
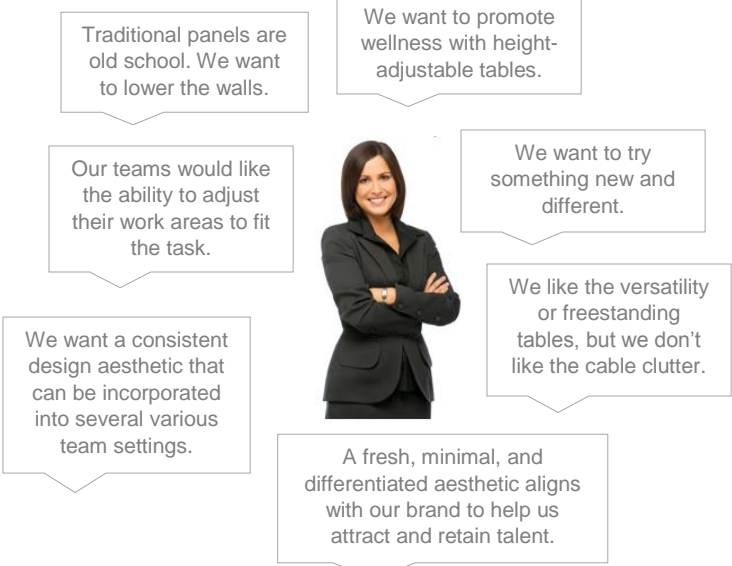


<p>Product Story</p>	<p>Companies want to invest in light-scale furniture solutions that offer more options for flexible work arrangements than what traditional panel-based systems can provide. Allowing workers to move their furniture empowers them to consider how the work area can best support the team. This level of control benefits both the organization and individuals.</p> <p>Altitude A8 addresses the needs of the light-scale, agile workplace by integrating the main functions of the traditional panel – privacy, cable management, and power access – within a modular design featuring height-adjustable tables. Fully upholstered fabric privacy screens are available in three shapes for maximum planning freedom. A utility bay gathers and stores cords and cables to clean up the underside of the worksurface and offers convenient desktop power access. The low-profile power rail rests on the floor and routes electrical and data to each workstation without using excess space. Stations can quickly and effortlessly change from linear benching, to perpendicular, to fully organic in a matter of minutes with tables on slide glides or casters, allowing companies to adapt new planning strategies without having to invest in new furniture.</p> <p>Altitude A8 is more than a height-adjustable table. It's a dynamic, functional workspace that can change, expand, and reconfigure over time to meet evolving workplace needs while increasing health and wellness of workers.</p>	
<p>Key Message</p>	<p>Altitude A8 takes the main functions of the traditional panel spine and integrates them into the height-adjustable table, optimizing for rapid moves, simplifying the solution, and creating planning freedom.</p> <ul style="list-style-type: none"> ▪ Altitude A8 makes a height-adjustable table into a height-adjustable workstation: <ul style="list-style-type: none"> ○ Privacy screens that travel with the desk, integrated power access, and generous cable management cleanly integrate within one location ▪ Easily reconfigure <ul style="list-style-type: none"> ○ Caster and slide glides make it easy for users to rearrange layouts to fit their needs. Users can spin their desks for collaborative sessions and then return to a more private layout for heads-down work. ▪ Solving for rapid-move solo settings <ul style="list-style-type: none"> ○ Small kit-of-parts allows for wide range of possibilities. One typical can be easily reconfigured into several different layouts without additional parts. ○ Utilizing existing Terrace® electrical helps streamline specifying and makes it easy to lay in power and data ○ Streamlined wire management options ○ Access to pre-configured typicals highlights Altitude A8's wide range of configuration possibilities 	
<p>Launch Date</p>	<p>Altitude A8 Tables with Screens, Utility Bays, and Power Rails will launch October 2018</p>	
<p>Target Audience</p>	<p>Primary: Architect & Design Firms Secondary: Dealer DSRs, Dealer Designers</p>	
<p>Product Background</p>	<p>In today's changing workspace, companies are moving away from traditional panel systems and are looking for an alternative that is lighter in scale, without compromising privacy. They're seeking product solutions that enable collaborative behaviors within the office and are agile enough to respond to new work processes, all while efficiently managing real estate costs.</p>	
<p>Market Trends</p>	<ul style="list-style-type: none"> ▪ Flexible work arrangements ▪ Accommodating agile work groups ▪ Focus on wellness with height-adjustable tables ▪ Optimization of the compressed footprint ▪ Visual organization of clutter 	
<p>What types of customers should we target?</p>	 <p>Traditional panels are old school. We want to lower the walls.</p> <p>We want to promote wellness with height-adjustable tables.</p> <p>Our teams would like the ability to adjust their work areas to fit the task.</p> <p>We want to try something new and different.</p> <p>We like the versatility or freestanding tables, but we don't like the cable clutter.</p> <p>We want a consistent design aesthetic that can be incorporated into several various team settings.</p> <p>A fresh, minimal, and differentiated aesthetic aligns with our brand to help us attract and retain talent.</p>	<p>Customers who rapidly form and change teams value moving the user's entire workstation to a new location quickly, rather than going through the lengthy facilities process of trying to find the user an open space in a new area. Therefore, companies are considering many things when investing in new furniture.</p> <ul style="list-style-type: none"> ▪ How do we reduce cost/time to reconfigure? ▪ How do we provide functional privacy in the open-plan environment? ▪ Can components be reused so workspace configurations can change in the future to address business needs? ▪ In a more open environment, how can wires be managed so the look is clean? ▪ Can a product like Altitude A8 support individual as well as collaborative team needs? ▪ Can we simplify the panel electrical and provide a clean aesthetic in the open-plan office space?

Product Differentiators	<p>Flexibility</p> <ul style="list-style-type: none"> With the power rail system and the concealed power module, users can easily reconfigure their stations New and unique planning typicals are available with Altitude A8 Multiple screen shapes provide privacy for users and allow for greater freedom for space planning <p>Functionality</p> <ul style="list-style-type: none"> Low-profile power rail distributes power and data to each workstation Robust and thoughtfully designed utility bays create a clean aesthetic Height adjustability and concealed quick-access power provide ergonomic benefits to users <p>Adaptability</p> <ul style="list-style-type: none"> Multiple planning options – from linear, to perpendicular, to organic shapes – address customer workplace planning needs Caster and slide-glide kits allow customers to choose how mobile Altitude A8 is to enhance reconfiguration 			
Competitive Price Positioning	<p>Price reference: Altitude A8 is scalable to trade up or trade down</p> <p>6-PACK LIST & PROJECT NET</p> <p>6-Pack Accessorized Table:</p> <ul style="list-style-type: none"> U Screen Wire Management Memory Control Storage Power Access Power Distribution System <p>SINGLE WORKSTATION LIST & PROJECT NET</p> <p>Single Accessorized Table:</p> <ul style="list-style-type: none"> 30" x 60" U Screen Wire Management Memory Control Storage Power Access 			
Allsteel Competitive Advantages	<p>Allsteel Altitude A8</p> <ul style="list-style-type: none"> Can reconfigure at any time Privacy screens are fully upholstered and tackable Low-profile beam provides power and data access Can accommodate all application types (linear, perpendicular, organic) Scalable in price/function 	<p>Knoll Horsepower w/ k. Stand</p> <ul style="list-style-type: none"> Elevated beam creates hanging cord mess Large kit-of-parts Requires multiple privacy screens Cannot easily reconfigure 	<p>Herman Miller Locale</p> <ul style="list-style-type: none"> Solution requires tables to be anchored to a storage base system Occupies a lot of floor space Time consuming to assemble Reconfigures are difficult and costly 	<p>Steelcase Answer Fence w/ Ology</p> <ul style="list-style-type: none"> Elevated beam creates hanging cord mess Cannot easily reconfigure Requires multiple privacy screens Only accommodates linear applications
Statement of Line	<p>Worksurfaces: Rectangular with Rounded Corners and Flat Edge, Rectangular with Eased Edge</p> <p>Screens: Fully Upholstered Privacy/Modesty Screens in 3 shapes: Straight, L, and U</p> <p>Utility Bay: Undersurface Mounting with Power Module</p> <p>Power Rail: Floor-Based Power System with a Universal Connector, allowing L, T, and X Configurations</p>			
Selling Tools	<p>Visualization</p> <p>Imagery Product Configurator</p>	<p>Specification/Ordering</p> <p>Symbols Spec. Guide/Price List Typicals Gallery</p>	<p>Literature</p> <p>Spec. Sheet Brochure</p>	<p>Information</p> <p>Sales Presentation AO.com Synergy</p>

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Training	NeoCon – June 2018 Allsteel University and Online Modules Designer Learning Path
Promotions & Spiffs	Altitude A8 will be on the Everyday Advantage and Edge programs
Pre-Sell Criteria	All projects must be entered in Salesforce for tracking and visibility, regardless of size. Include as much project information that you know in Salesforce. <ol style="list-style-type: none">1. What is the total size of the opportunity (units/invoice)?2. Who is the customer, and are they currently an Allsteel/HNI customer?3. Who is the competition?4. What is the timing for order entry? Installation?5. Is there a mockup requirement and do we have the timing identified?
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