



**Client:** Vertiv, formerly known as the Network Power business of Emerson, a precision cooling systems manufacturer.

**The Need:** Vertiv had an existing 1,975 square foot space and needed to incorporate the new brand and provide interactive technology. They wanted a Customer Experience Center to showcase the company's product line to both potential customers and current clients. As a company that offers a robust technology-based solution, it was important for Vertiv to use technology to help visitors understand firsthand how their technology can improve data centers.

**Our Solution:** Vertiv asked for a complete, robust solution and the Exhibit Concepts team delivered, from design to fabrication and installation. Technology was integrated throughout, using both monitors with looping video and tablets, in order to deliver messaging about the company's offerings to visitors. Stations were created throughout the space, focusing on product offerings and solutions. After watching a video, visitors could further understand a solution using a tablet to select a product for more information.

The space also accomplished other goals by featuring a small meeting area and room for employees to brainstorm. Interior finishes throughout incorporate wood tones, whites, and Vertiv's signature orange color to bring the brand to life.



## The Client's Objectives & Goals:

- Reinvent an existing space
- Showcase breadth & depth of product offerings
- Environment for new & existing customers
- Represent the new brand's look and feel
- Incorporate technology throughout
- Communicate brand messaging



"When our customers come in, they love the Center because it's very modern. It's been a huge success for us." -Rita Vannoy, Center Manager

**The Takeaway:** A Customer Experience Center is a valuable resource to leverage technology and engagement to not only tell a story, but also reinforce the power of a technologically advanced offering.