

Avenue

Websites for what's next

With a commitment to supporting clients through pivotal stages of growth, Avenue director Brenton Cannizzaro lets in on how his ASUS ExpertBook B7 Flip is helping him along the journey.



Avenue is a specialist website design and development studio based in Melbourne, Australia, renowned for creating bespoke, high-performing websites tailored to the unique needs of each client. Their work is grounded in delivering high-quality solutions that drive effective conversion rates.

Combining a focus on strategic design, user experience, and cutting-edge technology, Avenue's work is driven by the mantra "Websites for what's next," reflecting their commitment to supporting clients through critical growth stages. Whether it's revitalising an underperforming website, establishing a powerful online presence for a startup, or scaling an enterprise's digital footprint, Avenue's award-winning team delivers solutions that drive conversions, engage audiences, and set the standard for excellence in the digital realm.

"Our approach is grounded in honesty, transparency, and a deep understanding of our clients' goals, making us a trusted partner in navigating the digital landscape and achieving long-term success"

As director, Brenton's work is focused on strategy and business development. This involves gaining a

thorough understanding of client needs from the outset, allowing him to define targeted proposals for solutions that can expertly deliver on what clients require. Developing proposals for new client prospects and existing client enhancements, as well as leading sales and marketing initiatives for the company, are also under Brenton's umbrella.

Since the COVID-19 pandemic, Avenue has transitioned from dedicated office space to a completely remote work model. While remote work may not suit everyone, it has proven to be seamless and highly effective for Avenue. Consequently, even after the pandemic, they have continued with this approach.

In terms of work devices, Brenton previously used a tablet which, while large and effective, lacked a few key features. This shortfall prompted him to consider upgrading to enhance his usage experience and functionality. The lack of a dedicated keyboard made note-taking more challenging and less efficient. Brenton also required a device that was portable, lightweight, and equipped with a high-quality screen to showcase his work portfolio to prospective clients in various meeting settings. The location of client

meetings can vary greatly, necessitating flexibility and adaptability. Factors such as limited space and different lighting conditions are common challenges, so he needed a device that was large enough to communicate effectively but not overly bulky, and one that had an excellent screen to showcase detail and colour accurately in various lighting environments. The move to the ASUS ExpertBook B7 Flip has addressed these issues perfectly.

Portability, power and an excellent display with colour compatibility were key criteria for Brenton when choosing a device, given the industry and solutions his business are part of. The absence of desktops at Avenue, placed even greater weight on the consideration criteria. For Brenton, the size of the ASUS ExpertBook B7 Flip is ideal – large enough to make an impact, yet still lightweight and easy to carry.

“The screen resolution and colour reproduction are outstanding and the 360-degree flip touch screen with stylus input caters to all my needs in a meeting context. It’s powerful, which makes everything effortless in any location or scenario. Combined with long battery life, this device has been a real game-changer. Having to carry chargers and find electrical outlets for meetings is a hassle.”

Since the ASUS ExpertBook B7 Flip has been part of the picture at Avenue, the efficiency and simplicity of day-to-day tasks have notably improved. A lightweight design affords welcome portability, whilst the anti-reflective, anti-fingerprint screen with Corning® Glass is of a high quality to ensure content is displayed impressively in different lighting conditions, making it adaptable to various meeting environments. The ergo-lift keyboard with integrated Number Pad brings additional convenience and typing comfort, whilst 5G connectivity and AI noise-cancellation enhance connectivity and video call quality. When compared to previous devices, performance and functionality have increased, with military-grade testing and durability ensuring the ASUS ExpertBook B7 Flip withstands the rigors of on- the-go computing.



Final thoughts from Brenton:

“The ASUS ExpertBook B7 Flip has levelled up my client meetings. It expertly blends the best of both worlds – the long battery life and keyboard convenience of a notebook, with the screen versatility of a tablet - adapting seamlessly to help me get things done.”

To learn more about Avenue, visit:
<https://avenue.design/>

Leon Brumen, Head of Commercial at ASUS ANZ commented on the ASUS ExpertBook series.

“Being armed with solutions that offer the right combination of performance, durability and portability, is quintessential for today’s business users. We are excited to see Brenton and the team at Avenue continue to help their clients achieve their business aspirations.”

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