Survey Says: "UNIFI is 77% Faster and Saves Each Designer Over 209 Hours a Year"

CRB is a leading, global, firm serving the building industry with a world class team of planners, designers, and constructors. They're committed to providing excellence that drives change for their clients. CRB has proven to achieve their mission and they have built some of the most powerful facilities in the world that improve lives and communities across the globe. They are a single solution for development across the building lifecycle and have a passion for collaborating with different companies and world-class experts. Without a doubt, CRB is fully committed to providing top notch coordination and they deliver maximum value projects for their clients.

As a result of their remarkable work, CRB has received numerous recognitions and awards. They've done so since 2001 and have become increasingly dedicated to leading and serving the building industry over the past 20 years. Pushing the boundaries and shaping the future is what CRB is all about. For CRB, their focus is not only within their mission, but they also derive inspiration through the mission of every partner company or client they work with. They are deeply passionate about learning and are motivated by new challenges. For CRB, any roadblock they encounter is seen as an opportunity to transform and improve.

At A Glance...

- CRB realized that their content management process had room for improvement
- UNIFI has proven to solve the problem CRB was facing, and they are grateful they took the time to thoroughly evaluate their options and eventually adopt the best content management solution

CRB Says: " the platform quickly paid for itself and resulted in a positive return on investment for them."

Challenge

Despite CRB achieving world class status and producing outstanding work for their clients, they realized that their content management process had room for improvement. In particular, their previous solution only allowed for one version of each family which was time consuming and frustrating for designers. CRB was in need of a user-friendly platform that handled versioning, content request automation, and the back-end management of content.

Solution

The team at CRB responsible for solving the content management problem did not take this task lightly. They understood they had an important problem to solve and were committed to testing all content management solutions to ensure they selected the best platform, that met their extensive requirements list, that their designers wanted to and could easily use.

• **Building reliable content management:**
CRB's design team was frustrated with their previous solution. They complained it was inefficient and expressed concern about the constant upgrading when loading content to support 3+1 versions. The CRB team wanted to make their content more user-friendly and something that the end-users felt good about using. They needed top notch search functionality such that materials they were searching for were easy to find, a platform where they could request edits or additional content, and much more. UNIFI was the only solution that met CRB's requirement list and they believe UNIFI has increased their value proposition to their clients.

• **You get what you pay for:** The CRB content management software evaluation team was very methodical in their evaluations. They scored various features of each software they tried, weighed them according to their requirements list, then averaged the scores across the team. The results of this equation wherein UNIFI was far and away the best platform for their needs made UNIFI the platform of choice and according to CRB, the competing platforms weren't even close.

Sure, UNIFI wasn't the least expensive solution CRB tried and there were cheaper options out there. But upon their thorough evaluation wherein all content management platform features were weighed and scored, CRB found UNIFI's cost completely justified. CRB knew firsthand, a half-baked solution that designers don't want to use causes frustration, and this was something they simply couldn't afford. On top of this, CRB realized with the time savings UNIFI would bring, the platform would quickly pay for itself and result in a positive return on investment for them. UNIFI has proven to solve the problem CRB was facing, and they are grateful they took the time to thoroughly evaluate their options and eventually adopt the best content management system.

Red Rocks Community College Designed By
CRB Architects