

# Technology for innovative workplaces

DeKalb Office designs their new Client Experience Center with state-of-the-art technology to deliver innovative workplaces that foster creativity, collaboration and active participation.

The way we work is changing and so is the workplace. The next generation of workers will require more collaboration, richer experiences and dynamic digital tools. DeKalb Office has evolved their concept to support the workplace evolution since their start in 1952, when they started out as an office equipment supplier. Over time the incorporation of design thinking and advanced technology to deliver experiences rather than simply office space has made DeKalb Office into one of the leading providers of spaces where people work, learn, and heal.

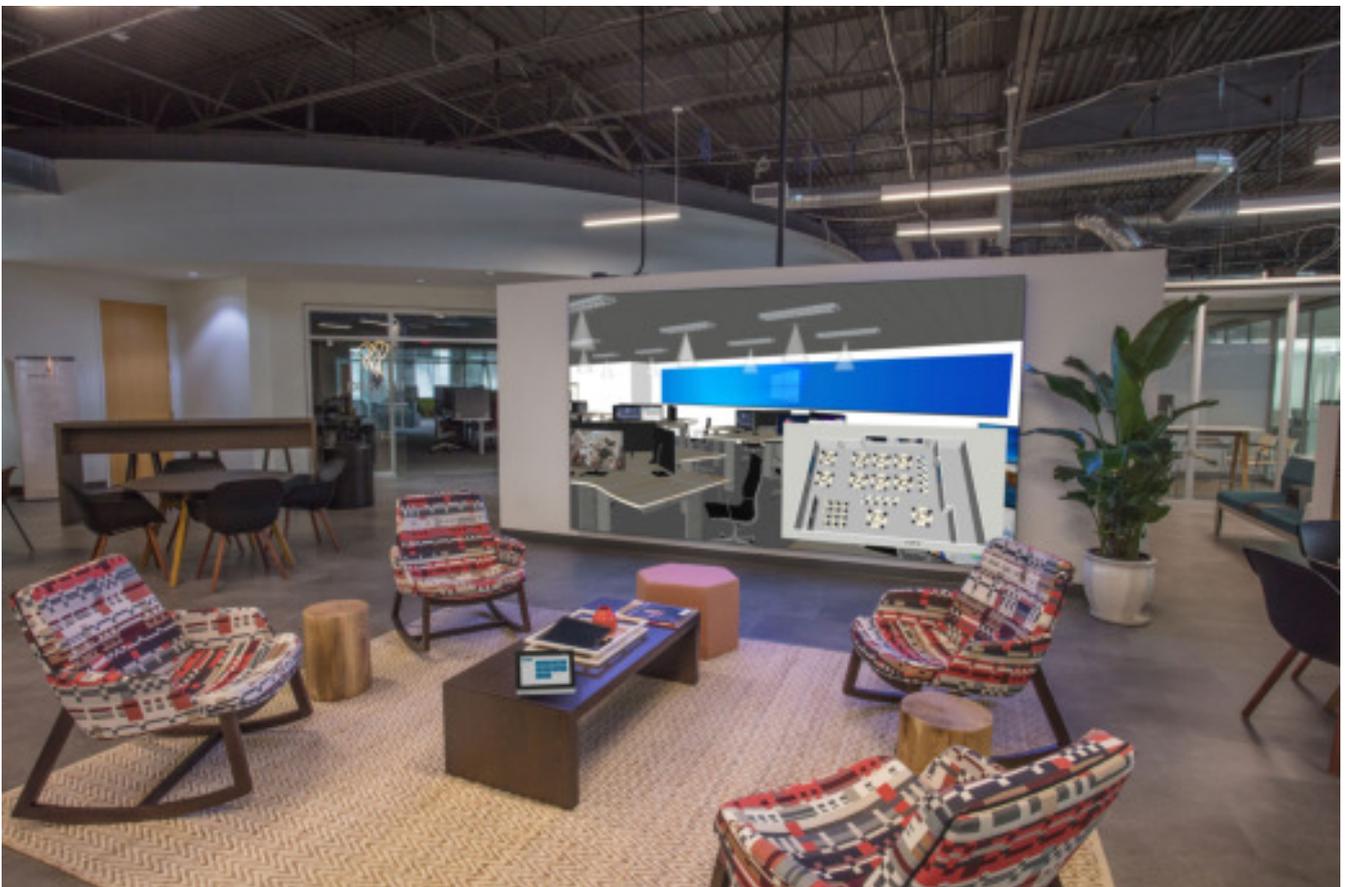


Photo: Planar



*Our business is about helping clients envision the possibilities within their space and creating a plan for helping them both implement it and manage it after it has been built so their space stays relevant over time.*

– Jena Underwood , Vice President of Client Success with DeKalb Office

To strengthen their value to clients, DeKalb Office has strategically shifted their focus to providing more timely insights to merge technology and space in a cohesive way. In contrast to treating AV technology design as a siloed practice, DeKalb is leading clients to more reliable, dynamic, and intuitive technology experiences by way of earlier engagement with interior designers and technologists. They have partnered with Cyviz to provide innovative solutions for meeting rooms, boardrooms, operations centers, and digital signage. The best way of engaging clients is by inviting them into a space where they can experience it themselves, and that is why the Client Experience Centers play an important part.

Most workspace projects start with designing workstations or desks, community areas and meeting rooms, and there are often multiple physical restrictions and considerations to adhere to. Technology is often an afterthought. At DeKalb Office they're convinced that there is an opportunity to change this and give technology design a more prominent role. The challenge is that clients may not be aware of the possibilities that new technology brings, and struggle to understand how that could fit into their project with specific workflows or collaboration processes.

The solution: Catering for multiple use cases with flexible technology and large seamless canvases to work with

#### **Innovation and Experience Centers**

Technology is shaping the future of businesses. No longer bound by four walls, knowledge transcends geographical borders and disciplines at the speed of light, easing business processes along the way.

As they harness the potential of new technology, businesses demand cradles of innovation: highly dynamic spaces that support the genesis of groundbreaking solutions amid digital upheavals and disruption.

Find out more on [www.cyziv.com](http://www.cyziv.com)

At the Client Experience Center, visitors can observe firsthand how a work café can be designed within a space. In addition, it is a powerful tool for client engagement, where the Cyviz' video wall solution allows DeKalb Office to work with clients on exploring any number of workplace designs based on their needs. They can easily be visualized on the large seamless LED video wall and evaluated and reviewed side by side.

A dynamic space that connects people with colleagues, their work and their organization, the work café transforms traditional corporate cafeteria real estate into destinations for connection, collaboration, focus and innovation. The idea of multipurpose use is another dimension, where space is scarce and expensive, many offices need to utilize space to accommodate multiple use cases. The ability to easily convert a work café into an arena for presentations, collaborations sessions, problem solving or digital signage, can have a massive impact on the efficient usage of facilities.

The challenges: How to modernize office space and create digital experiences

At DeKalb Office, there is a long-term strategy to engage with clients ahead of moving to design and drawings. The role of furniture providers and interior designers is changing, and the process of designing a good workplace requires a keen understanding of how place will support the wellbeing of its occupants while addressing the business goals of the organization.



**About DeKalb Office**

Headquartered in the Atlanta, GA suburb of Alpharetta, DeKalb Office originally began in 1952 as an office furniture supplier. Fast forward to today and the company has emerged into a solution provider specializing in innovative workplace furniture and designs that foster creativity, collaboration and active participation. DeKalb Office serves a diverse client base that includes corporations, hospitals, medical centers, universities, governmental agencies and private businesses.

Find out more on [www.dekalboffice.com](http://www.dekalboffice.com)

An attention-grabber as well as the ideal way to communicate and collaborate

Initially, the impressiveness of the LED video wall grabs the customer’s attention, but then they can quickly transition to pulling up actual designs, making real-time changes and creating photo realistic renderings. They can also do 3D fly-throughs of a customer’s space—a unique experience for a client to be able to see a workstation, a private office or an informal collaboration space in real scale. So, while the LED video wall provides impressive high-resolution digital signage in a way that showcases technology as a place of respite, it’s also so many other things. It’s about demonstrating how to collaborate and to pull up different sources of information exactly when it’s needed.

“ The video wall allows clients to picture what’s possible for their specific use cases whether it’s a work café, a boardroom or an innovation center.

– Jena Underwood , VP of Client Success

Technology, furniture and space are optimized with the video wall serving as a multipurpose solution for digital signage, customer presentations, town hall meetings and other uses. Fine pitch LED provides the value of a seamless, high brightness and high color contrast solution that lends itself to a large open space. The video wall technology also offers DeKalb Office more flexibility for supporting the design thinking process, according to Underwood.



CASE STUDY: DEKALB OFFICE

Business benefits: Optimal usage of space designed for experiences

#### Technology & Design Showcase

- Demonstrate the power of technology as an integral part of an office or workspace
- Showcase how a large seamless video wall can be integrated in an office space

#### Showroom & Client Experience

- Digital signage solution and a display of imagery to create a desired atmosphere and client experience
- Give clients the chance to experience the solutions proposed using designated technology and applications

#### Multipurpose Use

- The design of the space demonstrates how a space can be converted based on the use case at any given time, a presentation, demo, or townhall meeting can be hosted in the same space
- Change the setup of content with the click of a button
- Store common workflows or meetings as presets

#### Reliable & Intuitive User Experience

- Intuitive interface to operate
- Reliable and robust technology assures it works at all times

System specifications:

**Cyviz L3602 video wall - 1.8mm TVF LED (FHD, 1920 x 1080, 2 megapixels)**

**Cyviz Easy Controller X5**

**Cyviz Easy Server**

**Content sources: Room PC, Solstice Mersive wireless connection, TV Tuner, HDMI Laptop connection**

#### Cyviz & DeKalb Office partnership

As part of its focus to integrate technology with space to create more engaging user experiences where people work, learn and heal, DeKalb Office has entered into a partnership with Cyviz, a global provider of video wall solutions for workplace environments.

#### About Cyviz

Cyviz is a global technology provider for visual collaboration, meeting rooms, visualization, and operations centers. Since 1998, Cyviz empowers the digital workforce, organizations and employees to connect, visualize, and collaborate on their critical data. Cyviz provides turnkey solutions that are easy to deploy, easy to operate, and easy to support. Today, Cyviz serves the Fortune 500, global enterprise and government customers that demand seamless integration of leading-edge technologies that engage people, encourage greater collaboration, and accelerate decision-making.

Find out more on [www.cyviz.com](http://www.cyviz.com) or visit one of our Cyviz Experience Centers in Atlanta, Beijing, Dubai, Jakarta, Houston, London, Oslo, Riyadh, Singapore, Stavanger, or Washington DC.