

Brief

Technology Desking's primary market sectors include trading floors, control rooms, and technical benching environments. All products are supplied worldwide and tailored to meet specific client furniture requirements.

Technology Desking had a base in the MENA region, with continuous, multiple enquiries. They were seeking to increase their physical presence and engage someone based in the market to seek and close new opportunities as well as manage existing clients and deal with technical installation challenges.

Solution

Technology Desking was interested in fractional representation. Repserve facilitated a conversation between Technology Desking and another client to share a Regional Sales Manager at 50% allocation each. Products have also been placed in Studio R—Repserve's showroom and headquarters based in Dubai.

Case Study: Technology

desking

Technology Desking is a specialized furniture manufacturer established in 1992 in the UK that focuses on workplace technology management solutions. The company serves as global experts in designing and manufacturing trading desks, control room consoles, and height-adjustable office furniture.



"Having a fractional RSM gives us complete freedom to engage designers, partners, and clients in the same way that we do at our home base in the UK."

— Ben Colley

Result

- **Technology Desking has seen a consistent rise in opportunities and revenue across the whole region since the RSM appointment.**
- **Technical issues are resolved quicker, and installation costs have reduced.**
- **Potential clients are much easier to convert with the demonstration of physical products that are on display in the Studio R showroom.**

"Our presence in an independent showroom—paired with our RSM—allows us to maintain full visibility and mirror the experience we deliver in the UK." Ben Colley | EMEA Director of Sales, Technology Desking