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# IA Interior Architects: Transforming Building Information into Business Intelligence

IA Interior Architects designs more than a pretty space, they translate their client's goals, brand and culture into powerful environments built around people, process, technology and business drivers. IA's clients are tech-savvy and data-driven, and include leading firms in the technology, retail and commercial sectors with operations (and interior spaces) located across the globe.

## Design Hindered by Silos of Information

Prior to Unifi, IA organized its interior content into folders that were replicated across servers in each office, worldwide. This system proved to be unwieldy, with update and access issues constantly impacting the shared network folders. It was slowing the speed of IA's high performance staff, who needed rapid and dependable access to design assets.

## IA Becomes The Steward of Data for Its Clients

With Unifi, IA found more than just a solution to their content management needs, they found a partner who could help them fulfill their mission of leveraging technology to create and optimize interior spaces. The core elements of Unifi's cloud-based solution satisfied IA's need to contain content as a single point of truth. Designers now have always-on, anywhere access to content so they can get what they need, when they need it. The common interface of the Unifi solution streamlines workflows across IA's offices, so "Unifi is the bridge, allowing all of our staff, offices, consultants and clients access to critical content."

IA boasts thousands of unique design assets and growing. These assets include high quality furniture content, lighting models, cabinetry, system families, detail libraries, manufacturer specific models,

# IA | INTERIOR ARCHITECTS

*"With Unifi, we have a way to contain content as a single point of truth."*

– Guy Messick, Director of  
Design Intelligence

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IA Company > Furniture

12 results found.

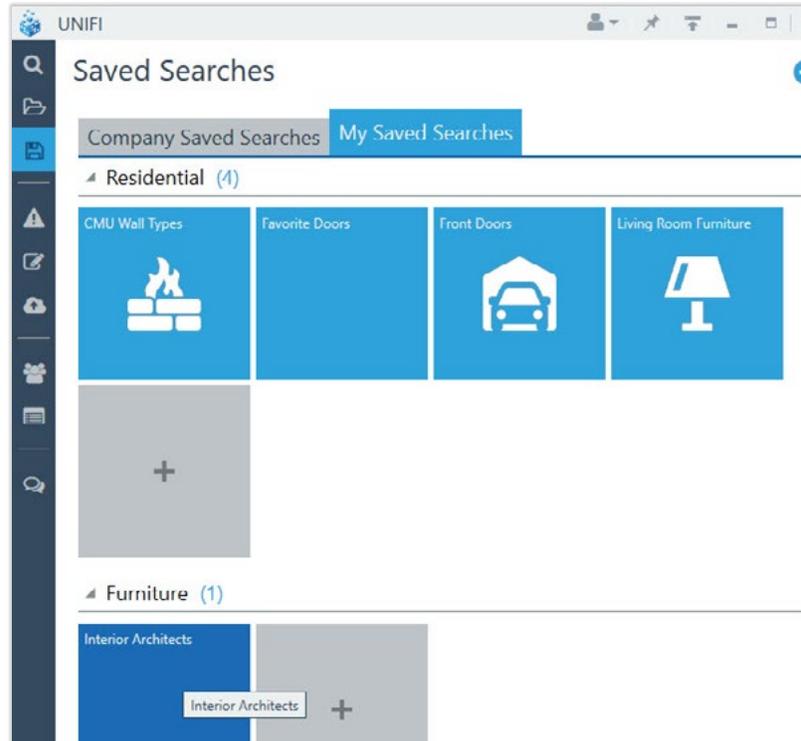
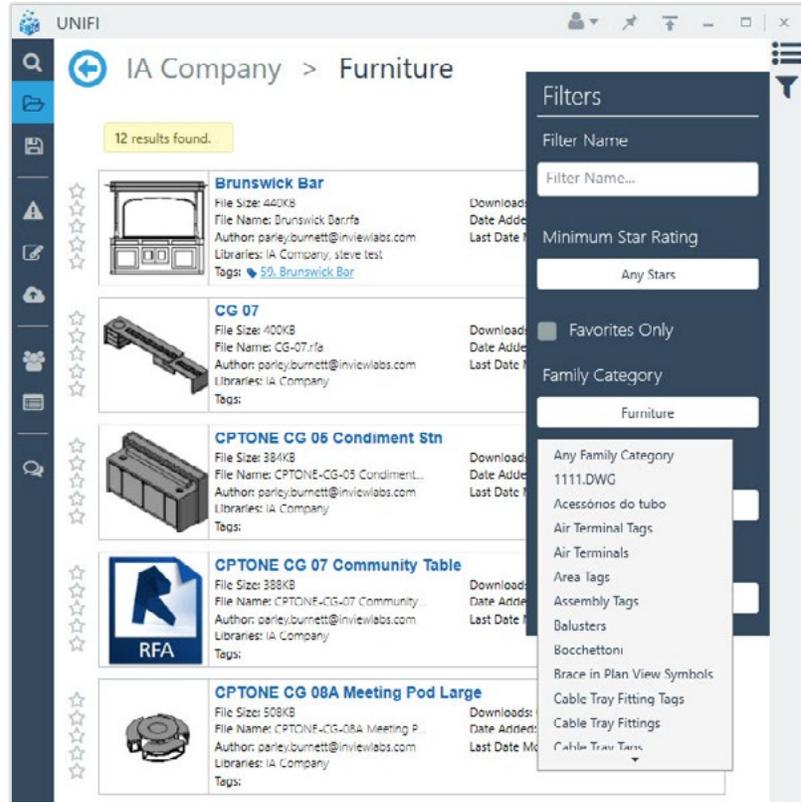
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and more. IA utilizes Unifi's on-demand-content service, which frees up the IA team to focus on designing the optimal design spaces rather than creating objects. The Unifi team now creates custom objects based on IA's specifications, saving time and ensuring data consistency globally.

*“Unifi is the bridge, allowing all of our staff, offices, consultants and clients access to critical content.”*

– Guy Messick, Director of Design Intelligence

IA feels that anyone can design an interior space, but being a steward of the data to optimize and manage their clients' interior spaces is what differentiates IA from their competitors. Unifi automates the organization of content, which drives efficiency and allows for better analytics. Through its use of Unifi, IA gains unique insights into how and where design objects are used throughout its projects. By analyzing that usage data, IA is able to work with their clients to drive efficiency and business value, transforming their role in the building process. It's true, IA designs beautiful interiors...but, there's a lot of technology and intellectual know-how built into supporting that space. Unifi enables IA to share that knowledge with their customers, making them much more than just another design firm to their clients.



#### ABOUT UNIFI :

Unifi is the essential cloud platform to organize, access and manage Revit and digital building content. Drive data consistency throughout your organization for proprietary, generic and manufacturer content. Access content from anywhere, anytime—across teams and global offices. Accelerate and simplify BIM workflow across your entire organization using approved and vetted building content. Learn why leading architectural, engineering and construction organizations trust Unifi as the complete solution for their building content management needs at [www.unifilabs.com](http://www.unifilabs.com) or contact us at **702.527.6460**