



2020 Customer Success Story

2020 Design Helps Interior Designers Achieve Success

"2020 Design allowed me to complete a project without my client ever stepping into a showroom. Now that's efficiency!"

*Paula Kennedy, CMKBD,
President of Timeless Kitchen Design*

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Paula Kennedy had started her career in the corporate world but it was not providing her with a much-needed creative outlet, so she chose interior design as her second profession. It has been more than 15 years since she registered for courses at a local Art Institute and she recently obtained her certification through the National Kitchen and Bath Association (NKBA) as a Certified Master Kitchen and Bath Designer. While in school, Paula had been taught to do designs by hand so when she graduated, she had no experience with AutoCad or any other design software. It was her first employer who introduced her to 2020 Design and the software's many functions, all developed to help interior designers be more productive.

"2020 Design allows interior designers to strike that perfect balance between being creative and being efficient."



*Paula Kennedy, President,
Timeless Kitchen Design*

"I am really a creative, right-side-brain person so I still like to do my concepts on paper," Paula explained. "Once I learned 2020, I was amazed at how much more I could do and how much more efficient I was. It is so easy to keep multiple versions of a design as it keeps evolving. In meetings with clients, changes are easy and quick to implement, and I can always go back to a previous version if a customer changes their mind."

Successful designers know that the ability to help customers visualize their kitchen or bathroom is very important but can often be problematic. Not all customers are able to visualize a concept the way designers do. "I just love the variety of views and perspectives that are available

in 2020 Design. I can guide a customer through the design process with floor plans or elevation views and then use a photo-realistic rendering to help customers visualize their dream kitchen. Plus, as the industry standard, 2020 Design offers a wide range manufacturer catalogs so I know I can find the products my customers want."

Interior designers can take advantage of the software's many time-saving features to become more productive and efficient. With one click designers can retrieve data, or use time-saving drawing and positioning tools for a quick layout. Accurate estimates with downloaded product and price updates can be automatically generated. Created specifically for the kitchen and bathroom industry, 2020 Design's built-in rules also ensure that projects stay on track and comply with built-in NKBA rules and design guidelines.

"For many of us creative types in the kitchen and bath industry, 2020 Design is just so intuitive, and that allows us to be that much more productive. I know that to be successful in my career, I need to produce quick turnarounds and generate accurate quotes quickly. By maximizing 2020 Design's functions, I am able to do that." Paula explained.

With technological advances touching so many industries, Paula sees the interior design industry evolving. "Many of my customers want a totally virtual experience. I just completed my latest project and my customer never stepped foot in a showroom. Everything was done virtually, from the original concept, to choosing the options and signing off on the final design. 2020 Design allows me to offer my customers convenience and close the sale that much faster."