

Survey Says:

"UNIFI saves designers 80 hours per user, every year."

Overview

MG2 is a leading design firm that has brought bold ideas to life for the past 50 years. With over 320 employees in several offices located worldwide from Seattle to Shanghai, MG2 has earned a high rank and regard among architectural firms. They are the go-to designer for leading retailers across the globe.

Beyond retail stores and centers, MG2 designs corporate offices and interiors, high-rise, mid-rise residential, entertainment, and hospitality spaces. A few of the many noteworthy projects MG2 has worked on include the Bellevue Towers in Seattle, Washington, the Mixc in Nantong, China, and the Burrow in New York City.

Challenge

While designing one of many distinguished projects in their vast portfolio, the MG2 team identified a reoccurring problem – unvetted BIM content that did not meet their BIM standards was consistently being placed in their models.

Solution

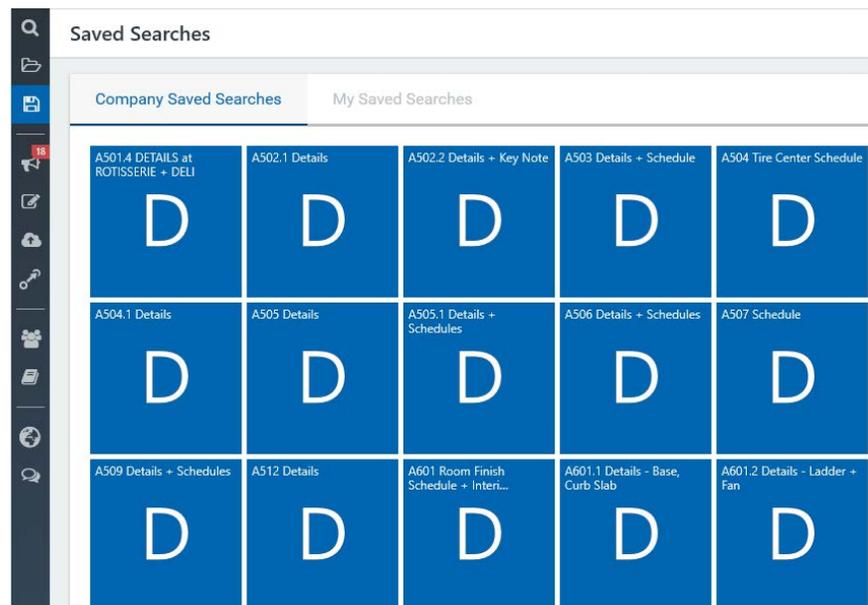
As one would expect from a design firm leveraged by some of the most distinguished organizations in the world, excellence, efficiency, and company culture is at the forefront of MG2's focus.



"UNIFI is our trusted, single source of truth since 2011. I can't begin to quantify how much time we save each year with a reliable central location to manage our content. Not only this, but the peace of mind UNIFI brings cannot be overstated."

– Travis Yates

Design Technology Manager



As such, in 2011 MG2 selected UNIFI Labs as their platform of choice to help them centrally store, manage, and distribute their verified BIM content easily and quickly, across multiple offices. For nearly the past decade, the following components of UNIFI have delivered significant ROI and design efficiency to MG2:

- **Tip-Top Security for High Profile Clients:** Along with leveraging the highly trusted AWS environment for their cloud hosting, UNIFI's permissions capabilities give MG2's high profile clients the utmost confidence in the security of their content. UNIFI's permissions empower MG2 admins control over user access to every library. The guaranteed confidentiality that UNIFI's permissions provide is what MG2 considers "absolutely essential" in their BIM content management platform of choice.
- **Triple Threat, Feature Set:** Saved Searches, Tagging, and Content Requests within UNIFI have changed the game for MG2. Saved Searches and a complex tagging structure enables the MG2 team to locate the content they need among vast libraries, in just a few seconds. If they cannot find the BIM content they need or the content placed does not schedule as expected, UNIFI's content request feature helps MG2 identify any holes in their libraries and promotes collaboration to efficiently fill in any gaps.

Wrap Up

UNIFI is honored to journey with MG2 in addition to over 300 leading AECO organizations throughout the world. MG2 states that while the powerful product initially attracted them to UNIFI, what has kept them on board for almost 10 years is the trust they've built with the UNIFI team, who "really listens", and continues to invest in platform and team growth.

To learn more about UNIFI, contact us at unifilabs.com to try UNIFI free today.



ABOUT UNIFI:

UNIFI is the single source cloud platform to control, manage, and analyze digital building content.

UNIFI Content Management supports all file formats – Revit, Bentley, SketchUp, AutoCAD, jpg, xls, doc – enabling any file to be stored, accessed and managed on UNIFI. Trusted, high quality manufacturer content hosted on **UNIFI Connect** easily integrates into the existing libraries and models of designers and specifiers. **UNIFI Insights** provides actionable analytics to maximize the investment in digital content. . Learn why leading architectural, engineering, construction and manufacturing organizations trust UNIFI as the complete solution for their digital content needs at www.unifilabs.com or contact us at **702.834.5525**