

INTERIOR DESIGN
3D VISUALIZATION
VIRTUAL TOURS
WHITE-LABEL
GLOBAL PARTNERS

IDEAS
SPACES
PEOPLE
TOGETHER

STROILEXX

VISUALIZE A HIGHER STANDARD

— M I A M I —



WHITE-LABEL PRODUCTION WORKFLOW

FROM IDEA TO PHOTOREALITY



PARTNERSHIP



PROCESS



RESULTS



GROW TOGETHER

STROILEXX.COM

MIAMI | NEW YORK | GLOBAL

STROILEXX

MIAMI WHITE-LABEL PRODUCTION

Partner & Project Delivery Workflow

A premium, CRM-based operating system for interior design studios in Miami

FOUNDER & CEO / ALEXEY UDALOV

SYSTEM OVERVIEW

One partner. One CRM. One controlled delivery process.

The partner studio manages its client relationship; STROILEXX manages production and delivery.

01-03	PARTNERSHIP & ONBOARDING	Contract, CRM workspace, representative training
04-07	PROJECT INTAKE	Project registration, pricing, payment, brief
08-10	PRODUCTION & APPROVAL	Modeling, 360° review, revisions
11-12	PAYMENT & DELIVERY	Final balance, static renders, project archive

PHASE 01

Partnership Agreement

STROILEXX Miami · Operating Workflow

OWNER

Owner / Founder & CEO — Alexey Udalov

OBJECTIVE

Establish the commercial relationship with the Miami design studio.

KEY ACTIONS

- Conduct negotiations and agree collaboration terms.
- Execute the master partnership contract.
- Define white-label scope, payment rules and communication model.
- Hand over the signed partnership to the PM Manager for operational setup.

DELIVERABLE

Signed partnership agreement and nominated partner representative.

Partner CRM Setup

STROILEXX Miami · Operating Workflow

OWNER

PM Manager

OBJECTIVE

Create a dedicated CRM workspace for the new partner studio.

KEY ACTIONS

- Create the partner profile and department/workspace.
- Add the studio representative.
- Configure access to permitted projects, tasks and files.
- Confirm the workspace is ready for onboarding.

DELIVERABLE

Dedicated partner workspace with controlled access.

CRM Onboarding

STROILEXX Miami · Operating Workflow

OWNER

PM Manager + Partner Representative

OBJECTIVE

Enable the partner representative to work independently in the CRM.

KEY ACTIONS

- Register the representative in the CRM.
- Provide the operating manual and training.
- Explain projects, briefs, comments, approvals and file access.
- Confirm the representative understands the workflow.

DELIVERABLE

Trained representative with active CRM access.

Project Registration

STROILEXX Miami · Operating Workflow

OWNER

Partner Representative

OBJECTIVE

Capture the initial information required for pricing and planning.

KEY ACTIONS

- Create the project in the CRM.
- Enter project name, type, area and room list.
- Upload plans, drawings and available source materials.
- Add any known project requirements.

DELIVERABLE

New project registered and ready for cost estimation.

Cost Estimation & Initial Invoice

STROILEXX Miami · Operating Workflow

OWNER

PM Manager

OBJECTIVE

Calculate the project cost and request the initial payment.

KEY ACTIONS

- Review area, rooms, scope and source materials.
- Estimate the production workload.
- Prepare and issue the initial invoice.
- Record the commercial and payment status in the CRM.

DELIVERABLE

Approved project estimate and initial payment request.

Designer Assignment

STROILEXX Miami · Operating Workflow

OWNER

PM Manager

OBJECTIVE

Assign the appropriate production resource after initial payment.

KEY ACTIONS

- Confirm receipt of the initial payment.
- Select a designer based on workload and specialization.
- Connect the designer to the project and tasks.
- Provide access to the source materials.

DELIVERABLE

Designer assigned and project activated for production.

Creative Brief / Technical Specification

STROILEXX Miami · Operating Workflow

OWNER

Partner Representative

OBJECTIVE

Provide the complete creative and technical direction.

KEY ACTIONS

- Complete the CRM brief.
- Add style references, materials and color preferences.
- Specify functional requirements, furniture and lighting needs.
- Attach all relevant files and examples.

DELIVERABLE

Complete brief and source package available to the designer.

3D Modeling & Visualization

STROILEXX Miami · Operating Workflow

OWNER

Designer

OBJECTIVE

Produce the digital model, visualizations and interactive environment.

KEY ACTIONS

- Review plans and the approved brief.
- Build or refine the 3D model.
- Set materials, furniture, lighting and camera views.
- Prepare the 360° environment and upload the review link.

DELIVERABLE

Room prepared for interactive review.

360° Review Link

STROILEXX Miami · Operating Workflow

OWNER

Designer

OBJECTIVE

Present the room to the partner representative for review.

KEY ACTIONS

- Publish the 360° tour link in the CRM.
- Notify the representative that the room is ready.
- Provide relevant notes or review instructions.
- Keep the review record inside the project.

DELIVERABLE

Room submitted for partner approval.

PHASE 10

Approval & Revisions

STROILEXX Miami · Operating Workflow

OWNER

Partner Representative + Designer

OBJECTIVE

Close the review loop for each room within the agreed scope.

KEY ACTIONS

- Representative reviews the 360° environment.
- Approve the room or submit structured revision comments.
- Designer completes revisions and resubmits.
- Repeat until all rooms are approved.

DELIVERABLE

All project rooms approved in the CRM.

Final Balance Invoice

STROILEXX Miami · Operating Workflow

OWNER

PM Manager

OBJECTIVE

Request the remaining balance after room approvals are complete.

KEY ACTIONS

- Verify approval status for all rooms.
- Confirm the completed scope of work.
- Issue the final balance invoice.
- Wait for final payment before final delivery production.

DELIVERABLE

Final payment request issued and tracked.

Final Delivery & Project Archive

STROILEXX Miami · Operating Workflow

OWNER

Designer + PM Manager

OBJECTIVE

Deliver the final static images and a consolidated project link.

KEY ACTIONS

- Designer prepares the final static images.
- PM checks the completeness of the deliverables.
- Create one CRM link containing documentation, tours and files.
- Provide long-term access for the partner representative.

DELIVERABLE

Final project package delivered and archived in the CRM.

GOVERNANCE

Clear ownership at every stage

Commercial authority remains with the owner; operational execution is managed by the PM.

OWNER / FOUNDER & CEO

Alexey Udalov

RESPONSIBILITY

Partnership contracts, strategic relationships, commercial framework

PM MANAGER

STROILEXX Operations

RESPONSIBILITY

CRM, estimates, invoices, resource assignment, control and final delivery

PARTNER REPRESENTATIVE

Miami Design Studio

RESPONSIBILITY

Project intake, source materials, brief, review and approvals

DESIGNER

STROILEXX Production

RESPONSIBILITY

3D modeling, visualization, 360° environment, revisions and final renders

Recommended project status system

Every project and room should have a visible, auditable status.

01

New Project

02

Cost Estimation

03

Awaiting Initial Payment

04

Designer Assigned

05

Brief in Progress

06

In Production

07

360° Review

08

Revision Requested

09

Approved

10

Awaiting Final Payment

11

Final Rendering

12

Final Delivery

13

Archived

STROILEXX

A structured production partner for Miami design studios.

Contract → CRM → Brief → Production → Approval → Delivery

Designed for transparency, repeatability and scalable white-label collaboration.

FOUNDER & CEO / ALEXEY UDALOV