

the mark.

How The Mark launched their forward-looking flex brand with speed and operational efficiency using essensys.

When The Mark was founded, their Managing Director, Artur Samofalov, knew they needed a simple, seamless way to provision, control and manage best-in-class digital services for their occupiers. Discover how The Mark is using essensys software and technology to drive an excellent occupier experience and keep operations running smoothly and efficiently.



Artur Samofalov
Managing Director
The Mark

“essensys is our power tool. It helps my clients operate seamlessly and securely online. It allows my sites to operate efficiently and save money. And it’s helping The Mark, and our clients, grow.”



Background

The Mark is a flexible office operator that offers “design-driven, service-forward workspaces”. In the two years since forming in 2021, they’ve opened three locations in Washington DC – Wonder Bread Factory, Manhattan Laundry, and Chinatown.

Their spaces offer iconic architecture and design, a dedicated concierge, networking opportunities and best-in-class services. The Mark attracts a range of clients, from entrepreneurs, architects and designers, to non-profit organizations and academic institutions. They offer their occupiers a range of membership options, including day passes, conference rooms, touchdown stations, designated spaces and private offices.

“We have a wide range of occupiers. Architects and designers tend to like the space – creative types – as well as entrepreneurs. There’s a good number of non-profit organizations, and we also have several hospitality groups who use us as a satellite office.”



The challenge



Launching and operating a new flex brand

When The Mark was created, they needed to get up and running fast – and remain agile going forward. A technology solution was required that would enable them to act quickly, was cost-efficient, and didn't require heavy internal or contracted IT resources to manage.



Providing best-in-class digital services

As a new brand, The Mark needed to make a great first – and ongoing – impression. To offer the best possible experience, they were looking to offer their occupiers: secure internet access; reliable and seamless WiFi connectivity throughout the entire space; the ability to add, change or remove services on-demand.



Finding a scalable solution

Growth was, and still is, a key ambition for The Mark. They knew they needed to deploy the right technology from the start to delight their occupiers and run a lean, efficient operation from day one. This would ensure their concept could be proven and enable them to capitalize on opportunities as and when they appear.

The result

The Mark has deployed essensys software and technology at all three of their locations. This has enabled them to provide best-in-class occupier experiences and operate their sites efficiently without the need for an internal IT team.

Occupier experience

Inside the beautifully designed spaces that The Mark offers, occupiers also have access to state-of-the-art digital services.

One of the first things on members' minds when it comes to digital services is security. With essensys, every occupier gets their own private VLAN (Virtual Local Area Network), which keeps their data secure and private. Every member has their own WiFi login credentials – there are no shared passwords. The essensys network is monitored 24/7 and uses automation to identify and resolve problems, to stay on top of any potential performance or security issues.

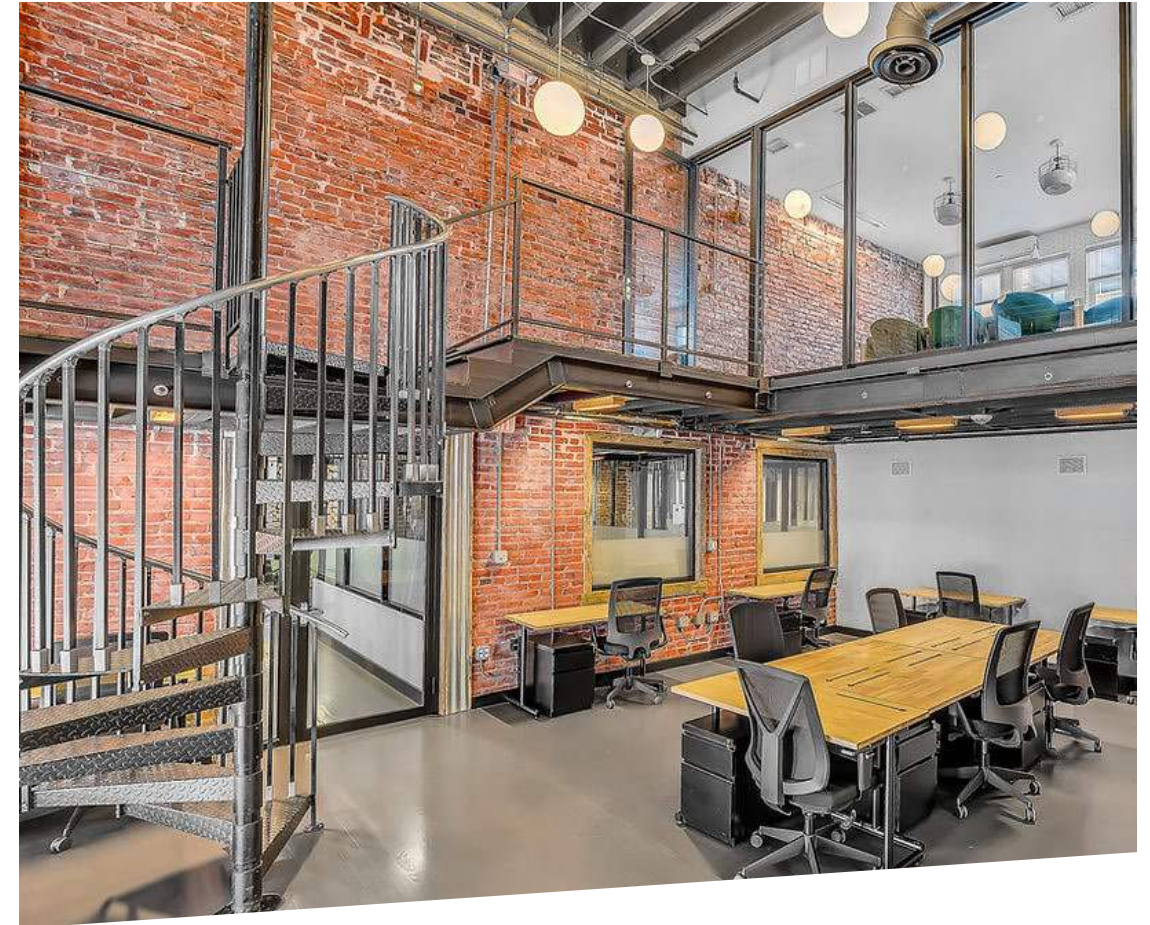
“Our occupiers absolutely love the fact that VLANs are included, that every individual has their own WiFi password, and it’s all monitored – it’s very secure.”

Once a member is setup on the system, their devices automatically connect to the WiFi upon entry to the space – and throughout it. The essensys solution is designed in such a way that there is no need to connect to different WiFi networks for different spaces or rooms. Wherever they go throughout the workspace – reception, conference room, or private office – members remain seamlessly connected.

“Instead of walking into a conference room, finding the WiFi, connecting, and so on, clients can walk in, open their laptop and start the meeting right away. Being able to come in and out and staying connected is crucial.”

essensys software enables The Mark’s team to make changes in real-time. This means that their Community Managers can support members when required – whether it’s onboarding a new occupier there and then, upgrading their bandwidth allocation, or ensuring guests have the best experience.

“We get a really positive response from clients about our IT and technology services at The Mark.”



The result

Operational efficiency

The Mark have been able to launch, operate and grow efficiently with the help of essensys.

New members can be onboarded instantly, with Community Managers able to setup and manage their connectivity there and then. There's no waiting for an IT team or third-party to sort out internet access and WiFi, it's all handled through essensys software that can be managed by non-technical staff.

"Our Community Managers can set members up in minutes. The ability to quickly get people connected and be ready to go, it's crucial."

The Mark operates without an IT team. Community Managers handle day-to-day activities, and Artur, the Managing Director, only steps in when more complex tasks are involved. The essensys Platform uses automation to remove many of the complex, technical, manual processes that would normally be involved. The software is easy to use, and full training and support is provided, ensuring that The Mark can run their business efficiently.

"I'm the IT guy for The Mark. But I don't have an IT background because essensys makes it easy for us to manage."

Not only is essensys software and technology enabling The Mark to run efficiently, it's also helping them operate cost-effectively, whilst delivering at speed. The day-to-day occupier management, setup and provision of digital services is done in-house, by Community Managers instead of relying on a team of network specialists or a third-party managed service provider.

"The speed is amazing and the responsiveness is great. It's easy for our Community Managers to manage without outsourcing to a third-party company and paying them at least \$150/hour to come and configure or troubleshoot. We can do it all in-house."



In a world without essensys

We asked Artur what he thought The Mark would look like if they hadn't partnered with essensys:

"It'd be more expensive. There'd be a lot more phone calls and I'd probably have to hire at least one IT person to be on-site. And then I'd also probably have to outsource a lot of things. Is it possible; yes. But it would be a lot of work.

I could find somebody to provide internet, someone to monitor it all. Another vendor for voice services, and then someone else to manage the client setup, moves and provision of services. Our Community Managers wouldn't be able to do it – it'd all have to be done by a tech professional.

The easy, smooth operation we have going right now would go away. And it'd be more expensive to operate the centers.

With essensys I can do things instantly, versus the traditional way of raising a ticket, waiting for someone to respond and then the time it takes them to resolve it – probably 2 hours or more. Even if you did one ticket per day, that's at least \$150/day, plus the cost of hiring my own IT staff."

The result

Looking to the future

The software and technology that essensys provides The Mark with, offers a scalable solution – able to keep up with their ambitious plans for growth. Whether it's opening new sites, or operating spec-suites, essensys' solution can handle the requirement. In the future, The Mark are looking to offer spec-suites in some of their locations, combining private office space with the benefits of plug-and-play workspaces. With essensys, The Mark will be able to offer bandwidth-as-a-service in these spaces, ensuring that occupiers get the level of connectivity that they need, and providing another form of revenue for the business.

“Spec-suites is where we'd be looking to sell dedicated bandwidth. When customers come in, we can ask what their requirements are – 100mb, 200mb, or more – as part of the onboarding, and get them set up instantly. The concept of selling services like this, it's a great opportunity to have.”



The Mark x essensys

The partnership between The Mark and essensys has been a success. Opening three locations in two years, and getting them occupied, is no easy feat. But The Mark has been able to achieve this with the help of essensys. The software and technology deployed at their sites has helped them to:



Launch their new flex brand at speed, keeping operations efficient and reducing overheads by enabling Community Managers to control and manage digital services for occupiers.



Deliver an exceptional occupier experience, by providing fully connected workspaces, best-in-class digital services and being able to act instantly to customer requirements.



Look for future avenues for growth and revenue, with a solution that's scalable and capable of providing their staff and customers with the services they need.