

Taking a Profitable Seat: Selling AV Furniture

Written by Roger Douglas
13 June 2013



It's always amazed us how many integrators overlook the simplest of profit-makers...the seats, supports, stands, tables, trolleys and other "furniture" that is designed to complement pro AV/IT technology.

One of the company's setting an example in the field is **Modul IT**, a young European company with a growing business. We recently interviewed Haim Elallouf, Sales Director, to talk about Cordica Limited, the challenges, and how furniture might be the missing link in the product chain of many integrators.

Please tell us about Modul IT? How did it start?

We were already in the business of professional AV for more than 15 years, experiencing a lot of excitement, opportunities and success. This drove us to expend our activities to new markets and more opportunities. About two years ago, we decided to establish Modul IT as our professional AV furniture activity in Europe.

At Modul IT we provide practical solutions which combine the knowledge and experience of audio visual system integrators, interior designers and furniture manufacturers to achieve the best working environment.

How do you select your product range? Where does furniture stop and start? We see you are selling iPad charging stations?

We always believed in the “one stop shop” concept, so we are trying to act accordingly. We want to be able to supply our customers with all they need for their working environment and for that we try to have a wide range of products. But the manufacturers we choose have to have quality products and an established, mature infrastructure.



What makes some furniture "Smart Furniture?"

Let me give you an example: Our telepresence tables feature whatever is necessary to accommodate all the electronics and cabling so that it can be installed without any of the preliminary infrastructure work which is usually needed in such installations. The result is a huge time saving and, of course, money saving as well. That's what we consider to be smart.

In contrast to the conventional furniture, “smart furniture” assists system integrators to solve the challenge of finding the correct interaction between the various technologies when delivering projects. Before we make a choice in favor of a decision we test it for compatibility with pro AV equipment. Our efforts are directed at creating comfortable workplaces with the optimal combination of furniture and technology items.

“Smart Furniture” is especially constructed to combine display facilities with all the other

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audiovisual technologies allowing seamless and effective meetings and conferencing. This is a multifaceted concept. It also includes collaboration tables, telemedicine and TV-presentation carts, safe and practical storage facilities for laptops/tablet PCs—even with the capacity to simultaneously charge and synchronize.

What specific products are hot sellers for Modul IT at the moment? And why?

The telepresence tables I have already mentioned are one. In addition – all screen carts are hot favorites.

Most of our products are specific to one degree or another. Recently we presented a sync, charge and storage Qubic box for iPad. You can link up to 3 Qubic to sync up to 30 iPad devices at once via daisy chain. There are also multi monitor arms, communication credenzas and TV-presentation kits (with monitor mount, standard 19" rack, hidden cable management, lock-the-wheels among the novel features).

If Modul IT's aim is to constantly update its range of furniture and accessories and always be ahead of the rest, how do you do achieve that aim? Do you see any trends in furniture that might alter or change the market?

Customers today, more than any other time in the past, are looking for the highest cost-benefit solutions. This is reflected in every way: product, installation, operation and supply chain. At Modul IT, we are constantly looking to improve the benefits to our customers in all those aspects.

In today's rapidly changing world of high technology, we aim to continually update our range of furniture and accessories. Latest furniture trends show that both sides - the producers and end users - aspire to a common goal: providing maximum flexibility (but with compatibility with industry standards and other equipment) and a comfortable environment for people who have to spend many hours working at the same place without moving.

If I am an integrator who sells video conferencing, conference room technology and I

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don't sell AV furniture, should I? Why? Do you think there are many integrators who are missing out?

In the fast-moving business of today you sometimes don't have the time to look around for new opportunities. You prefer to "walk on a safe ground" and move forward to the next project. However – you might miss substantial added value for your business. Everybody knows how difficult and expensive is to find new customers. We think the extra effort involved in dealing with the AV furniture while you are already at the customer site can generate a huge benefit to your business. We, as suppliers, are doing our best to make your life easier as integrator to deal with these products.



Why are you expanding internationally?

We have always been active internationally. This is one of our main strengths.

Our "Smart Furniture" is planned and designed precisely to answer the needs of installers from different countries.

We are in constant search for partners that will work closely with us for the long run. We believe

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in long lasting business relations based on mutual interests as well as on trust. National distributors have the advantage that they already know their own market players, it will be wrong of us not to reach out to and cooperate with national distributors.

Working together with our partners and national customers, we become the most outstanding provider in the ergonomics AV environment.

Why would an integrator in another country buy from Modul IT? Let's use Finland or Czech Republic as an example...

First, they would because we are great team and fun to work with.

Besides that, and more seriously, we offer several key advantages: the brands that we represent are top-of-the-line brands-- many of which are available for the first time for the European market.



This can be a great opportunity to any integrator or distributor that wants to expand his or her existing portfolio of products and range of brands.

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Also we supply locally from three locations including our own European warehouse in the Netherlands. From those locations, we offer comprehensive solutions that are easy to integrate with any professional AV equipment.

Because we carry a wide range of furniture (such as multimedia lecturing podiums, stationary and mobile racks for TV-presentations, interactive boards and flexible desks) that can satisfy the every need of their customers, Modul IT can offer an integrator a full solution backed by an important experience in this category.

Any integrator or distributor that is interested to know how to make better business with our Smart Furniture should feel free to talk to us. We are specialists and can save them a lot of time and anxiety by supporting their business in this category. With us, it's not just furniture. It's Smart Furniture.

_Haim Elallouf is the Sales Director at Cordica Limited. He has extensive experience from over 20 years in leading sales and marketing activities worldwide and holding various management positions.

In the last 13 years focus is on the AV industry. Holds a bachelor degree in Mechanical Engineering and an MBA in Marketing and Business Administration_

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