



## 2020 Customer Success Story

### **2020 Visual Impression adds a new dimension to sales at Knoll**

Enriching a manufacturer's product data for 2020 Visual Impression is "a worthwhile investment. Your designers can work in a collaborative mode with their sales team to effectively provide real time visual validation to their customers' choices."

*Gregg Converse, Director of Business Information Development, Knoll*

[2020spaces.com/Customers](https://2020spaces.com/Customers)

# 2020 Customer Success Story

How could Knoll increase the opportunities and sales effectiveness of their corporate and dealer sellers? One of the largest challenges was showcasing the vast number of products and their optional finishes to customers. In addition, customers expected more from presentations. "Expectation in our industry is constantly increased by things we experience as consumers," said Gregg Converse, Director of Business Information Development at Knoll.

When preparing visual materials to support a presentation to a customer, the dealer designer's only alternative to 2D and 3D line illustrations was a time-consuming, costly color rendering that had to be outsourced to studios or required specially trained staff using sophisticated rendering software. Knoll had been providing some enriched data in their monthly catalog data to support visualization of individual products and sensed that more could be done with this monthly data to help their dealers showcase configured product ideas.

## Rising to the challenge

2020 received Knoll's monthly data and incorporated the catalog content into their industry-leading design and business applications: 2020 Cap, 2020 Giza and 2020 Worksheet. Almost all Knoll dealers used these time-saving software applications to illustrate office spaces and floor plans, provide product specifications based on manufacturer-sourced data, draw up precise quotes and generate proposals.

Meeting with Gregg's team, 2020 shared their plans for the new visualization tool they were developing with its ability to leverage Knoll's surface fabric and finish images and enhanced 3D graphics to visualize configured product in a scene. Using this data already keyed into 2020 Cap, 2020 Giza or 2020 Worksheet, this new module would draw on Knoll's enriched monthly catalog data and graphics to instantly display an array of Knoll products in 3D color. "It became apparent," Gregg said, "that 2020 was one of the few, if not the only software supplier, that was going to be able to leverage Knoll's enriched source data set with a new tool that would allow visualization of a configured set of products."

## How 2020 Visual Impression changed the game

When 2020 released its new 3D visualization tool, 2020 Visual Impression, Knoll immediately purchased more than six dozen licenses for its internal design teams and began promoting it to its dealers. 2020 Visual Impression instantly produces high-quality, 3D color visualizations of office environments. More than mere renderings, these visualizations allow viewers to explore the 3D office space

as if they were inside it. Designers can also create videos of a viewer's journey through the colored, textured office space.

Knoll dealers were pleasantly surprised that 2020 Visual Impression had a simple, easy-to-use interface that worked seamlessly with their other 2020 software. Dealer outsourcing of 3D color renderings to studios or specially trained in-house staff dropped significantly. 2020 Visual Impression also shortened the sales cycle by dramatically reducing the collaboration time needed by sales and design teams to carry out customer revisions. The investment in enriching catalog data for 2020 Visual Impression also helped Knoll meet its objectives for increasing the opportunities and sales effectiveness of its dealers.

## Increased web traffic leads to increased sales

Knoll knows that presenting customers with planning ideas stimulates discussion and sales opportunities. Knoll created Planning Ideas and made them 2020 Visual Impression-ready. Then they posted these Planning Ideas on their website with the corresponding source files for dealers, architects and designers to access. With 2020 Visual Impression, designers now had the power to download the Planning Ideas and instantly visualize it and if required, change any of its finishes or textures by drawing on Knoll's vast library of enriched data. And if designers wished to add different items, 2020 Cap's AutoCAD® feature gave them the freedom to do so.

In preparation for NeoCon 2011, the premiere industry trade show, Knoll posted 700 Planning Ideas on their website. For NeoCon 2013 the firm has posted 2,500 Planning Ideas on their website for dealer and customers to use. Prior to 2020 Visual Impression, this opportunity-generating option had not even existed. Gregg pointed out that a dealer showroom can only carry a small percentage of the total products available. But with 2020 Visual Impression and a complete library of a manufacturer's enriched content, dealers and designers can access "every Planning Idea and its representative finish options available," Gregg said. "And if the customer requests any product changes to a specific Planning Idea, the layout can be modified using 2020 Cap and re-rendered in 2020 Visual Impression in real time and in full color."

Enriching a manufacturer's product data for 2020 Visual Impression is, in Gregg's opinion, "A worthwhile investment. Your designers can work in a collaborative mode with their sales team to effectively provide real-time visual validation to their customers' choices."