



# A FULL SUITE OF PRODUCTS FOR A FULL-SERVICE AGENCY

**EPOS consultation leads to positive results**



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*Michelle Abdow, founder and president of Market Mentors*



Five moves in 15 years. When Market Mentors, a full-service marketing, advertising and public relations firm, outgrew its space in 2018, Michelle Abdow, founder and president, knew that the next move would be into a “forever home.” And after an extensive search, she found it: one town over in Springfield, Massachusetts.

The space? An expansive office that would need a full demolition—quite literally, the walls were removed, not just taken down to the studs as in most renovations.

Why? A previous tenant was a chapter of the Federal Bureau of Investigation. The advertising agency needed design, production, office and open spaces—not interrogation rooms!

With the opportunity to start fresh, and with a blank slate to start from, Michelle sought counsel from the experts at EPOS to recommend technology that would match the look, feel and service offerings of the business itself.

## **The walls (and business) were open to ideas**

With so many areas to potentially outfit, the consultation was a bit more intensive than typical, but simple and expedient, nonetheless. After a review of the CAD drawings of the proposed space and an eventual walk-through during which likes, dislikes and needs were discussed, Dan and the team went to work putting together a plan.

“We worked with EPOS to service technology at our last office,” explained Michelle. “We had such a positive experience that when it came time for this next project, we knew we could turn to and trust the team at EPOS.”

The areas being worked on? All of them: full-house audio; a sound system with ceiling-mounted speakers in the conference rooms, private offices and design studio; televisions in two conference rooms, the waiting area and the kitchen, two offices and exercise room; reception area bell; and server area rack mounts. What’s more, and perhaps best of all, these technologies can be controlled with universal remotes or a simple app on cellphones or desktops.



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### **All in a day's work**

The installation was timed to coincide with the construction crews onsite so that neither would interfere with the other. As a result, the installation of the full-house audio, EPOS Building, went smoothly and was completed in a short period of time.

“With the walls exposed during construction, the running of wires was less complicated and the overall install took less time than anticipated,” Michelle explained.

In fact, all of the technology installations went smoothly. And once the space was complete, and

all employees were “moved” in, the team at EPOS came in to test the equipment and provide a tutorial to employees.

Michelle explained, “It felt good to know that everything was being taken care of. We had a lot going on between construction and a move, not to mention the running of a business! Having a true partner in EPOS took a burden out of the mix and brought exemplary results. And as a business whose motto is ‘it’s all about results,’ that speaks volumes about the service we received.”

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