

PRODUCT POSITIONING DOCUMENT

Product Name:

D-FINE

Product category:

Open plan office system (OPOS),
Storage based modular workstation
system.

Product Description:

D-fine is a storage based system. The storages are the main support providing spine which has provisions to mount different types of worktops to create workspaces for different functions and needs in a work environments. From focused work spaces to collaborative workspaces to private offices, all the modules can be offered on the platform design of the storage credenza. The storages cater to handle the inevitable storage needs of the workspace as well as the wire management capability of OPOS.

Target Market segment:

D-Fine is targeted at Indian offices, Corporates, SME's and Even MNC's.

D-Fine is suitable for those who are increasingly finding it challenging to achieve balance between the aspirations of their workforce on one hand and the ways of working which have delivered in past.

D-Fine as a concept has been appreciated by the architects' fraternity and is to be promoted as a concept to be integrated in the layout design stage itself.

D-fine is not a price leader.

Product Differentiation:

The solution to the challenges faced by organizations is to provide the workforce with **Adaptive Workspaces**.

Adaptive Workspaces are:

1. Workspaces that can **ADAPT to focused work styles as well as collaborative work styles.**
2. Workspaces that can **ADAPT to interactions with real - time as well as virtual teams.**
3. Workspaces that can **ADAPT to fixed workforce as well as the mobile workforce.**
4. Workspaces that can **ADAPT to physical storage as well as cloud storage.**
5. Workspaces that can **ADAPT to vertical as well as horizontal organizational structures.**



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6. Workspaces that can **ADAPT to being formal as well as personalized to give that home-office feel.**

D-fine is a modular system which creates Adaptive Workspaces.

1. **Adapt to focused work styles as well as collaborative work styles...**Workstation configuration with sliding worktops and sliding monitor holder, enables the modules to be used for collaborative work when required and can be used as individual focused work tables when not in a meeting mode.
2. **Adapt to interactions with real - time as well as virtual teams....**With the provision of the meeting pods within the workstation clusters, combined with possibility of having marker surfaces as well as screen mounting facility.
3. **Adapt to fixed workforce as well as the mobile workforce ...**The credenza units double up as storage for CPU for desktop users and laptop storage for mobile laptop users making the same workstation suitable for fixed desktop users and mobile laptop users.
4. **Adapt to physical storage as well as cloud storage...**The credenza gives ample storage area for an individual's need of files as well as immediate stationery requirements which are inevitable in offices. Storage of CPU or laptop bags need not be thought about separately or added as an afterthought as the credenza also takes care of these.
5. **Adapt to vertical as well as horizontal organizational structures...**Different configurations for team leaders seamlessly gel in with the employee modules catering to horizontal structures, while the cabin configurations provide the private offices needs for vertical structures.
6. **Adapts to being formal as well as personalized to give that home-office feel...**The shelf at the user level converts the formal workstation to a cozy ambiance of a home office, giving a possibility of personalizing the office workstation as per the users taste.

Product certifications available:

1. India Design Mark.

Design awards won:

1. Acetech 2014 – design wall – winning entry for innovation in design of office furniture.

Product to be promoted at:

D-Fine is for:

1. Clients who to create workspaces which cater to all the different generation employee needs.
2. Aspirational Indian Corporates who want *Adaptive Workspaces*.
3. Architect who want a differentiated look to match to the future office space as well as maintain the needs of the multi generational end users.

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4. Organizations where the individual storage needs are heavy. Eg: engineering companies.
5. Where the designers are seeking a variety in layout and want to create different layouts in the footprint space of traditional pentagonal workstations.
6. **D-Fine** is not for the IT, ITES, BPO, Call Center modules which are very stringent on the footprint area per employee. It is for the Corporates that want to create their identity with the new trend furniture to complement their work culture.