

ihs

GLOBAL ALLIANCE



Designing world-famous hospitality equipment

Hospitality was my dream. Waitering was the in-between.

What started as a stint in the room service department of the Hilton Mebourne in the 80's, turned into a design juggernaut of amazing proportions.

And it all centered around the operating equipment - the never-ending bank of broken product lined up back of house. Quite simply labelled 'out of order'.

Website: ihsglobalalliance.com



IHS Global Alliance

Designing world-
famous hospitality
equipment

AT A GLANCE

WHO: IHS Global Alliance

WHAT: Designer equipment
for hotels & venues.

WHERE: 125 Henderson Road,
Rowville, Melbourne, 3178, Australia

WEBSITE: ihsglobalalliance.com

If you have ever looked at a piece of catering equipment and found it elegant, stylish, and highly innovative then you have probably seen the work of IHS Global Alliance first-hand. Though it had humble beginnings, IHS has grown into the most respected designer for hospitality equipment on a global basis.

A quick look at the company's



testimonials will tell you everything you need to know about its work. Some of the world's most popular hotels trust IHS unequivocally as the quality of the company's products has never wavered while the stylish designs have always been innovative. Where others see a problem, IHS Global Alliance and Nicholas Polidoros, the company's Director and Head Designer, see a solution.

Clear minds and clear goals

The company's story may be a classic example of rags to riches but Nicholas does not dwell on that at all. Instead, he's simply proud of what his company has achieved ever since he first started it in 1986. To become such a trusted designer worldwide requires hard work, a lot of imagination, and

a good infrastructure. Thankfully, IHS Global Alliance not only fit all the criteria but has managed to exceed them.

“We design furniture for the hospitality industry. That’s who we are. We specialize in monopolies and products that haven’t been done before. We aren’t copycats, we don’t copy other people’s products. We just have a look at the industry and we improve it as we go through”, Nick says.

That sense of innovation through exploration is a major part of the company. New trends have to be discovered through interactions with

vendors and clients. When designing a product, one has to account for multiple elements. For instance, a stylish and attractive piece of equipment that has no practical use is largely wasteful. To achieve the perfect balance between style and substance, someone with the expertise of Nick and his keen interest on acquiring an intimate knowledge of the market is absolutely necessary.

Innovation through intimate knowledge

In addition to all that, having an intimate knowledge of the industry is also one of the reasons why IHS is the most trusted company of its kind. The



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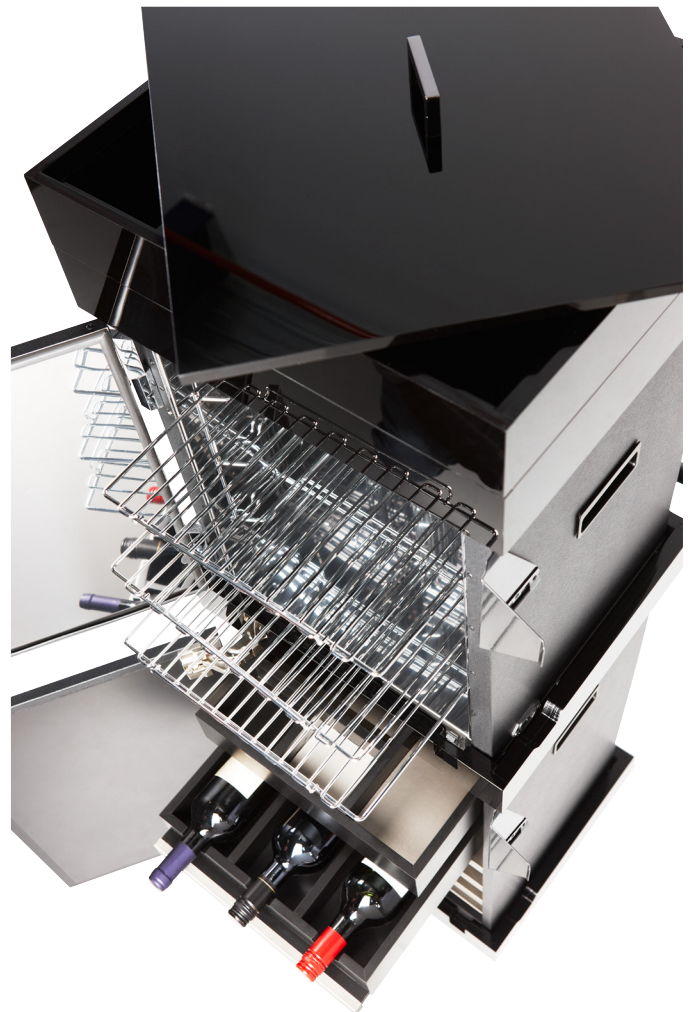
products designed and manufactured by IHS are there to either fill existing voids or to complement existing services. They are thoroughly tested in real hotels and any issues are ironed out before the final stage. Aside from being produced by high quality materials, every single item on the company's list serves a certain function.

According to Nick, a modular approach is best when it comes to this industry. Trying to grow up too quick and too fast inevitably leads to a lot of problems. Alternatively, slow and steady wins the race. This theme is not simply reflected in the designing and manufacturing process. It's a theme

that lies at the company's very core, an ideal that has shaped its culture.

"I like to invest wisely in each area of the business. Not necessarily just one zone area, I prefer to do it gradually. It's a bit like sports, in the sense that you don't just focus on the front line, you focus on the back and mid lines too. It's a balance that you should invest in. It's also an old farmer's rule; don't make too much too quick and make sure that you keep some money for your reserve fund", says Nick.

With that said, treading on safe ground will not get you far, especially not within the company itself. Working hard and becoming familiar



with the industry are key elements to advancing in IHS. After all, the same elements are important for success in the design sector too. Those who merely follow tradition and do not look to the future stagnate as they are unable to compete. On the other hand, those who are willing to put in the hours and invest themselves into their work will most likely be rewarded.

An incentive-driven culture

Since IHS is a company that operates on a multinational level, there's a big emphasis placed on the interaction between all the different cultures. "We have a wonderful culture here, that's my number one importance in business. It's really important that

you look at every culture, they all have something to offer", says Nick.

The most important part, however, is motivating people. Those who love their jobs have plenty of opportunities to advance in IHS. Money is obviously a big incentive for many people but it also goes beyond that, to the point where the best designers are respected and listened to.

"The corporate culture here is very much driven by incentive. I am a believer in incentives, not in pay packages. I believe you are as good as you are. I'd rather that people become partners in my culture. In other words, if you perform then you get paid well. That's working for us and it's very



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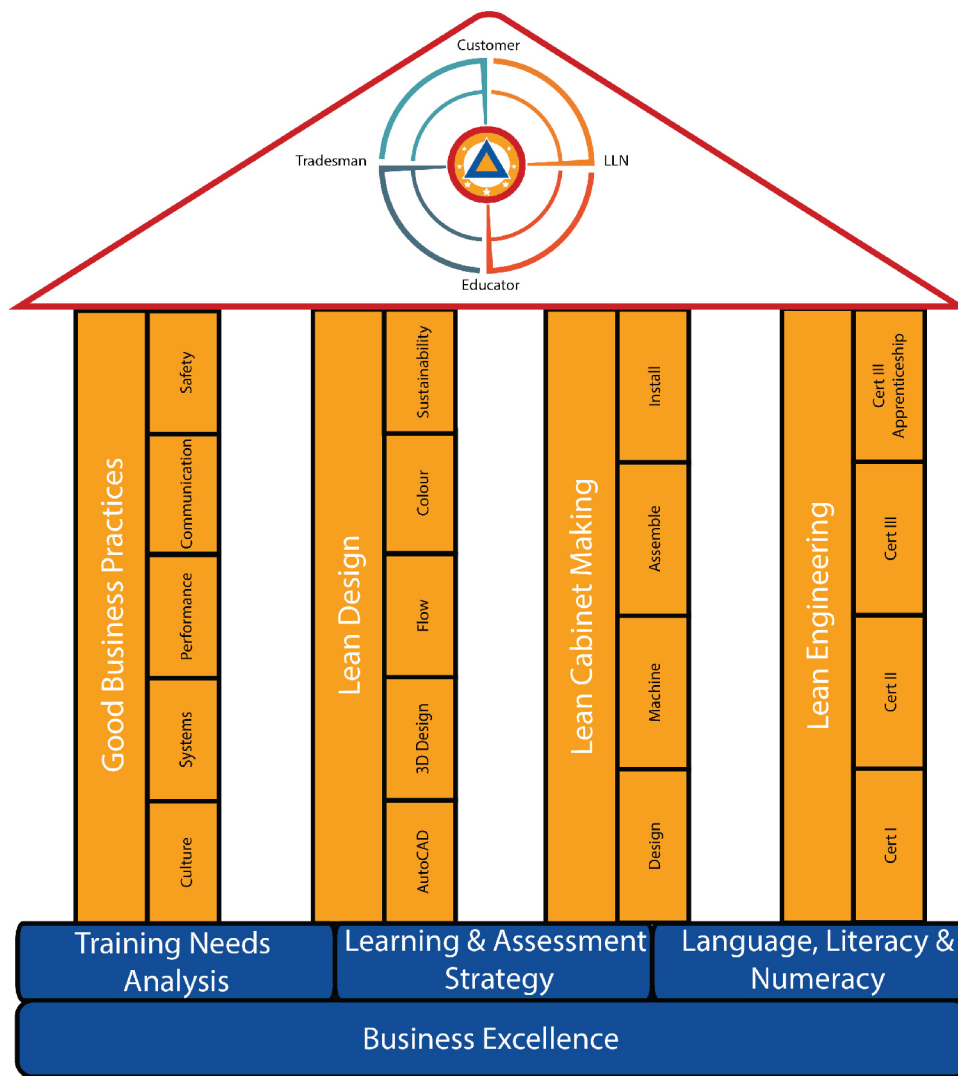
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motivating. It's quite competitive in here, which is great. There's nothing wrong with a little competition within", suggests Nick.

Being pro-active is an essential part of the industry. The company's "Bureau of Sales" plays an incredibly important role in interacting with new clients and finding out where the market is. The company's analysts are constantly trying to find out where and how IHS can promote and sell its products, for instance. That way, they can always be on top. When a new hotel pops up, someone will be

sent out to discuss the company's practices and equipment.



As Nick puts it, IHS is the leader in the designing of hospitality equipment yet his company also needs to reach out to new client. Aside from traditional forms of marketing like private and public shows, there is also a need for more modern techniques such as social media. Regardless of the method, the goal is the same; to promote the IHS brand to a wider audience and gain some clients in the

hopefully process.



Heading towards the future

IHS does have quite a lot on its plate. One of the areas where it is heavily investing in right now is manufacturing because the demand for its products is very high, for instance. Other areas are in constant need of attention too. For example, keeping up with the current trends is an ongoing process that will never end. A design firm needs to know exactly what's happening in the market in order to potentially apply new practices and materials to its equipment before everyone else.

Though Nick wants to grow the business slowly, the company's future success seems mostly unchallenged. With an established network of major contacts in the hospitality industry

and decades' worth of experience in the sector, it's highly likely that the company's designs will be prominently featured in the world's top hotels for years to come.

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