



Flomark Design transforms business with Dell workstations and AMD Radeon™ PRO

Dell Precision 3650 workstation featuring the AMD Radeon PRO GPU supports multitasking across multiple demanding design tools to take on the biggest design challenges.



CUSTOMER



Flomark Design

INDUSTRY

Residential/Commercial Architecture, Design, and Construction

CHALLENGES

Multitask in graphics-intensive, client-facing workflows

SOLUTION

The Dell Precision 3650 workstation with AMD Radeon™ PRO W5700 graphics

RESULTS

Supports the application needs of a hybrid workforce as they take on projects for numerous high-profile residential and commercial design requirements.

AMD TECHNOLOGY AT A GLANCE

AMD Radeon PRO W5700 graphics

TECHNOLOGY PARTNER



Changing the course of an already successful small business can be both an exciting opportunity and a significant challenge.

As remote work became the norm in recent years, Stacey Paliombay, the Owner of Flomark Design, Inc., boldly sensed the moment was right and undertook an impressive transformation for the company.

Her objective was to transform Flomark from a respected construction management company into a full-service boutique design firm capable of supporting any high-end residential or

commercial project from first inspiration through completion. In the space of just a couple of short years, Paliombay is well along the road toward achieving her vision.

Paliombay credits Flomark's successful evolution to a combination of its talented staff, a clear vision, and the judicious acquisition of critical new technology. Paliombay points to their decision to acquire a Dell Precision 3650 workstation featuring the AMD Radeon PRO W5700 graphics processor capable of supporting the very different workflow requirements of Flomark's new design/build projects as critical.

Change starts with a solid hardware foundation

"The software applications we used in construction management were not as memory-intensive as what we do today," explains Paliombay. "In general, we were fine using gaming laptops whose CPUs were sufficient for logical operations such as developing budgets and schedules in Microsoft® Excel or viewing blueprints in Adobe [Acrobat?]."

"...the Dell Precision 3650 workstation with AMD Radeon PRO graphics provides an ideal foundation that gives us the confidence to move forward with our vision."

Stacey Paliombay, Owner, Flomark Design

Once Flomark began focusing heavily on new, visually-oriented workflows, things changed dramatically. Paliombay continues, "Today, we have a much more demanding and varied processing environment. I work on Autodesk® AutoCAD® developing architectural details or space planning. Increasingly I'd encounter fatal blue screens while trying to use multiple

Autodesk applications simultaneously. At the same time, our interior designers might use Mydoma™ for project management along with Canva™ for design. And, of course, our 3D guys are in the Building Information Modeling (BIM)/3D world, using tools such as Matterport™ cameras

for [3D] scans that we bring into Autodesk® Revit® to evaluate the 'as-built' conditions of a space."

It quickly became clear to Paliombay and the Flomark team that, at the very least, having the right combination of CPU, GPU, and RAM would be critical to supporting their new visual workflows. Paliombay says, "Flomark is ultimately about realistic content creation that makes our clients feel the wow factor as we bring their new home or office to life. To get where we want to be, we need to have the right people, processes, and tools in place to execute our services. The relationship with Dell and, by extension, AMD has already propelled us to be far more efficient."

The power to drive the right tools for any job

The full capability of the Dell Precision 3650 workstation is used almost every day of every project. Flomark staff is constantly toggling between, for example, Autodesk Revit, AutoCAD, and 3ds Max® to ensure accuracy and consistency across all applications.

3D renders are then typically adjusted in Adobe® Photoshop® to achieve the right look, along with applications such as SketchUp® with Enscape™ and, obviously, Microsoft products. Chaos® V-Ray® and Corona® are also frequently used.

“In the past, we often had problems running multiple programs at the same time due to heavy datasets,” explains Paliombay. “We didn’t have the power to simultaneously support the massive amount of information within multiple files. The Dell workstation and AMD graphics card enable us to multi-task across the entirety of our application suite without the nuisance of blue screens. The buttery smooth user interface navigation within 3ds Max and Photoshop helps with productivity. And thanks to the AMD W5700 GPU, rendering high-resolution images is much faster than in our previous experiences. Our 3D team is taking full advantage of the AMD GPU to reduce render times on animations significantly.”

Support is critical to effective remote workflows

The Dell Precision 3650 workstation has become the go-to machine for the team, regardless of location. With high-speed broadband connectivity and enhanced networking in the office, the team can connect to and make use of the workstation whether they are in the office or not. Good support is essential to this style of work. Paliombay says, “While people who work with 3D or BIM tend to be tech-savvy, we have jobs to do. We depend on our technology’s reliability because we are often remote from the workstation. We’ve not encountered any issues—the Dell Precision workstation has performed fantastically—but knowing that on-site service from Dell is just a call away is important to the smooth running of our business.”

Unlocking the potential of a more advanced visual environment

Of course, the team often prefers to come to the office where the Dell workstation is connected to a stunning 40-inch, 5K x 2K ultrawide display from Dell. As Paliombay says, “I didn’t realize just how much of a game changer the 40” display would be. Being able to see all the

pieces of a project across different applications simultaneously instead of toggling back and forth is efficient and improves accuracy. Thanks to the AMD Radeon PRO, viewing 5K renders in Photoshop is super-smooth, even with numerous layers and multiple open files. Finally, our data sets within 3ds Max display the standard polygon count that we optimize for.”

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Stacey Paliombay, Owner, Flomark Design

The additional horsepower provided by the Dell Precision workstation has also enabled the Flomark team to expand its use of cutting-edge tools with an eye toward adopting real-time virtual reality capability using Unreal® Engine for 3D creation and Twinmotion® for real-time visualization.

Paliombay is excited about the change. “I’m looking forward to moving Flomark in a more conceptual direction that will let me get back to my 3D roots.”

Visualizing the future

In fact, with the proper workstation and support now in place, Paliombay is exploring opportunities to diversify her business further. “I see a lot of ways in which technology like the Dell Precision workstation may help us facilitate better communication between consultants and clients in the Architecture, Engineering, and Construction (AEC) world. Let’s say our client is in Hawaii, the general contractor is in New York, and our design firm is in LA. We could provide our clients with a VR headset and then use our Dell system with AMD Radeon PRO graphics to all meet in VR space to troubleshoot project issues or simply explore the design space together.”

Paliombay concludes, “The bottom line is that today’s clients want to see everything. Whether we are designing someone’s dream home or the perfect commercial space for a successful business, the Dell Precision 3650 workstation with AMD Radeon PRO graphics provides an ideal foundation that gives us the confidence to move forward with our vision. Success is measured when the client trusts you through your expertise, your commitment, and your professionalism. Having technology partners like Dell and AMD who understand that will help us get where we want to be.”



About Flomark Design

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci. Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

About Dell Technologies

[Dell Technologies](#) (NYSE:DELL) helps organizations and individuals build their digital future and transform how they work, live, and play. The company provides customers with the industry’s broadest and most innovative technology and services portfolio for the data era.

About AMD

For more than 50 years AMD has driven innovation in high-performance computing, graphics, and visualization technologies. Billions of people, leading Fortune 500 businesses, and cutting-edge scientific research institutions around the world rely on AMD technology daily to improve how they live, work and play. AMD employees are focused on building leadership high-performance and adaptive products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ: AMD) [website](#), [blog](#), [LinkedIn](#), and [Twitter](#) pages.

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Expanded Highlights for PowerPoint (35-50 words):

Challenges:

Flomark Design needed to maintain high productivity, design flexibility, and accuracy in a sophisticated design environment that requires significant multi-tasking across a diverse application environment. The software environment includes Autodesk® AutoCAD®, Autodesk® 3ds Max® with Chaos® Corona® and Unreal® Engine, Matterport™ camera scanning with Autodesk® Revit®, Adobe® Photoshop®, SketchUp® with Enscape, Microsoft® products, Chaos® V-Ray®, and more.

Solution:

A mid-range professional Dell Precision 3650 workstation equipped with an AMD Radeon PRO W5700 GPU delivers the performance required to multitask across multiple graphically and computationally demanding applications.

Results:

Flomark's dependable workstation enables it to effectively design and present to clients even with a remote workforce. The system has enabled Flomark to overcome performance bottlenecks when multitasking and increase productivity by displaying workloads on a 5K-capable Dell ultrawide monitor.

Web Copy for Case Study Hub Page

CTA1:

Read the case study.

Landing Page Description (50 words):

In this case study, read how Flomark leveraged the Dell Precision 3650 workstation with AMD Radeon PRO W5700 GPU to dramatically increase its ability to meet high client expectations through multitasking, running its most demanding design, collaboration, and project management workloads simultaneously to get more high-quality work done.

Case Study Description for Hub Page (25 words):

With a mid-range professional Dell Precision 3650 workstation equipped with an AMD Radeon PRO W5700 is helping transform Flomark into a full-service boutique design firm.

All performance and cost savings claims are provided by Flomark Design and have not been independently verified by AMD. Performance and cost benefits are impacted by a variety of variables. Results herein are specific to Flomark Design and may not be typical. GD-181

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