

SAGE NORTH AMERICA

Where: Scottsdale, AZ; Irvine, CA; Tampa & St. Petersburg, FL; Herndon, VA, and Richmond, British Columbia

Dealer: Diversified Resource Group

Sales Representative: Trendway Corporation, Todd Krutz

Featured Products: Choices®, Intrinsic Freestanding, Pack Filing & Storage, Stat Z Swivel Seating, and Live guest chairs



“Two buildings, 3 floors, nearly 400 stations and 100 offices, multiple conference rooms, meeting rooms, and all other furnishings to be received and installed in less than 27 calendar days - with Thanksgiving right in the middle of it!

–CHRIS TATTERSALL, DIVERSIFIED RESOURCE GROUP



Sage North America is a supplier of business management software and services. The UK-based company serves companies ranging from 25 employees or less, to companies with up to 500 or more with annual revenues from \$5 million to \$100 million. Trendway and Diversified Resource Group were called on to develop space plans that were just as “scalable and customized,” to reflect regional core competencies and business culture.

“Sage’s culture is customer-centric, internally and externally, and this is reflected through our regional office business model,” says Rachel Blankenship, Vice President of Corporate Real Estate. As corporate standards were developed, it was important to balance the need for consistency with the flexibility to reflect local needs. The local Trendway representative, Chris Tattersall at Diversified Resource Group, was a catalyst to execute the plan. “Chris became an extension of our space planning team; his input became invaluable in the development and execution of our projects,” says Blankenship.

Chris funneled research to the planning team, to support evidence-based space planning decisions. The Sage vision for human-centered design was central to the development of standards. Trendway Designer Sherri Osborne explains, “Each time I developed a design concept, I asked myself ‘does this design reflect Sage’s strategic growth plans, work trends and behaviors unique to their organization?’”

Efficient space utilization



Sage wanted to reduce overall square footage for leasing while maintaining work spaces for their employees. “Close attention to efficient space utilization helps companies save money,” says Osborne. This generated a plan for a hybrid of collaborative and private workstations. Conference rooms and break areas were designed to easily convert into multi-task areas – meeting rooms that could provide formal and informal “workspaces”. Areas that previously served as formal conference rooms, lunch rooms, or break rooms are designed to be extensions of the office. Four types of typical were created to support the Sage work environment: Executive private office, “knowledge worker” office, Customer Service work space and Training/Break area.

Executive management offices are located at the perimeter of work areas, to facilitate communication with work teams. They are designed with Trendway’s Intrinsic Free-standing laminate product, which provides an economical solution without sacrificing elevated design elements. Sage locations can choose from freestanding desk solutions, credenzas, hutches, filing and storage, tables, bookcases and more, all readily available in Trendway’s standard 2-week lead time.

The “knowledge worker” offices utilize Choices Systems and panel solutions with an efficient, straightforward aesthetic. “In these transactional work areas we wanted to keep offices centrally located with close proximity, to allow transactional work to be

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seamless,” explains Osborne. Workers who rely heavily on information and communication are strategically located in pods of four or clusters of six. Studies show that lower workstation panels support efficiency and promote “work synergy” among team players, and Choices 48-inch acoustical panels help individual work areas have a degree of privacy yet provide quick access to other work team members. Work spaces feature Intrinsic Freestanding desks, hutches, filing and storage, modular pedestals and corner bookcases as well as Pack filing and storage.

Traditional training rooms and lunch rooms were developed as multipurpose areas, but can also serve as flex workspaces. Rectangular Choices training tables with pop-up power modules are used in these areas. Choices tables provide static and mobile options in a range of shapes, sizes, and base offerings to support meeting, tasking, and learning spaces. Trendway’s Jet and Stat Z seating support multiple functions, too. Jet stacking chairs allow users to quickly arrange an informal meeting, newsroom, or creative brainstorming environment.

The Sage corporate design standard also includes Trendway accessories such as task lights, tack boards and paper management tools, available to all Sage North America locations.

Corporate Standards Asset Management Tool



“Brand image, service efficiency, corporate real-estate management were critical dimensions in our space plan design and furniture selection,” says Rachel Blankenship, Vice President of Corporate Real Estate. Trendway’s IT team worked with the Sage Corporate Real Estate Team to develop an electronic specification tool to support the corporate standards programs at regional offices. Each location has a menu of options to create work environments based on their local service model, while maintaining a consistent brand image throughout Sage North America. Sage’s Corporate Real Estate Manager is also able to efficiently manage assets, inventory and furniture maintenance schedule with this tool. It provides visibility to furniture that is not being used, making it easy to reassign idle assets to other facilities.

“Trendway’s core competencies are reflected in their quality product, space design, on-time delivery, good on-site execution, and outstanding customer service,” comments Rachel Blankenship. “You don’t get to partner with organizations like Sage, unless you can support their furniture needs with other value-added services, like design, project management, installation and facility resources that help them use



their resources effectively,” comments Bryan Durkis, Trendway’s Southeast Regional Sales Manager.

Trendway and Diversified Resource Group worked with Sage multiple locations. The most recent project in Irvine, California included 388 Choices Workstations and 98 Intrinsic Freestanding private offices. “Irvine presented us with one of the most challenging timelines we have faced yet, with Sage or any other customer. Two buildings, 3 floors, nearly 400 stations and 100 offices, multiple conference rooms, meeting rooms, and all other ancillary furnishings to be received and installed in less than 27 calendar days – with Thanksgiving right in the middle of it all!” said Chris Tattersall. To add to the challenge, the buildings did not have a dock or freight elevator and only one small passenger elevator.

It was imperative that the project team coordinate all facets of the installation to work within the flow of the construction process. “The coordination with Trendway Customer Care and Traffic departments allowed us to have the exact parts we needed for each area, on site when we needed them, with each piece labeled for the area where it was to be installed. Trendway took the guesswork out of product staging.”

The end result? An installation complete on time for the move-in, with minimal punch list items. “As usual, Trendway had very few issues with product quality or shipping damages” notes Tattersall. “The ability of Trendway to maintain a level of flexibility uncommon in their industry was paramount to the success of the project.”

The underlying key to the whole project – and all of the projects with Sage, has been the relationship between Sage and Diversified Resource Group. “This was great execution, on time with an aggressive timeline and lots of obstacles,” notes Blankenship. “Trendway and Chris made it happen – as they always do.”



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