

Dealer Digital Landscape: Today and Tomorrow



**Hedberg Automation
Conference 2019**

Grand Rapids, Michigan
June 2 – 5, 2019

Breakout Sessions

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- **H2 - the New Hedberg Platform.**
Come and learn about the new Hedberg platform, H2, which is a major part of Steelcase's Dealer Digital Transformation initiative. We'll review the new development process, strategy for adding features to the new platform, and present a demo of some work that has been completed. You'll also be hearing from some dealers that are partnering with us on this project.
- **Cool Technology and Tools used by Dealers.**
Many dealers have implemented automated tools, apps, and processes to complement their core applications (SmartTools, Hedberg, etc.). Hear success stories from dealers who are taking advantage of some cool tools and apps outside of Hedberg.
- **Customer Portal.**
Hear and see about Customer Portal, the new cloud-based application Steelcase is developing to enhance your customers' experience - providing up-to-date status on orders and projects from design through order fulfillment.
- **Enhance Customer Communication with your Hedberg System.**
Effective communication with your customers is vital for the success of your business. Discover the variety of ways your Hedberg System can help you communicate with your customers starting with how you present your quote to status information and ultimately the customer invoice.
- **Connect.**
Discover "Connect," the new web-based platform that will consolidate and share information among the various applications dealers choose to run their businesses (Hedberg, Procure, CRM, etc.). Connect will be the foundation for application integration with Hedberg,

reporting and analytics, and customer updates, notifications and inquiries.

- **Steelcase Exchange (e-Business platform).**
A high-level overview of the new Steelcase Exchange platform and its integration with Hedberg and your Customer. Experience the Steelcase Exchange platform with a site demo, how to get ready within your dealership, and best practices.
- **Hedberg Mobile.**
Hedberg Mobile puts the power of Hedberg in the hands of staff in the field: project managers, delivery & installation crews, and salespeople. This round table discussion will provide a brief overview of Hedberg Mobile for those that are considering using it, and a forum for current users to share success stories, proven practices, and issues & concerns.
- **Specials Resources: Tools and Process to Better Support Sales & Dealers.**
Learn about and see demos of Steelcase Specials Workstream improvements that:
 - Improve early collaboration between Dealer and Steelcase specials, providing alternatives and competitive pricing
 - Improve visibility and timeliness of Specials schedules - both preliminary soft schedules and firm schedules in Hedberg
 - Migrate common Special products to process automation and standard product
- **Hedberg Mobile D&I.**
Take a deep-dive into the Hedberg Mobile Delivery and Installation (D&I) module. Find out how dealers are using it and hear about the improved efficiencies and customer satisfaction they have realized since implementing Mobile D&I.
- **Steelcase Direct Sell.**
Does your dealership participate in direct sell and GSA business? The session will review the Hedberg setup, how to handle pricing, order placement, and order management. Come with your questions, suggestions, and challenges.
- **MyHedbergViews (aka Dashboard).**
Learn how dealers use MyHedbergViews as one of their major project management and communication tools. Have ONE PLACE to go for everything you are working on. Eliminate the need to review multiple reports. Identify exceptions before they happen.
- **Hedberg Accounting: Process Improvements.**
Discover how dealers are optimizing the customer invoice process; using imports to reduce time in Cash Receipts, Vendor Invoice Entry and General Ledger; reconciling credit card transactions in Accounts Payable; and using Power Query in Excel to retrieve data from the Hedberg System.

- **Agile.**

What is it, the impact on you, and Hedberg's Journey. Experts from Steelcase will teach the concepts behind Agile principles. Take away ideas for applying Agile practices in your dealership. Understand how your customer's implementation of Agile impacts their furniture buying trends. Hear about Hedberg's Agile journey: how we are completely changing our software development methodology and the positive impact on enhancement deliverables.
- **Workflow Triggers.**

See how Hedberg Workflow triggers automatically inform internal and external audiences as key order management events occur. Save time running reports and using Inquiry programs to find out the status of your orders. Let the system tell you as soon as the events happen.
- **Ancillary Partners and Steelcase Marketplace.**

Steelcase continues to expand dealers' choice of products through their Ancillary partnerships. Learn more about the Ancillary partners, how to order them through the Marketplace site, and how to properly set up Hedberg to support the ordering process.
- **Network Orders.**

The ability to send and receive network orders between participating dealers is a major benefit of the tight integration between Steelcase & Hedberg. It also has its challenges. This session will review the full process from the selling dealer, to Steelcase and the installing dealer, and back again. We'll also discuss solutions to issues encountered by dealers and Steelcase.
- **What your Order Fulfillment Consultant (OFC) Wants Dealers to Know.**

Help us help you! How can you partner with your Steelcase Order Fulfillment Consultant to optimize your order management experience? Join us for a session where we'll help you gain efficiency, reduce costs, and improve the customer experience from an order management perspective.
- **Risk / Security Management.**

Risk to the business can come from both internal and external. This session will examine enterprise risk and the challenges every business is seeing today. Discussion will focus on identifying and mitigating these risks (cyber security, for example).
- **IT Round Table.**

Discuss and learn more about dealer technology issues, such as Security Best Practices, Disaster Recovery Planning, and IT Communication with Management.
- **Hedberg in the Cloud.**

Hear about and discuss how the new Hedberg application (H2) will be supported in the cloud. Gain a high-level understanding of the platform infrastructure and learn about some of the technical details (containers, scalability, monitoring, security).

3rd-Party Software Vendor Breakouts

- **Vivid Reports: Financial Reporting and Budgeting Solution.**

Vivid Reports is a financial reporting and budgeting solution that integrates directly with Hedberg and Microsoft Excel! Vivid Reports offers a Financial Reporting and Budgeting Solution, tying your GL accounts, balances and transactions directly in to Excel, saving you time. As our features, functions, graphs and charts are conveniently built into Excel, they are easily accessible and ready for you to take full advantage of.
- **ImpactIT: Reporting and Productivity Solutions**
 - Matrix for Time and Resources. Need a better, simpler way to schedule, manage, and track time and resources? Eliminate manual processes, marker boards, or Excel. Matrix for Time (MxT) and Matrix for Resources (MxR) offer better ways to track Design, PM, and Operations time from budget to actual.
 - Matrix for Business. Still stuck with time consuming, manual Excel processes? Do you get bits of information from multiple reporting platforms? Do you need views across multiple data sources? Learn about current and future state of Matrix for Business (MxB). Whether you are considering getting started, are new to the solution, or have been using it for years, the session will be helpful. Impact IT will overview MxB and then take a deeper dive into specific dealer solutions.
 - We will touch on our vision for evolving all these tools as the Dealer Digital Transformation and H2 rollout pick up speed.
- **Procore.**

Meet with Procore experts to learn about this industry-leading project management tool and discover how dealers are leveraging Procore to support their businesses. This breakout includes a demo of Procore, a preview of the first Hedberg/Procore integration using the Dealer Connect platform, and a view of the path forward to future integrations. We'll also leave plenty of time for your questions.
- **KiSP. See a New Reality: New Technologies for Profitable Presentations**

Learn about and see a demo the latest in VR (virtual reality), AR (augmented reality), and rendering technologies. Discover how simple, business-ready visualization software and tools can transform your sales process, immerse your clients in your solution and speed up the sales process. From building solutions and visualizing them in front of your clients, to presenting in VR and creating an infinite showroom, the KITS collaborator, Yulio VR and our visualizations teams will help you create winning presentations and demonstrate technology leadership in the industry.