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# Red Chair Quarterly

A PUBLICATION FROM BUSINESS FURNITURE LLC  
www.businessfurnitureindy.com

## NEW SHOWROOM DEBUTS

**W**hen the decision was made to renovate Business Furniture's dedicated showroom area, the designers hit "The Street."

The Street, as it has been dubbed, is an expanded thoroughfare that connects all areas of the facility. It provides prime real estate to showcase the breadth of solutions offered to customers. And while every inch of Business Furniture's headquarters functions as a product showcase, The Street gives Business Furniture designers an opportunity to be innovative.

"We were encouraged to really let loose," explains Heidi Dellekamp, Design Solutions Consultant. "Our instructions were to think outside the box and see what we could come up with."

The goal of the redesign was to create a showcase that endures, yet is easy to revise, allowing designers to incorporate innovations and product updates as they become available. "One of the challenges we initially faced was

finding a way to include examples of our vast product offerings without appearing disjointed," adds Heidi. "Our solution blends together well, even though it consists of different modules that reflect a broad array of styles and tastes."

"We've received very favorable response, both from customers and from the design community as a whole," explains Valerie Owen, Showroom and Resource Manager. "It's easier for them to see things firsthand and it can help them make decisions and speed the process," she adds. "Customers enjoy seeing the different options, and we hear a lot of 'Oh, I never thought of that,' and 'I had no idea we could do that.' As a result, customers often make repeated trips."

Designers and customers are welcome to visit the facility to look for ideas, explore decorating options or discuss potential solutions.

Just head for The Street.



The Business Furniture headquarters functions as a showroom for products and design possibilities.

## Message From our Presidents

# WELCOME

Welcome to the first edition of the *Red Chair Quarterly!*

One of our primary goals at Business Furniture is to provide our customers with clear communication. With your support and feedback, we have thoroughly analyzed and evaluated our entire ordering process, particularly as it relates to how well we communicate information about your order to you, after the order has been placed. Our research has determined that “communication gaps” have existed in the past, particularly between the time your order is placed and then delivered and installed, typically referred to as product lead time.

In the next few months, we will implement new intelligence to our business system that will remove these communication gaps, and enable us to provide greater details to you

about your order at all stages. After we place your order with our suppliers, we will carefully “mine” the supplier acknowledgement data currently in our system. Utilizing advanced software programs, information that was once retrieved from printed reports will be gathered much earlier in the process, and then communicated to you, helping you to better manage your project.

Your business needs are constantly changing. Thank you for helping us to improve our business system so we can respond to your needs, and to continue to offer you the best products and services at the most competitive prices.

Sincerely,

David Bratton  
Co-President

Bob Koehne  
Co-President



Co-Presidents David Bratton (left) and Bob Koehne

## The Team Approach

# TEAMING UP WITH CLARIAN

Business Furniture recently implemented a new program with Clarian Health Partners. In this new approach, each Clarian project manager is teamed with a counterpart at Business Furniture.

By matching skill sets and personalities between the two organizations, Business Furniture and Clarian have created a symbiotic relationship. Business Furniture's associates are more familiar with their Clarian customers, their facilities, and the unique challenges they face. “It works really great,” says Alison Pacheco, Construction Engineer at Clarian. “Business Furniture knows us and won't offer solutions that don't meet our standards.”

“Our people come from operational backgrounds,” explains Business Furniture's Terry Richard. “This gives us a better understanding of the process, start to finish.” These one-to-one relationships ultimately lead to improved communication and streamlined information flow. By gaining thorough insight into Clarian's needs, Business Furniture associates understand – and in some cases, anticipate – customer needs.

“Business Furniture has great rapport with our user groups,” adds Alison. “They're accommodating and flexible, delivering



product when it's needed, even in instances when we fall behind schedule.”

Clarian's Donnie Reed, Construction Engineer, adds, “I can't speak for the other campuses but here at Riley, we have really seemed to hit on success.”

The new process has resulted in more responsive and immediate service, which enhances efficiency. “The relationship has definitely helped productivity,” asserts Stacie Spears of Clarian. “Processes that used to take as long as six months are now done in six weeks.”

Perhaps Clarian's Valeri Blankenship sums it up best: “It's wonderful.”



Teamwork results in a win-win relationship with Clarian Health Partners.

Interior Designer:  
Maregatti Interiors  
Photography:  
Jeff Millies © Hedrich Blessing

*Customer Spotlight*

# VICTORY AT FINISH LINE

Finish Line faced a daunting challenge: due to tremendous success, the 45,000 square foot Indianapolis facility had grown too tight to effectively meet their needs. Finish Line decided to add 66,000 square feet of office space, along with a 30,000 square foot distribution and call center facility. Working with Maregatti Interiors, Finish Line wanted the new space to mirror the fast culture of a company that focuses on action-addicted consumers. The new space would be airy and open and include more spaces for collaborative, informal meetings.

With this expanded space came the need for new workstations and furniture. After a thorough review, Finish Line and Maregatti selected Business Furniture as the best choice to furnish the new space. "We went on several furniture tours," explains Scott McFadden, lead architect for Maregatti. "Business Furniture was the best fit."

With plans in hand, the Business Furniture team went to work. "They did an outstanding job," says Finish Line's Don Courtney who managed the construction process. "Business Furniture took the layouts, detailed them out and fine-tuned how the workstations would look and feel."

In any endeavor of this scope, teamwork is critical. This team, composed of professionals from Finish Line, Maregatti and Business Furniture, meshed seamlessly.

When asked about the process, praise flows abundantly. "It was very much a team approach," Scott explains. "I really enjoyed working with the Business Furniture group. All were team players who worked hard to assure the client got exactly what they wanted."

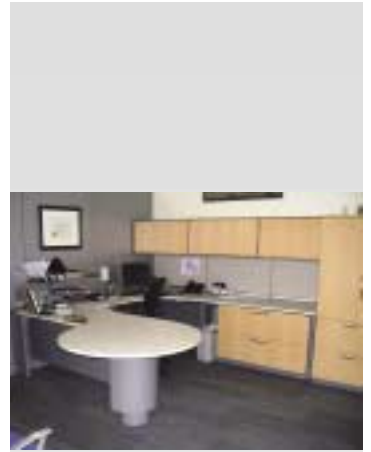
"Great communication and great collaboration," adds Don.

Anticipating and addressing challenges also helped keep the process moving smoothly and efficiently. "Business Furniture was always solving problems, often before I could point them out," explains Don. "Now, we get nothing but compliments on the look and feel."

The efforts continue to pay off with praise and accolades. Finish Line's new facilities were recognized with "The Best Idea" Award at the Interior Design Excellence Awards, as well as with an Honor Award by Keep Indianapolis Beautiful, a regional initiative recognizing design excellence.

Perhaps more importantly from Business Furniture's perspective, is knowing your efforts resulted in a delighted client. "We were so satisfied, we're in the process of renovating our original 45,000 square feet to match the look and feel," Don says.

That counts as a win in anyone's book.



*The new space and furniture reflect the fast culture of Finish Line.*



*Product Focus*

# KEEPING PRIVATE MATTERS PRIVATE

*Confidante™ Acoustic Privacy System from Details® can help improve efficiency and increase privacy through innovative new technology.*

**details®**

No one wants to have his or her concentration disrupted by an overheard conversation or an impromptu meeting. That's the challenge organizations face as they try to strike a balance between optimizing workspace while minimizing noise and disruption. While open environment work areas have been proven to increase productivity, when confidential information is discussed, a lack of privacy creates real concerns.

That's where the Confidante™ system can help.

Confidante systems use electroacoustic technology to help render speech unintelligible to the casual listener. By emitting a nearly inaudible, low-level sound, this system creates a more distraction-free work environment – in open space or private office settings.

Systems typically consist of speakers – approximately one per every hundred square feet – a control module and a wireless remote control, along with accompanying hardware and



*Superior to common "white noise" systems, Confidante can help reduce distractions in the workplace.*

accessories. Confidante systems are priced as low as half the cost of conventional sound masking systems and can be installed in much less time.

Your Business Furniture representative can help you learn more about this innovative way to create a more distraction-free office environment.



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