



## Lionfish Creative Agency

Redmond, Washington



Lionfish began ten years ago in two spare rooms of a house. By 2008, they had over fifty employees, 8 million dollars in revenue and their own office. After the recession, Lionfish downsized and began using more freelancers and remote staff, allowing them to expand their company, staff and clients, across the country and world-wide.

Being a remote agency can cause issues with communication and productivity. Presenting to a client meant that they had to physically travel to a client's office with printed creative pieces for review, costing time and money. While they actually managed to reduce resources by utilizing freelance and remote staff, they also saw a spike in travel and OPEX expenses. Lionfish CEO and Creative Director Gloria Wildeman, and her husband and Strategy Director, Nic needed a solution. "We were located in Bellevue, Washington and the school system has a SMART Board in every classroom," says Nic. "Our IT consultant at the time had a kid in the Bellevue school system and said 'Hey, you got to take a look at this technology' and it was just sort of instant – it just made too much sense to not do it." In 2006, Lionfish started collaborating with their first SMART Board.

### Challenge

Find a solution to decrease travel time and expenses and increase productivity.

### Solution

Implement SMART Boards and software allowing clients and team members to work remotely.

### Result

The entire Lionfish team is remote, working collaboratively from home and 60% of their clients are remote. Since implementing a SMART solution, they rarely travel to meet clients and now brainstorm and review creative, internally & externally, using their SMART Boards.



## New era for creative agencies

Entering an era where paper is becoming obsolete, Lionfish was looking for an alternative. “The first thing that attracted me to SMART was the idea that we could do things creatively in terms of brainstorming and sketching comps and save the file at the end digitally,” Nic states. There are many solutions that offer remote connectivity. The team already had conferencing equipment that enabled voice and video between locations but as a creative agency, that wasn’t the level of collaboration they needed. They needed something that would allow them to interact with the content and collaborate with one another simultaneously.

Their SMART Board allowed Lionfish to review creative material with clients from a remote location. “The ability to do something visual, live in real time, in a true whiteboarding environment with somebody who was remote was just incredibly powerful.”

## An edge over the competition

“We would routinely have clients ‘ooh’ and ‘ahh’ over the ability to give us feedback on a design layout in real time,” says Gloria. “[Using the SMART Board has given us] the ability to impress clients with innovative ways to accomplish their business goals and being able to share, in real time, the creativity, the innovation and creative brilliance that our team brings to the game gives us a competitive advantage.”

## Working in a collaborative environment, anywhere

“I think the creative process is really supported by the ability to have both visual and interactive work on a SMART Board. It’s just a natural extension of the process we would do in a room,” says Gloria. “I can be here or in my car or wherever and they can share creative, mark up comps and interact with a client and I can add my creative direction.”

“I have some designers that I work with that I’ve never seen. We talk on a regular basis and we share ideas on the board. They’re a great part of the team but they live in Idaho or Nebraska or Dallas, wherever they happen to be. I give them control,” says Gloria. “It’s pretty much the same as it would be if we were all together in a room.”

### Customer Quote

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### About SMART

SMART Technologies is a leading provider of collaboration solutions that transform the way the world works and learns. We believe that collaboration and interaction should be easy. As the global leader in interactive whiteboards, we bring more than two decades of collaboration research and development to a broad range of easy-to-use, integrated solutions that free people from their desks and computer screens, so that collaborating and learning with digital resources are more natural.

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