interior Concepts' streamlined price structure, with no extra charge for custom features. Ziegler tells a story of how a salesperson from another company came in to show them another furniture line that was only available in 6-inch increments. The salesperson commented that the furniture would "fit so much better if your room was just a foot longer". Oliver Ziegler knew that those words would never be spoken by anyone at Interior Concepts, because every piece of furniture is manufactured to fit the client's unique spacing needs.

Quite simply, with Interior Concepts, the solution always fits.

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