



**BLUESCAPE**<sup>®</sup>

 **CASE STUDY**

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**PMC Commercial Interiors:  
Innovate New Ways to Create and  
Design for Enhanced Customer  
Experiences**



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**HARRY CHALKER**  
CEO OF PMC

## Designing Workplaces

If you walk into a space that’s well-designed, you feel it. If you walk into a space that’s not well-designed, you feel that, too. While furnishing an office with desks and chairs is a necessity, the ability to design beautiful work environments that promote productivity, retention, and recruitment is the next level.

PMC Commercial Interiors strives to meet these levels. The company creates physical and digital workspaces that innovate how people and teams work. They engage with their customers from the initial meeting through the entire ideation, design, planning and installation process to understand a company’s unique culture, goals, and aesthetic vision.

“For our clients and employees, we strive to be on the leading edge of creativity and design,” said Harry Chalker, CEO of PMC. “To help get us as close as possible, we invested in Bluescape—an online whiteboard and collaboration solution that’s been transformational for us, both externally and internally.”





“We figured it was much better to show our clients our innovation than try to convince them that we’re innovative.”

**HARRY CHALKER**  
CEO OF PMC

## Bending Mirrors

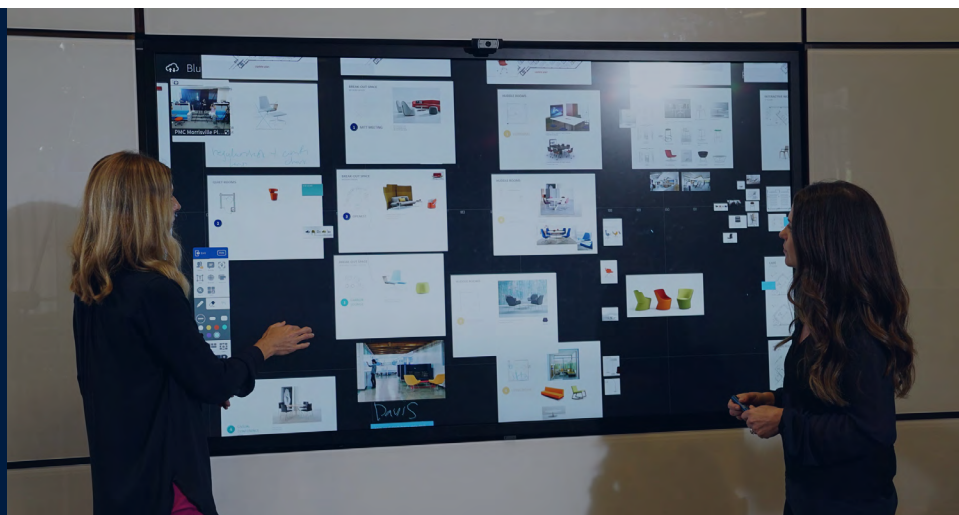
PMC began using Bluescape as a way to create innovative, differentiated client presentations.

“We figured it was much better to show clients our innovation than try to convince them that we’re innovative,” said Chalker.

“For a recent client, innovation was everything. In fact, during our meeting, they’d told us they wanted to bend the mirror; and after, when they awarded us the business, they said we were the only vendor to do that.”

Another client, who heads up facilities at the largest global software company, was equally impressed by PMC’s Bluescape presentation—so much so that she requested an encore.”

At the time, she’d been working with her company’s head of marketing and sales on a project to change their own client experience. She insisted on bringing him to us, their furniture dealer, to see our interactive presentation,” said Chalker.





“Every image, every note, every project decision is easily accessible and adjustable – which makes it that much quicker to turn around a custom solution. In most cases, it has reduced design time by at least 50 percent.”

**HARRY CHALKER**  
CEO OF PMC

## Adios Powerpoint, Hola Collaboration

Gone are the days of PowerPoint and Post-It notes.

“PowerPoint is not collaborative. And Post-It notes, over time and distance, are unmanageable,” said Yvette Coppedge, president of PMC. “With Bluescape, we’re creating engaging, ‘big picture’ projects in a visually interactive workspace. We have the flexibility to go up, down, sideways, whatever direction the creative process takes us.”

The idea of collaboration becomes tangible as Bluescape breaks down the communication barriers of more traditional solutions like email, PowerPoint, and Post-It notes.

If teams are geographically dispersed, everyone can simultaneously contribute—whether from a Bluescape monitor in an office, a laptop in a living room, or an iPad on a plane. Or, if anyone doesn’t have the opportunity to verbalize an opinion during a meeting or has an idea afterwards, it’s easy to add to the project at any time.

With Bluescape, PMC designers no longer have to create in a vacuum, emailing documents back and forth to clients for comment and red-lining and tracking the location of every iteration of every file. “The C-suite loves it. It’s crisp. It’s clear,” said Coppedge. “And every image, every note, every project decision is easily accessible and adjustable—which makes it that much quicker to turn around a custom solution. In most cases, it has reduced design time by at least 50 percent.”



“Day in and day out, we talk to our customers about the importance of innovation, staying ahead of the curve, remaining relevant. Bluescape is the epitome of innovation for us.”

**MICHAEL ECKHART**  
DIRECTOR OF IDEATION, PMC

## The Importance of Being Innovative

“Day in and day out, we talk to our customers about the importance of innovation, staying ahead of the curve, remaining relevant. Bluescape is the epitome of innovation. It speaks to our knowledge and expertise and demonstrates that we practice what we preach,” said Michelle Eckhart, Director of Ideation at PMC.

“When you are designing a building and can look

at every floor and every room at the same time, it’s a complete game changer,” said Coppedge. “For the first time, clients can see an entire building at once—from walking through the front door all the way up to a small break room on the top floor—and be sure that all the individual spaces coalesce.”

“Truly, I couldn’t imagine working without Bluescape; it’s become a way of life at PMC.”

## Bluescape Benefits

- Real-time collaboration with cross functional and remote teams.
- Enhanced customer experience and active engagement.
- Time savings: Planning and production phases cut in half.
- More productive meetings: Sharing of ideas and immediate decision making.
- Easy access to all project files, multi-media content and meeting notes.

## About Bluescape

Bluescape, a leading collaboration workspace solution, enables companies to innovate, collaborate, and work together more efficiently. Its online whiteboard gives dispersed teams a visually-rich, interactive platform to work and share multiple third party applications, documents, multi-media and web content simultaneously. Users can write, draw and add notes in real-time in the digital space to work more creatively in and beyond meetings. Founded in 2012, Bluescape is based in San Carlos, California and is a wholly owned subsidiary of Haworth. Visit Bluescape and follow us on Twitter, LinkedIn or Facebook.

**bluescape.com**

**Address:** 999 Skyway Road, Suite 145, San Carlos, CA 94070

**Phone:** 888.507.0030

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