



# What's different about **Strata's innovative** approach to **digital** **transformation?**

**Company**  
Strata

**Country**  
UK and Ireland

**Assets**  
15,000

**Onboarding Kick-off Date**  
March 2023

**Onboarding Closing Date**  
November 2023

**Buildings**  
172







## About Strata

Established in 2007, **Strata** is now a respected reference in the **UK facilities management (FM) industry**. It offers a complete range services including planned and reactive maintenance, fit-out projects, and storage & logistics solutions.

Operating across several key verticals, Strata's main areas of focus include **luxury retail premises**, **commercial offices**, and **private residential** sites.

It was built on the foundational principles of Service, Quality and Collaboration and stands out for having fostered strong relationships with clients and consultants who recognise the company as an invaluable extension of their own businesses. Through unwavering commitment to these principles, **Strata continues solidifying its position as a leader** in the **FM industry**.

**Anthony Law** is their Business Support Director, leading their commercial relationships and projects. His role has evolved into overseeing the digital transformation of the company and its operations.

## How does collaboration underpin Anthony's approach to facility management?

Strata prides itself on delivering excellent customer service centred around collaborative client relationships. Above everything else, they value human interaction, availability and transparency.



"It's about the desire to do extra work to get the job done to a standard that we know will satisfy our clients, but also, perhaps more importantly, ourselves. We don't want to deliver a standard of service below where we think we should be. That's how we retain our clients and why retention has almost become a key performance indicator for us."

— **Anthony Law**, Business Support Director

Understanding this philosophy is key to unpicking the unique successful approach Anthony and his team have to FM which has seen them emerge as market leaders in the UK, and it's a philosophy that's applied to all



relationships, including those with tech providers like Infraspark. These are considered true bidirectional partnerships, based on constant alignment and support.

## Why did Strata choose Infraspark as the platform to support their clients?

After a thorough review of available market options, Anthony and his team chose Infraspark because it “felt like a natural fit”. **Infraspark shared** many of its **key working pillars**, including **flexibility**, **intelligence** and **collaboration**, which made negotiations productive and friendly:



“Perhaps more so than just the impressive platform and enticing features such as task automation, what really drew us to Infraspark was a feeling that we would get a robust relationship with all their team members right from the first interaction”

— **Anthony Law**, Business Support Director

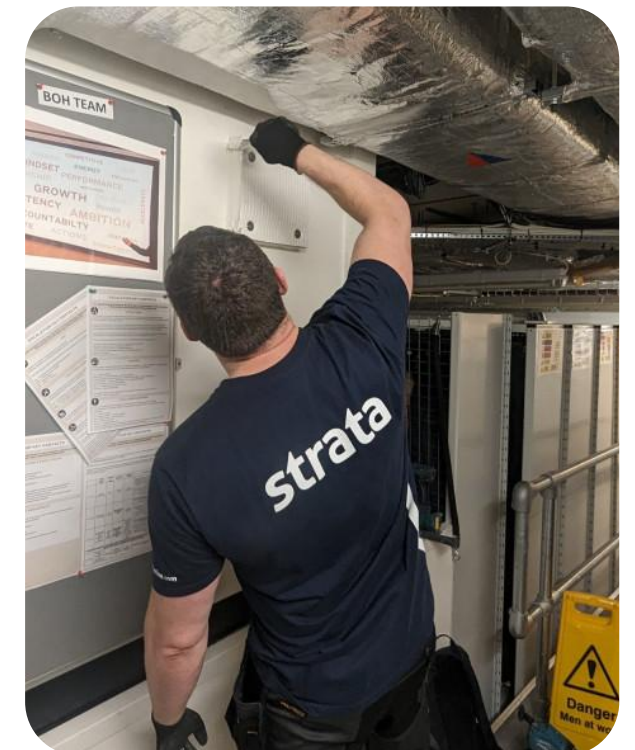
As a truly client-first company, **Strata needed a solution that their clients would enjoy using**. They wanted a platform with flexible client access to allow them to “own their data” and information and use it independently. Infraspark provided the transparent, organised data management solution that Strata was looking for and had critical features like **Customer Satisfaction**, an integrated customer feedback app, which allowed them to nurture and uphold working relationships.

Another key factor that separated Infraspark from other software was the fact that it’s a true platform-by-design, built to fit into existing tech ecosystems, growing and adapting to meet demands:



“For us as a supplier, it's about exploring innovative solutions. For us to remain competitive, we need to be at the forefront of that.”

— **Anthony Law**, Business Support Director







With its **100+ available integrations**, Infraspak provides the perfect foundations for creative client solution design and allows them to tailor their approach more effectively. They have an integration with **SFG20**, the UK industry standard for building maintenance specification, which helps them remain compliant. Additionally, Strata is successfully and routinely trialling new ideas and use cases by playing with different configurations, all thanks to Infraspak's **flexible** design.

An excellent example is the **Airthings integration** pilot at their office, tested in-house before rolling it out to clients. After the COVID pandemic, more and more of Strata's clients began enquiring about improving air quality in facilities. Strata decided to trial Airthings in their office first so that they could showcase the solution's benefits and guarantee they are comfortable selling it.

It feeds into Anthony's belief that facility management is ultimately all about the user — any **FM technology must help the people interacting with the building** or it doesn't truly function as intended. Having a flexible solution like Infraspak allows Strata to embody this philosophy, without compromising client operations.

## What does the future hold for Strata and Infraspak?

Anthony and his team are looking to expand their Infraspak platform usage and are in the process of choosing an accounting tool for their business. This will be integrated into the Infraspak system, so that all data surrounding Infraspak-run sales purchases, stock counts, and material flows is captured and properly processed, helping to boost productivity and communication between the maintenance and finance departments.

Constantly searching for new ways to improve and maximise Strata's use of Infraspak, Anthony and his team have also expressed interest in using **2-factor authentication** and exploring an integration with **PowerBI** for data analytics.

Strata understands that workers spend huge amounts of time at their place of work, so providing the best tools with well-thought-out processes plays a part in making employees feel at home and comfortable during work hours. Resources like the Infraspak Academy are very popular with Anthony's team, and they routinely use it to stay at the top of their game.



Finally, they will continue onboarding more technical staff onto the system. Anthony reports that their previous legacy CAFM system had several benefits, such as excellent reporting functionality, but lacked the intuitive usability needed to encourage buy-in from everyday users. Users didn't understand how the system worked and the common consensus was that the tech solution was "too difficult". By comparison, Anthony describes Infraspark differently:



"Infraspark is incredibly easy to use and our team loves it! It's a bit like when you pick up an iPhone, you just know how to use it and don't need long lessons or training."

— Anthony Law, Business Support Director

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