CBI
on **ICE Training**

CORPORATE BUSINESS INTERIORS (CBI) IS A FAMILY-OWNED FURNITURE DEALERSHIP WITH A LOT OF HEART. IT IS AN INDUSTRY LEADER IN CALIFORNIA WITH YEARS OF EXPERIENCE IN PROVIDING COMPLETE OFFICE SOLUTIONS.

CBI uses ICE® software as a 3D storytelling platform. It allows designers and salespeople to create professional images at the click of a button and to respond quickly to clients' desired changes.

CBI was one of the first companies to adopt ICE into their business. Their designers required a tool that was accurate and fast, offering quick turnaround ability and facilitating easy communication with clients. "ICE software fits with every other kind of tool," adds CBI CEO Hice Stiles.

Luis Perez is a designer with CBI. "Rendering with ICE makes everything more visual and easy to understand," he says. "Before ICE, there was no way for us to provide clients with such high-quality renderings and fly-throughs with the same speed and quality," adds Perez.

It's that ease of use that makes the real difference for CBI customers, so the company is taking their ICE experience to the next level with software training for CBI's designers and salespeople.

Ice Edge's software training program, ICEtraining, equips ICE users with the knowledge to work

more efficiently and competitively than ever— an attribute that Stiles says makes ICE a "major differentiator" in the furniture industry.

According to CBI Principal Darren Stiles, the training just made sense. "We had been told ICE can be used for so much more," says Stiles. "The training made what we heard a reality."

On-site training helped CBI staff by providing them with an opportunity to advance their skills with ICE. It was a chance to overcome challenges and learn best practices that would allow the team to use the software more efficiently.

CBI Sales Representative Coco McLeod gained some big takeaways from the ICE training. "It made a huge difference," she says. "By learning little things here and there and being able to play with features a little bit differently, I'm now equipped to use ICE more efficiently." she says.

Lessons on lighting techniques and new rendering tricks made a big impact on CBI Designer Johanie Serato. "The tricks made me smile from ear to ear," she says. "My renderings literally looked like a photo. What we had previously was not even close to that." Now CBI can make top notch renderings in-house for clients.

Barrie Loberg, Ice Edge's Chief Technology Officer and inventor of ICE, is happy to hear about CBI's success. "Our newest version of ICE is unprecedented," he says. "It's the next generation of rendering for the industry, but that doesn't matter if our users can't push it to its full potential. It's really the designers who make our software shine and that's why it's so important to me—and to Ice Edge as a team—that we help our users as much as possible with proper training."

"ICE training unlocks the potential of this powerful tool for our users," says Matt Thacker, a training specialist at Ice Edge. It's also important to note training goes well beyond rendering tips. "The training system is completely customizable," says Loberg. "In-house ICE training sessions can be set up for anyone looking to take ICE to the next level."