

Press Releases

Steelcase® Enters New Business Relationships with IT Channel Partners

Steelcase



Microsoft

NEW YORK – JUNE 24, 2019 – Steelcase today announced it is engaging the sales strength and value creation of IT channel partners including VARs, MSPs and solution providers worldwide. The expanded strategy is designed to help more organizations realize the vision and value behind anytime, anywhere, collaboration in the workplace with Steelcase Roam and Surface Hub 2.

“Our partnership with Microsoft is built on a shared commitment to put people at the center of how place and technology intersect,” said Sara Armbruster, vice president of strategy, research and digital transformation. “Now, we’ve teamed up to design Steelcase Roam, a mobile cart and wall mounting system, created for the Microsoft Surface Hub 2. Expanding our global channel strategy to the IT channel will enable Steelcase and Microsoft to help more organizations support collaboration anytime, anywhere, any way.”

As part of its extended global channel strategy, Steelcase inked three strategic, go-to-market business relationships within the indirect IT ecosystem. The new global distribution agreements include Ingram Micro Inc., Synnex (NASDAQ: SYN) and Tech Data (NASDAQ: TECD). The new relationships share a common goal of expanding opportunities to empower teamwork to happen wherever ideas do with the Microsoft Surface Hub 2 and Steelcase Roam.

News of Steelcase's expanded global strategy comes just weeks after a [joint announcement](#) with Microsoft, touting its next generation all-in-one collaboration device built for teamwork: [Surface Hub 2](#), and [Steelcase® Roam™](#), a mobile stand and easy-to-hang wall mounting system designed for the Surface Hub 2 that allow teams to collaborate almost anywhere, anytime, anyway. Available now through Steelcase's distribution alliances, these solutions meet the increasing demand for rapid innovation and problem solving by helping people access the right spaces and tools needed to create new ideas.

"Today's channel partners are positioned to serve as trusted advisors to businesses of all sizes looking for guidance around what's now and what's next when it comes to using technology to transform their organizations," said Jennifer McCready, manager, channel development, smart + connected, Steelcase. "We're thrilled to be a part of the IT channel and leverage the power of distribution to expand our channel reach and generate greater awareness around the true business value the Roam and Surface Hub 2 bring to organizations of all sizes."

Distribution Quotes

"Together with Steelcase we are further enabling our channel partners to market, sell and manage smarter, more collaborative workforce environments for their clients," said Steve Yochum, Director and GM, UCC, Ingram Micro Inc. "The combination of Microsoft's Surface Hub 2S and Steelcase's Roam brings a new conversation forward for channel partners and makes it easier for them to enable their customers to get business done anywhere, anytime, anyway."

SYNNEX

"We are pleased to work with Steelcase to drive awareness for the new Microsoft Surface Hub 2S and Steelcase Roam solution," said Mark Hardy, Vice President, Product Management, SYNNEX Canada. "This offering is part of our larger focus on workplace collaboration, which is becoming increasingly critical for resellers as end-customers look for them to advise on digital transformation and collaborative solutions that change the way they work."

Tech Data

"In the digital era, having the ability to work together seamlessly to generate new ideas is critical. Our new relationship with Steelcase expands the sales opportunity for our channel partners, delivering innovative new solutions to take to customers and prospects focusing on the business value of creative and collaborative workspaces," said Jon Sidwick SVP, Tech Data.

Channel partners interested in learning more about Steelcase are encouraged to engage their preferred distributor or contact Steelcase at msmolen@steelcase.com. To learn more information, visit www.steelcase.com/roam-channel-resources/.

About Steelcase Inc.

For over 105 years, Steelcase Inc. has helped create great experiences for the world's leading organizations, across industries. We demonstrate this through our family of brands – including Steelcase®, Coalesse®, DesignTex®, PolyVision®, Turnstone®, Smith System®, Orangebox® and AMQ®. Together, they offer a comprehensive portfolio of architecture, furniture and technology products and services designed to unlock human promise and support social, economic and environmental sustainability. We are globally accessible through a network of channels, including over 800 Steelcase dealer locations. Steelcase is a global, industry-leading and publicly traded company with fiscal 2019 revenue of \$3.4 billion.

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