PIXEL PROJECTS LTD CASE STUDY

Pixel Projects is an integrated technology specialist company supplying Audio Visual systems, ranging from video collaboration rooms, intelligent boardrooms, home cinema and smart home/office automation. Pixel Projects’ services include consultation, design, full installation, project management, end user training and ongoing maintenance.

Pixel Projects was a Finalist in the ‘International Business of the Year’ category of the Gatwick Diamond Business Awards 2014. Paddy O’Brien, Managing Director at Pixel Projects Ltd, outlines Pixel Projects’ international credentials: “Each project is tailor-made to meet the needs of the client. We often build concepts for large corporate clients that are rolled out to several locations globally. This means that their delegates can travel from office to office around the globe and be completely familiar with the operation of the boardrooms, resulting in increased efficiency and reduced costs spent on unnecessary technical support. We take products such as TVs, projectors, speakers, CCTV, microphones and media centres and offer a value added service by integrating them into one user-friendly AV system with centralised and simplified control.”

In response to Pixel Projects’ international demand, the company has begun an exciting global expansion, with new offices opened in New York and Dubai, and planned openings in Moscow, Singapore, Rio and Lagos. Paddy O’Brien explains the thinking behind the plans: “The reason for the expansion is an increase in works being carried out within these countries. Our UK team is currently undertaking this work and, although to a high standard, Pixel Projects is looking for continual improvement of its service offering, hence the desire for a more localised offering. All staff will be employed directly by Pixel Projects as this is a core value of the company.”

Undertaking such a broad scale expansion, doesn’t come without its challenges, which Paddy and the team have sought to overcome, as he explains: “Opening new offices from the UK has been challenging with the many varying time zones involved. Responses are often staggered over a few days. We have overcome such hurdles by conducting many conference calls at midnight from home or early morning conferences in order to discuss plans with staff or suppliers within each country. I have also spent a lot of time travelling to attend meetings that are required to be undertaken in person, for example with the local banks and accountants to sign paperwork.”

Pixel Projects has put much thought into offering its high standard of service despite the geographical distances. “Our global server is based in the UK and the six international offices will have full access to the documents held centrally. This will ensure continuity of service to all our clients. Central documents mean that all offices have full access to all resources and data at all times,” explains Paddy. “We have a system in place for video conferencing allowing face to face communications and simultaneous viewing and instantaneous sharing of documents. This allows for improved collaboration with our international team.”

“All other companies within our industry that trade internationally have alliances or partnerships with companies within other countries, but not ones that are all part of the same company. Our expansion will mean that all our clients are offered the same standards regardless of the country in which the project is being undertaken.”
To facilitate the extra work, Pixel Projects has increased staff numbers within the UK, as outlined by Paddy. “During 2013, we grew from a team of 20 to 34, and then again from 34 to 54 by the end of January 2014. Each country will have locally employed staff to cover all the functions of running the offices overseas. In employing local staff for each office, the global team will consist of a total of 240 staff by the end of 2014.”

The international expansion has produced a positive ‘knock on’ effect for Pixel Projects’ suppliers, explains Paddy. “As part of the expansion we have contacted all our UK suppliers to discuss the opportunity for them supplying their products through us on a global basis. We’ve received a lot of positive feedback from suppliers for setting up global accounts and distribution with them.”

And the expansion has received support from Pixel Proejcts’ existing customers. “We have several large corporate customers that are actively encouraging the expansion programme as they feel it would benefit them to have locally based Pixel Projects contacts,” explains Paddy. “The countries have been carefully chosen to be within the local vicinity of our existing key clients with the hope to leverage these relationship and endorsements to acquire new clients.”

Rosemary French, Executive Director of the Gatwick Diamond Initiative, says: “The scale of Pixel Projects’ global expansion is extremely impressive and the desire to deliver unified service across its international operation is admirable. The Gatwick Diamond will be paying close attention to Pixel Projects’ future international success – this ambitious company is one to watch!”

For more information, visit www.pixelprojectsav.com

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