

The Napkin Guys: Using Technology to Create a More Collaborative Environment

Tim Hanson: So Bryan, one of the things I really enjoyed was our ride up. First, I always enjoy that chance to kind of catch up and talk. But the second, what I always am reflective on, is how we are able to use technology today to kind of just stay in contact with our customers.

Bryan Bechtoldt: So, SVA's business has expanded really coast-to-coast United States. We've got clients in Boston, we've got clients all over California.

Tim: Most of them working even with counterparts internationally as well.

Bryan: Correct. And what we try to do is to make sure that with those clients that exist sort of outside of where we're geographically located, we want to have a really good customer engagement, like a really good experience for them. So, you know, we've done some things to kind of help with that. You know, we've invested pretty heavily in video technologies so that we can have very high-def signals that are like an immersive experience for our customers to come in and have the benefit of our team and our staff. We've developed and built an Innovation Center in our corporate offices in Madison that's equipped with, you know, five different screens, and multiple video cameras, and overhead sound so that we can, on behalf of our clients, facilitate workshops, where they can actually connect to members of their team in remote places and bring them in. And what that technology allows us to do is actually get a much richer environment. I think that means we get much richer solutions coming out of it.

Tim: And it's exciting to watch our teams collaborate and interact. And what it does is it allows, I think that's the word I would use, it just allows a lot more collaboration on the work that we do.

Bryan: Yeah.

Tim: And not let distance be the barrier to it.

Bryan: Yeah, distance and time. You know, travel is expensive, it's hard on people. If we can connect people more frequently, with more collaborative touches, I just think we have a better chance of getting it more right more often.

Tim: Right.

Bryan: And I think that really is the key to what that technology can do for us.

Tim: So we've invested a lot in our Innovation Center and I know that's widely used. We have all of the telepresence and video technology that's used across how many of the different rooms today.

Bryan: Yep, fully immersive experience. And immersive just means - it says if you're in the room with the people who are live in the room, technology disappears if it's done correctly.

Tim: And that, I think, finally, what that has allowed us to do is really build this collaborative environment both with our team and with our extension of our team to our customers and their teams.

Bryan: And what that does, I think, is gives us a richer solution.

Tim: Agreed.

Bryan: More robust, more complete solutions come out of that environment and come out of that experience, and can be more inclusive with their team. Bringing them in remotely as we work through, you know, what they want to do to grow their business.

Tim: And that's exciting. And what I like about your role is, you stay on kind of the emerging technologies in that collaborative space as well, and so I'm excited to see what comes next year for us as we work together this way.

Bryan: Me too, cheers! We're getting wet!

Tim: I think we're gonna get wet! Should we run in?

Bryan: Sounds good!

Tim: Okay, very good.

Bryan: Thanks buddy.

Tim: Yup, thank you.

Bryan: Cheers.