

## Frequently Asked Questions Smart + Connected Strategic Shifts

Confidential: For Distribution to Steelcase Sales & Dealers Only

### GENERAL

**Q: What is the rationale behind this shift?**

A: A new era of hybrid work is here and it's fundamentally changing how people work. The places people work must also change and braid together physical and digital experiences in new, compelling ways. This shift is not a change in our commitment to hybrid — it's a change in our approach. In order to best serve our customers and pursue our goal of leading the hybrid work transformation, we plan to leverage strategic partnerships with organizations such as Microsoft and Zoom to develop integrated solutions that will create the best possible work experiences.

**Q: What is the timeline for communications of this decision to impacted audiences?**

A: A series of communications to Steelcase employees and dealer partners was shared on March 2, 2022, and Workplace Technology Consultants along with regional sales leaders will be coordinating communication with impacted customers and dealers beginning on or about March 4, 2022.

### PRODUCT

**Q: What products are impacted and how long will we continue to support active devices and services in the field?**

A: Discontinuation of service for RoomWizard and Steelcase Workplace Advisor Subscription (AKA Steelcase Workplace Advisor) has a targeted completion date of May 1, 2022. The support period for Virtual Puck will end, effective immediately. The previous generation RoomWizard (AKA RoomWizard 2 or RW20) will continue to be supported through December 31, 2023, the [previously communicated](#) end of the warranty period.

**Q: What will happen to the Steelcase technology product offering?**

A: The lifecycle plans vary by product. Below are the details for each product impacted by this shift.

- **Previous generation RoomWizard (AKA RoomWizard 2 or RW20)** will receive full support through December 31, 2023, the end of warranty period.
- **RoomWizard** — Customers who purchased RoomWizard and have active subscriptions will be offered a credit for their hardware and a prorated value of their subscriptions.
- **Steelcase Workplace Advisor Subscription** — Steelcase Workplace Advisor [sales were stopped in September 2021](#) due to the ongoing chip shortage, and customer opportunities have been referred to VergeSense. Customers who purchased Steelcase Workplace Advisor and have active subscriptions will be offered a credit for their hardware and a prorated value of their subscriptions.

- **Virtual Puck** — We will offer a \$300 per unit payment to customers with Virtual Puck(s) under active warranty (purchased March 2019 or later) to allow them to purchase an alternative product. To receive the payment, customers (or dealers on behalf of customers) will need to notify Steelcase with documentation to show quantity received and date of purchase.
- **DeskWizard** — We are stopping the development and launch of DeskWizard.

**Q: Are there alternative products to RoomWizard that we can encourage our customers to consider?**

A: Yes, there are many room scheduling device providers. Crestron and Logitech offer room scheduling products globally and are interested in working with Steelcase and Steelcase dealers to transition customers to their products. GoBright has alternative products available in EMEA. Please work with your Workplace Tech Consultant for support.

**Q: Do any of our strategic partners offer alternative product to Steelcase Workplace Advisor Subscription?**

A: Yes, VergeSense is our preferred partner for sensing and analytics. They have a leading product that is available in most global markets. Steelcase and Steelcase dealers can refer opportunities to VergeSense. Please bring any such opportunities to your local Workplace Tech Consultant for support.

## RELATIONSHIPS

**Q: Will our customers receive any direct communication about these discontinued product lines?**

A: Active customers of RoomWizard and Steelcase Workplace Advisor will receive communication about the discontinuation of the impacted products they purchased. This will include details regarding the compensation being offered.

**Q: How do I respond to a customer who asks why this decision was made?**

A: You can reiterate the message that has been crafted for our customers:

The past few years have seen dramatic shifts in the ways people work. Hybrid work is becoming more prevalent, and the workplace of today must integrate technology in new ways. Through our ongoing research, we understand the importance of creating work experiences that are equitable, engaging and easy for your employees.

We believe the best way to do this is by partnering with leading technology companies who offer the most advanced solutions. Instead of developing proprietary Steelcase technology devices, we plan to leverage strategic partnerships with organizations such as Microsoft and Zoom to develop integrated solutions that will create the best possible work experiences for our customers.

As part of this strategy, we are no longer offering RoomWizard and Steelcase Workplace Advisor products and intend to discontinue the related subscription services.

**Q: How does this change impact the role of our Workplace Technology Consultants?**

A: Our team of Workplace Technology Consultants will serve as subject matter experts focused on the role and impact of technology in the workplace including digital integration into the workplace and hybrid collaboration. Their role will expand to be the source of knowledge for and support of Steelcase products that enable technology in the workplace including: media:scape, Flex Media Cart, Flex Mobile Power, Flex Dock, monitor arms, task lighting, power and cable management and Thread. The WTCs will also serve as local experts for Steelcase Technology Partnerships.

**Q: How will the Workplace Technology Consultants provide support to the field in their evolving role?**

A: The WTCs can be leveraged in many ways. As subject matter experts in tech, they can share Steelcase research on technology, including emerging needs and their influence on workplace and people. They carry expert-level knowledge and can lead product presentations and demonstrations on the products that Steelcase makes which enable technology in the workplace, including: media:scape, Flex Media Cart, Flex Mobile Power, Flex Dock, monitor arms, task lighting, power and cable management and Thread. Further, the WTCs know our technology partners well and can share more about our work with these collaborators and influencers.

**Q: How will this decision impact dealers who invested in S+C products for their own showrooms?**

A: Workplace Technology Consultants will be reaching out to impacted dealers to review on an individual basis beginning on or about March 4, 2022.

**Q: To whom should I direct any media questions?**

A: Katie Woodruff: 616-915-8505 or [kwoodruf@steelcase.com](mailto:kwoodruf@steelcase.com)

## **SALES + ORDERING PROCESS**

**Q: How will incoming or pending orders be impacted?**

A: All product statements of line will be processed for removal from the next ECAT. Any inbound orders will be placed on automatic hold and cancelled. Pending orders in backlog will be cancelled.

**Q: How will ongoing subscriptions (RW and WPA) be handled?**

A: Customers who purchased RoomWizard and/or Steelcase Workplace Advisor and have active subscriptions will be offered a credit for their hardware and a prorated value of their subscriptions.

**Q: Will customers be reimbursed for purchases in which they did not reach the end of their subscription(s)?**

A: Customers who purchased RoomWizard and/or Steelcase Workplace Advisor and have active subscriptions will be offered a credit for their hardware and a prorated value of their subscriptions.

**Q: How do customers redeem a Product Credit Voucher (PCV)?**

A: Customers present their Product Credit Voucher (PCV) to their dealer and/or Steelcase representative who will help to complete the order details on the voucher and submit to [Rebates@steelcase.com](mailto:Rebates@steelcase.com) for reimbursement on an order.

**Q: What is the expiration date on the PCV?**

A: Product Credit Vouchers must be redeemed within 1 year of issue.

**Q: What products can customers purchase using the PCV?**

A: Any Steelcase, Coalesse, Orangebox, Viccarbe, AMQ, Smith System or partner product sold by Steelcase may be purchased using a PCV.

**Q: Must PCVs be applied to the same project or location as the original purchase?**

A: No, a PCV can be used for any project or location within the organization that receives the credit.

**Q: What if a customer doesn't use the full amount of the PCV in one transaction? Do they forfeit the balance, or does it get carried over for future use?**

A: The balance is carried over for future use but must be redeemed within 1 year of the original PCV issue.

**Q: Do customers need to work with a specific Steelcase dealer to redeem their PCV?**

A: No, PCVs are redeemable through any Steelcase dealer for 1 year from the date of issue.

**Q: Does the order placed with a PCV need to ship within a certain timeframe?**

A: Yes, the order needs to ship within 120 days of the placement of the order.

**Q: How will warranty claims be processed?**

A: The previous generation RoomWizard (RW2) will continue to be supported through LASER tickets, as all other Steelcase products. RoomWizard, Steelcase Workplace Advisor and Virtual Puck will no longer be supported, in exchange for the credit or payment offered to customers.

**Q: Will there be an impact on customer service?**

A: The previous generation RoomWizard (RW2) customer support will continue until its end in December 2023. All customer support activities will remain active until that point. Support for the new RoomWizard, Steelcase Workplace Advisor and Virtual PUCK will cease immediately.

**Q: Does this mean we can spec other room and desk scheduling and sensor providers?**

A: Yes, Steelcase will be working with and/or recommending partners for technology solutions beginning today. In some cases, our partners may have overlapping product(s), capabilities and/or features.

**Q: Does this change impact any of our tech partnerships?**

A: This change creates more focus and new opportunities for our strategic technology partnerships as we increase efforts to partner with these leading tech providers to best serve our customers and pursue our goal to be the leader in the hybrid work transformation.

**Q: How will customer reimbursements be handled?**

A: Reimbursements will be handled through product credit vouchers sent directly to customers by Steelcase. For our dealers, a credit memo will be issued for RoomWizard and/or Steelcase Workplace Advisor hardware and prorated software.

**Q: What is the timeline for reimbursements to be issued?**

A: Product offers to terminate must be signed and returned to Steelcase within 30 days from offer receipt to receive remuneration by way of a product credit voucher for customers and credit memo for dealers.

**Q: How should I dispose of the current product?**

A: Existing Steelcase RoomWizard or Steelcase Workplace Advisor product should be responsibly recycled. If you need support in this effort, please reach out to Jackie Ybema (jybema1@steelcase.com) who can assist.