

## Helping The Detroit Wallpaper Co Make Wallpaper Cool Again



### KEY SERVICES

- » Exchange Online
- » Microsoft 365 Business
- » Microsoft Teams
- » Office 365
- » Office Sway
- » PowerPoint 2016
- » Skype for Business Online

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“Red Level helped pull us out of this terminal dive we were in with outdated technology, older operating systems, and disparate applications.”

– Josh Young, co-founder  
The Detroit Wallpaper Co.

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**RE**THINK BUSINESS.  
**RE**THINK **IT**.

The Detroit Wallpaper Co. in Ferndale pioneered the concept of wallpaper **customization**. Each of their designs is available in different paper types, from an eco-friendly material to a metallic grass cloth, that are easy to install and remove. The print-on-demand custom wallpaper startup took off immediately, leaving its two founders little time to address the many IT needs of a small but vital business. Business boomed right from the start, but company administration was both a distraction from developing their enterprise and an increasing drain on their time for creating new designs. **Enter Red Level.**

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### The Solution

Red Level implemented Microsoft 365 Business to consolidate and simplify everything from financial data to sales presentations. Now, the 12-person team at Detroit Wallpaper is free to fly as the artists, innovators, and business leaders they are. Best of all, they've discovered applications within the solution that help them move their team ever forward. The higher productivity and secure collaboration are fueling the company's growth.



## Pulling the vision together with a shift to Microsoft 365 Business

Detroit Wallpaper was at that awkward stage: too big to run on disparate platforms, devices, and applications, and too small to justify a significant investment in IT infrastructure. They had an on-premises server to run their website and for file transfer and storage, but it wasn't working well. Red Level's solution transformed the IT backbone of their company and accelerated operational efficiency with Microsoft Office 365 Business.

With Office 365, the Detroit Wallpaper staff could work together better than ever before; the founders no longer had to play the role of IT facilitators and had more time for the creative side of the business. After standardizing on Microsoft Outlook and Microsoft Exchange Online for email and other Office 365 applications such as Microsoft Excel and PowerPoint, the team found it easier to track finances and create sales presentations.

The Microsoft Teams app allowed Detroit Wallpaper to share everything from conversations and price sheets to design drawings without traversing the building. The team eagerly adopted Microsoft Sway, too, using it to generate new ideas, quickly research, find source material, and create illustrated reports to give back to clients.

Red Level and Microsoft 365 Business have helped The Detroit Wallpaper Co. to grow their business and apply their creative moxie to beautifying homes throughout the United States and beyond.

"Tools like Teams have really made our people more effective. I think we're saving money on labor. And we're saving money on waste; if we make a mistake anywhere along the production chain, we waste material. I would say that we have probably reclaimed at least 10-15 percent of our budget by preventing waste through timely collaboration."

- Andi Kubacki, Co-founder  
Detroit Wallpaper

