



TRADITUM, LEEDS

Design-led collaboration for Traditum's new Leeds office

CREATING A CONNECTED WORKSPACE FOR A GROWING TEAM

When financial planning and wealth management specialists Traditum opened a new office in Leeds, they needed to transform an empty space into a modern workplace that would support collaboration, client engagement, and future growth. To ensure strong connections between their clients, Leeds and London teams, Traditum partnered with Universal AV to deliver the technology and expertise required to create a seamless working environment.

UNDERSTANDING THE CHALLENGE

The Leeds office required a complete refurbishment, including workplace technology, connectivity, and meeting room solutions. With limited experience of office fit-outs and AV systems, Traditum needed a trusted partner to help shape the technology strategy, coordinate with contractors, and ensure the new space would support seamless collaboration between its Leeds and London teams.

From the earliest stages of the project, Universal AV worked closely with stakeholders to provide guidance, simplify decision-making, and deliver an intuitive collaboration solution tailored to the needs of the business.

SERVICES PROVIDED





A CONSULTATIVE APPROACH FROM DAY ONE

Universal worked closely with Traditum from the outset, taking the time to understand how the space would be used before recommending solutions. Through site visits, demonstrations, and stakeholder consultations, the team explored different options and identified the technology that would deliver the best balance of functionality, usability, and value.

Rather than recommending technology that exceeded the brief, Universal focused on delivering a solution aligned to Traditum's operational needs and budget. This consultative approach gave the team confidence that every decision was being made with their specific requirements and long-term goals in mind.

SUPPORTING THE ENTIRE OFFICE FIT-OUT

As the project progressed, Universal's involvement extended far beyond AV.

Beyond AV design and installation, Universal provided practical support throughout the refurbishment. Working alongside electricians, IT providers, and other contractors, the team advised on infrastructure, cabling, connectivity, and room preparation, helping to bridge the gap between technology requirements and practical implementation.



Acting as a trusted advisor throughout the project, Universal helped simplify what could otherwise have been a complex process, giving Traditum the confidence to focus on the wider office transformation while ensuring the technology foundations were in place for effective collaboration.

Delivering a Seamless Collaboration Environment

Following consultation and careful evaluation of the available options, Universal designed and delivered a meeting room solution tailored to Traditum's operational needs. At the heart of the space is a Jabra PanaCast 50 and a Klick and Show wireless presentation solution designed to support Microsoft Teams meetings, client presentations, and day-to-day communication between the Leeds and London offices. The Jabra PanaCast was selected for its ultra-wide field of view. Due to the



layout of the room, there were limitations on where the display and camera could be positioned. Its panoramic coverage ensures everyone in the room remains clearly visible during meetings, regardless of where they are seated.

The solution combines a commercial display with integrated video conferencing technology, flexible content-sharing options, and an intelligent camera system that automatically tracks participants, creating a more engaging experience for remote attendees.

The result is a simple, intuitive meeting space that feels effortless to use that enables seamless collaboration while delivering the reliability and performance expected from a modern workplace environment.

THE OUTCOME

Traditum now benefits from a modern collaboration space that supports communication between its Leeds and London teams, enhances client interactions, and provides a professional environment for meetings and presentations.

More importantly, the project demonstrates the value of partnership. By providing guidance from the earliest planning stages, coordinating with contractors throughout the fit-out, and delivering a solution tailored to Traditum's specific needs, Universal helped transform an empty office into a connected, future-ready workplace.

CLIENT FEEDBACK

"As this was our first office fit-out project in Leeds, we didn't know where to start with AV or many of the wider technology requirements. Universal were incredibly supportive throughout the entire process. Chris took the time to understand exactly what we needed, guided us through the options, worked directly with contractors on our behalf, and helped us make informed decisions every step of the way. The finished solution is exactly what we needed. It is simple to use, reliable, and perfect for connecting our clients with our Leeds and London teams. The support we received went far beyond AV installation and was invaluable throughout the project."

Laura Murray
Commercial Manager, Traditum