

# Go-To-Market Brief: Beyond<sup>®</sup> Freestanding Enhancements

Allsteel<sup>®</sup>

## PRODUCT STORY

The introduction of Beyond Pavilion freestanding in 2019 proved to be very successful. The solution helped solve the need for collaboration, concentration, functionality and aesthetics in open spaces. This expansion allows us to build on the current solution as the need for more breakout rooms increases.

- The current free-standing offering of maximum runs/spans with Beyond Pavilion freestanding is too limiting to achieve customer-requested applications
- Customers are interested in the potential savings associated with free-standing product (open and enclosed)
- Trade partners believe that more robust, while also less complex, solutions for freestanding applications will allow them to better compete in the market and provide value for customers

## KEY MESSAGE

Beyond Pavilion freestanding expansion is a collection of zoned settings that can be added or changed within a space without intense capital expenditure.

- Allows for adding compelling visual separation into an open plan without taking away the open plan concept
- Provides prefabricated architectural solutions flexible enough to support multiple activities and collaborative teamwork
- Pre-tested to be installed in seismic areas without expensive and unappealing bracing
- Retreat from the primary workstation

Allsteel offers unitized panel design + a hidden bracketry seismic solution + parametric customizable dimensions and application options. By combining all 3 of these elements, we can do a better job giving all customers the design they're looking for while providing something is faster and easier to install.

## MARKET TRENDS

- Distractions (verbal + visual + acoustical) interfere with the ability to get focused work done
- Open offices can improve work performance, but must also support concentrative work
- More spaces to meet is desired
- Technology is driving change and must be supported in all applications
- Provides the ability to choose where and how you work and control your level of privacy. Also supports multi-posture sitting and longer-term work away from the dedicated workstation.
- Pre-fabricated reconfigurable solutions are preferred due to increased labor costs/shortages and material constraints



## PRODUCT DIFFERENTIATORS

**Non-Permanent Architectural Space Division:** Beyond Pavilion freestanding is an architectural demountable wall where the specifier can easily create a range of space and room solutions scalable through a spectrum of material and feature options.

**Flexibility:** Beyond Pavilion freestanding provides additional flexibility as it does not interfere with HVAC/sprinklers, is pre-tested and approved for seismic areas, and the panels/door units can be used in freestanding and ceiling attachment areas leveraging the solution for future applications.

**Communicates unavailability:** By combining the visual permanence of architecture with the flexibility of furniture, Beyond Pavilion freestanding forms a room instead of filling a room.

**Supports technology:** Integrated media wall and power access.

## TARGET AUDIENCE

### Vertical Markets

- Corporate America (including start-ups, co-working spaces)
- Higher Education

### Existing Allsteel Workstation Customers

The new Beyond Pavilion freestanding expansions addresses the need for finding refuge outside of the workstation to focus in an open, collaborative environment.

### Key Considerations

Specify in new furniture installations, new construction requests positioned as a flexible and affordable substitute for permanent architectural solutions, and very effective at solving for "Day 2" requests for more meeting spaces.

## COMPETITIVE INFORMATION

Most competitors do not have publicly available pricing information on their architectural products solutions.

Competitive Comparison Here

- **Steelcase Orangebox** is a pod solution and can only be ordered in set sizes which limits customers' options.
- **Haworth Pergola** is parametric but it comes in parts and pieces and is not unitized and not easy to install (see installation video: <https://vimeo.com/662347586>).
- **Herman Miller Overlay** utilizes exposed anchor brackets at the base of posts which takes away from the aesthetic.

## CONTACT

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