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This guide contains resources, references and ideas to position Steelcase Roam™ as the best and only solution for the Microsoft Surface Hub 2S.

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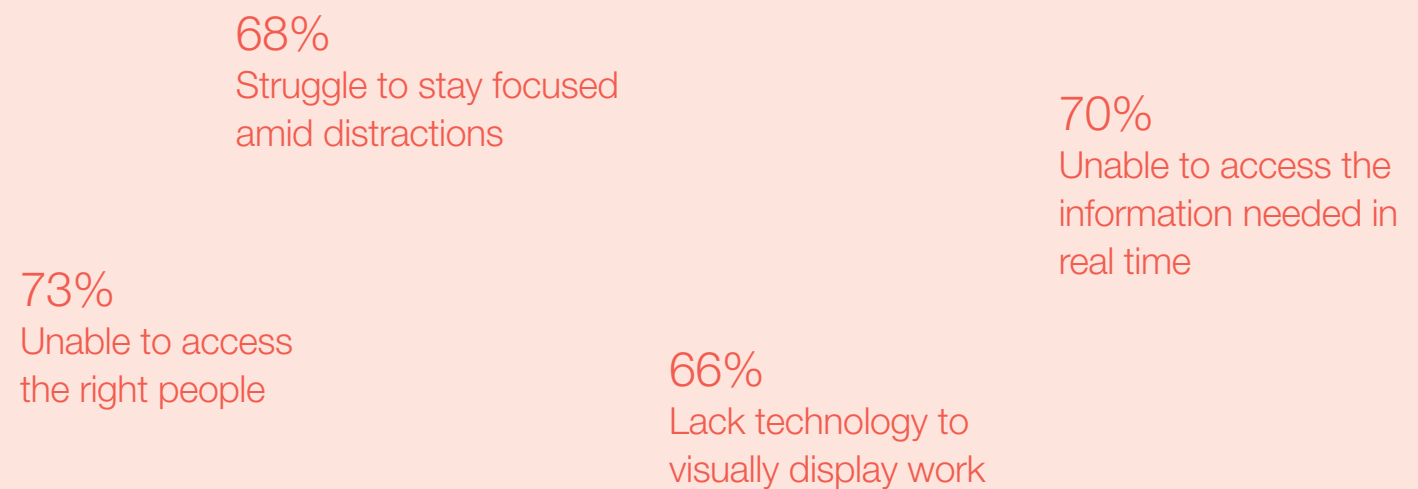


In today's workplace, active collaboration is critical to new ideas and innovative solutions.

Today, 70% of employees are stuck with traditional conference rooms that limit creativity and prime people for passive behavior. Meetings are often constrained to a limited-time slot and the immobility of traditional collaboration tools.

Active collaboration is all about encouraging people at work to get out of passive behaviors and become more physically and emotionally engaged in the creative process. Companies struggle to support the kind of collaboration they need.

According to the 2019 Steelcase Active Collaboration Study, respondents identified four major ways innovation is being hindered:



*According to the Steelcase 360 Article: [Fuel Better Ideas: Get Active](#)

Collaboration just got easier.

Steelcase Roam is a system of mobile stands and easy-to-install wall mounts designed specifically for the Microsoft Surface Hub 2S, giving teams the option to collaborate anywhere.

Steelcase Roam is the only mobile stand that includes a space for the APC™ Charge Mobile Battery so teams don't need to stay tethered to a wall. The patented design and total flexibility of Roam encourage teamwork to happen wherever ideas do.





Collaboration just got easier.

Anytime

Great ideas can't always be scheduled. Surface Hub 2S and Steelcase Roam let you collaborate in planned sessions or spontaneously, whenever good ideas strike.

Anywhere

With extreme ease of movement, an approachable design, a small footprint and the optional APC Charge Battery mobility, Roam can fit in all kinds of spaces, from team spaces or meeting zones, to private offices or open collaboration spaces.

When used with Microsoft Teams, remote participants can move around with you and participate more fully.

Any way

Roam is as unobtrusive as it is stylish, seamlessly integrating into any space. Workspaces can be more creative, more collaborative and more flexible, and workflow doesn't have to be limited to the space available or a scheduled meeting time.





Why Roam?

A few key reasons to choose Roam.



An Industry Leader

Steelcase is an innovative industry leader in office spaces bringing people, places and technology together.

Designed for Microsoft Product

Roam is the only patented design exclusively for Surface Hub 2S, and has gone through extensive testing for thermal, sound and external vibrations to meet Microsoft standards.

Supports Future State

Roam products will support the Surface Hub 2X, an evolution of the Surface Hub 2S with horizontal to vertical rotation and tiling options.

Thoughtful Integration

With a storage tray that can hold an optional APC Charge Mobile Battery and a smart cord management system designed for untethered use, Roam perfectly complements Surface Hub 2S for collaboration anywhere.

Innovative Mobility

The Steelcase Roam mobile stand moves easily on 360° rotating, smooth-rolling casters, for on-the-go transitions through any space—so Microsoft Surface Hub 2S can be taken anywhere and secured in place with locking front casters.

Best-in-Class Warranty

Steelcase Roam products fall under the Steelcase 12-year warranty. Learn more at steelcase.com/roam-channel-resources/

Thoughtful Attention to Detail

The seismic locking system allows for the Surface Hub 2S to be easily placed on the mobile stand and automatically locks in place. Cord management system allows different power and data cords to easily be secured on each leg.

Surface Materials

Stand: 7241 Arctic White
Mount: 7470 Microsoft Grey
Tray: 3549/804 Pewter, Billiard Cloth

Dimensions

Overall height: 65.4"
Dimension of base: 30.4" x 26.5"
Weight (*without device*): 62 lb



Creating Spaces for Active Collaboration

The vital relationship between physical activity, creativity and collaboration can be translated into thoughtfully designed places that bring people, place and technology together. These example spaces illustrate a range of team spaces and how Steelcase Roam can support different kinds of collaboration.



Open Collaboration

Use Surface Hub 2S in spaces with views to nature and biophilia to help unlock the creative flow and promote wellness.

Department Team Meeting Zone

Encourage equal participation in meeting zones by making ideas visible through the use of Surface Hub 2S, which allows all users to contribute to conversations.



Creating Spaces for Active Collaboration

Department Team Open Plan

Encourage movement in team spaces by positioning Surface Hub 2S adjacent to a workstation to make it easy for users to socialize ideas, and encourage spontaneous, active collaboration.



Private Office

Surface Hub 2S provides ideal opportunities for connecting remotely with team members, while still collaborating in real time.

How to Sell Roam

The following tips will help you understand and communicate Roam to your customers. For more information, see the tools and resources linked [here](#).

□ Identify the Pain Points

In the *Steelcase Active Collaboration study* (which took place across six countries with more than 3,000 participants) it was discovered that:

- 70% of employees are stuck with traditional conference rooms that kill creativity and prime people for passive behavior
- 54% of employees' days are filled with collaborating, and they need the right tools to do this successfully
- 70% of employees are unable to access the information needed in real time
- 66% of employees said their technologies and software are not compatible
- Companies do not have enough and/or the right meeting spaces to meet today's needs

□ Highlight the Need

"The best collaboration takes place when people are actively engaged in their work, which happens when they can work shoulder-to-shoulder, participate equally and bring their ideas with them throughout the day."

□ Introduce Roam

"Steelcase Roam is a system of mobile stands and easy-to-install wall mounts co-developed with Microsoft for the new Surface Hub 2S, giving teams the freedom to collaborate anywhere."

"Add Steelcase Roam to every quote or order for Microsoft Surface Hub 2S."

□ Why Buy?

- Designed by Steelcase, an industry leader in office spaces and bringing people, places and technology together
- Only stand designed exclusively with Microsoft for the Surface Hub 2S
- Will support the Surface Hub 2X
- The optional Charge Mobile Battery from APC fits in the storage tray to untether Surface Hub 2S
- Moves easily so Microsoft Surface Hub 2S can be taken anywhere
- Best-in-Class design and engineering
- Best-in-Class warranty

□ Benefits

- Double your meeting capacity overnight
- There's no need for costly stationary conference rooms with AV equipment, videoconferencing or whiteboards to be productive, instead—a state-of-the-art mobile conference room
- If you're going to invest in the next generation of Surface Hub, the Roam cart was designed and future-proofed for the Hub 2X
- The Steelcase 12-year warranty and quality cannot be matched

Frequently Asked Questions

Who is Steelcase?

Steelcase, the manufacturer of Roam, is an experienced leader in office spaces bringing people, places and technology together to make work, workers and the workplace better.

Why did Microsoft partner with Steelcase?

Microsoft partnered with Steelcase to develop Steelcase Roam because of the two companies' commitment to providing great experiences for people at work. The high quality of Steelcase products and research made them a natural choice for the solution.

There are a lot of stands; what makes Roam unique?

Roam is an official Designed for Microsoft product and has been exclusively developed for the Surface Hub 2S for collaboration anywhere. As the only mobile stand with the option for a built-in APC Charge Mobile Battery and a smart cord management system, Roam allows you to truly unplug.

What makes it mobile?

With smooth-rolling casters, a smart cord management system and an option for the unique APC Charge Mobile Battery, Roam moves from space to space easily, allowing teams to break away from traditionally limited collaborative environments so they can work together how they like—easily, actively and spontaneously.

How easy is it to set up and install?

The Steelcase Roam mobile stand has been designed for an uncomplicated, quick setup. All you need is a screwdriver. The rest is provided in easy-to-use color-coded instructions. Steelcase Roam wall mount is specifically designed for easy installation on drywall, with no additional support brackets needed.

Are there demo units available?

Yes, you can buy Roam mobile stand demo units through your authorized distributor.

Does Roam automatically ship with Surface Hub 2S?

No. To ensure a seamless customer experience, always attach a Roam mobile stand or wall mount to every Surface Hub 2S quote.

Is special pricing available for large-volume opportunities?

Yes, you can apply for special pricing through your distribution partner.

What is the warranty?

Roam products fall under the Steelcase 12-year warranty, available at steelcase.com/roam-channel-resources/



WEEK OF

READ THRU
ANNE - MARCH

- * Create story
- ↳ REACH OUT TO BETH
- * Ad brief
- ↳ TRAVEL

PATRICK - CALL

- * Worklife story research
- * Proofread Ai article
- * Headlines for tech story
- * Review final draft of 'F' story/issue 75

Communication Tools

Now that you're ready to sell Roam, it's time to share this product with your customers. Here are a number of tools you can use.



Photo Collection

A collection of photos you can use in your own resources and materials.

[Download the full collection](#)



Product Video

A product video for use on your webpage or across your social media channels.

[View the video](#)



Brochure

A brochure overviewing Steelcase Roam and providing technical specifications.

[Download the brochure](#)



360° Article

Article outlining the Active collaboration research and Roam solution for sharing across your social media channels.

[Read the full article](#)

Communication Tools

Here are additional resources to help you learn more about Roam, Microsoft Surface Hub 2S and the APC Charge Mobile Battery.



[Steelcase Roam Resources Page](#)

A main resource for all messaging for Steelcase Roam, including collateral, product feature videos, installation tips and helpful information to share with your customers.

[Resource Page](#)

[Microsoft Surface Hub 2S](#)

Learn more about Microsoft Hub 2S, the all-in-one collaborative canvas and meetings platform that brings the power of Windows 10 to teams.

Learn more [here](#).

[APC Charge Mobile Battery](#)

Learn more about the APC Charge Mobile Battery that powers Microsoft Surface Hub 2 on the go and seamlessly integrates with Steelcase Roam.

Learn more [here](#).

Email

Photos and copy you can leverage in your email templates to introduce Steelcase Roam to your customers.

Awareness

Subject:

“Collaborate Anywhere—
Meet Steelcase Roam”

Preview:

“Designed for Microsoft Surface Hub 2S”

Body:

“You know the best work happens when people are fully engaged in what they’re doing: actively collaborating with their teams to bring new ideas to life.

With Steelcase Roam—a system of mobile stands and easy-to-install wall mounts designed exclusively for Surface Hub 2S—workers can collaborate anywhere, anytime, any way.

Learn more. [LINK]”

Interest

Subject:

“Get to Know Steelcase Roam”

Preview:

“Designed for Microsoft Surface Hub 2S”

Body:

“Get your teams out of their seats and into their work in more spaces throughout the office with Steelcase Roam, designed to pair perfectly with Microsoft Surface Hub 2S.

Learn more. [LINK]”

Reminder

Subject:

“Collaborate Anywhere—
Meet Steelcase Roam”

Preview:

“Designed for Microsoft Surface Hub 2S”

Body:

“In case it slipped your mind, Steelcase Roam is still a top-notch way to get your teams collaborating anywhere, anytime, any way. Designed to pair perfectly with Microsoft Steelcase Hub 2S, every space becomes collaborative.

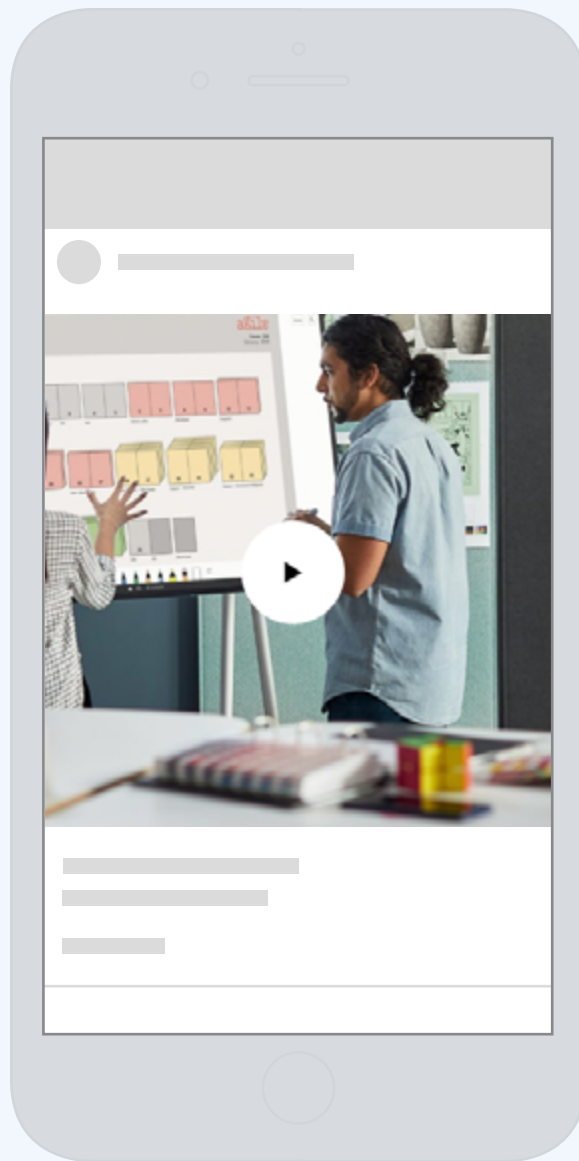
Ready for Roam? [LINK]”

Assets

[Download images](#)

Social Media

Video and captions you can use across your social media channels to begin the conversation about Steelcase Roam with your customers.



Caption

“Make any space a teamwork space with Steelcase Roam—the perfect companion to Microsoft Surface Hub 2S.”

CTA

Available from [distributor name].

Hashtags

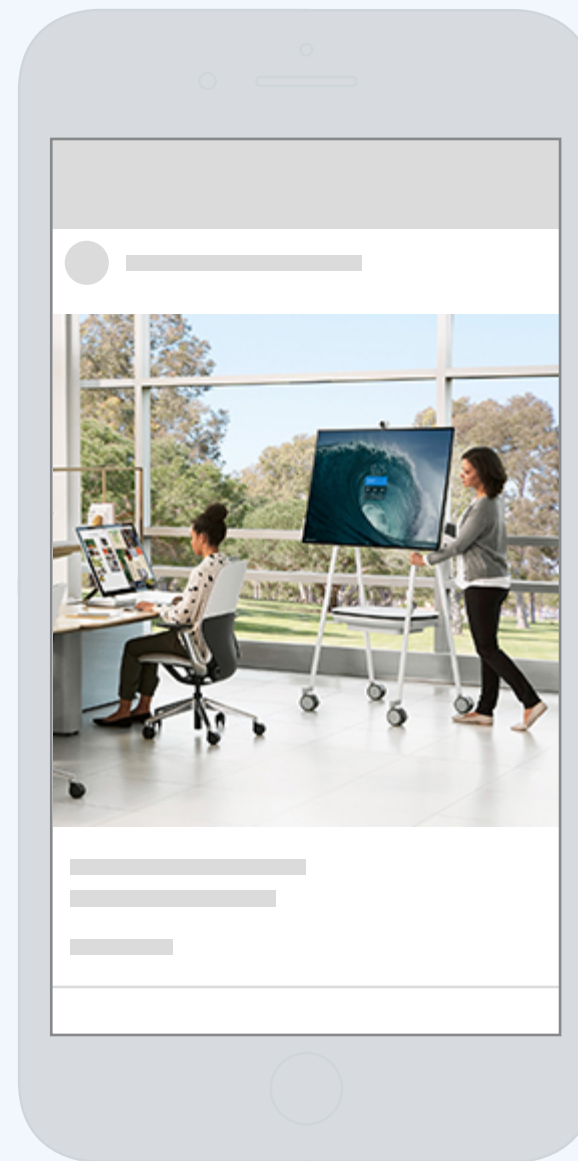
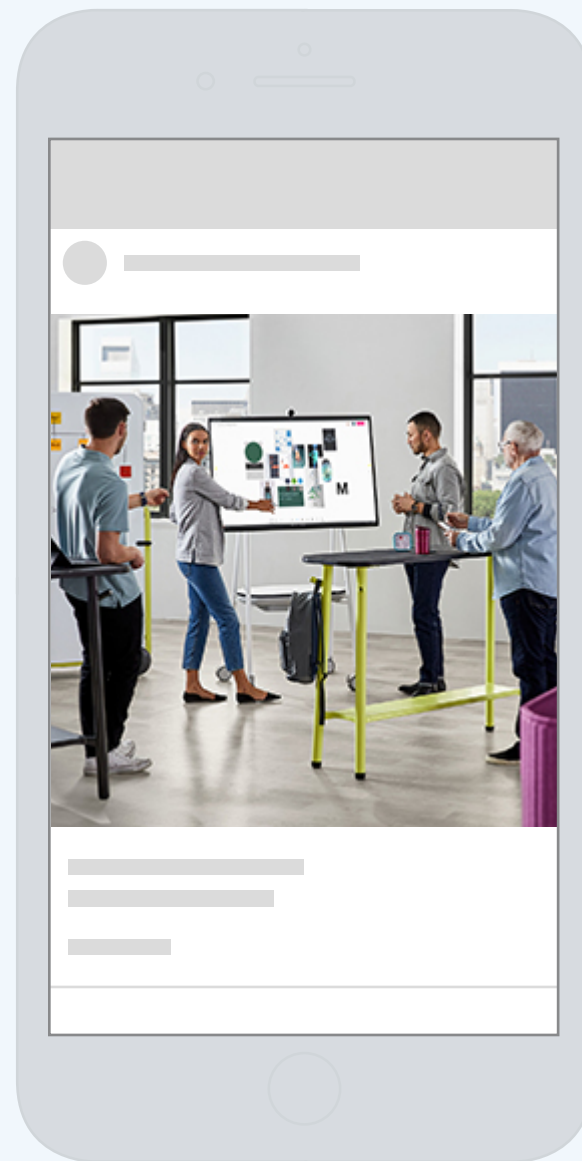
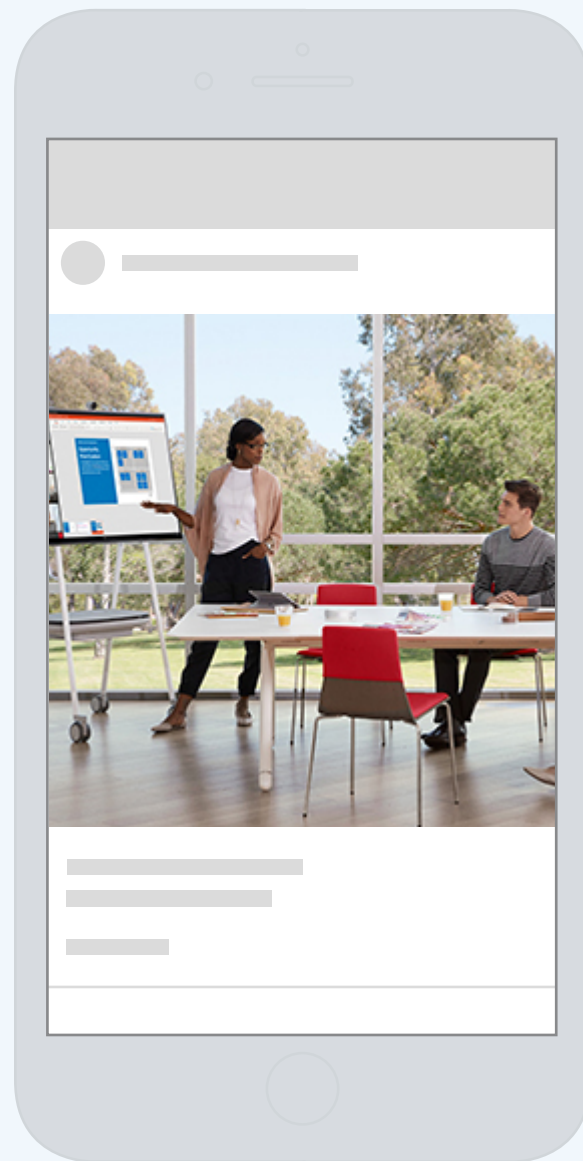
#RoamAtWork, #Roam, #ROAMYourWay, #RoamToWork, #ROAMYourOwnWay, #CreateGoodIdeas, #NewWorkNewRules

Assets

[Watch video](#)

Social Media

Photos and captions you can use across your social media channels to begin the conversation about Steelcase Roam with your customers.



Captions

“Meet Steelcase Roam—the perfect companion to Microsoft Surface Hub 2S that frees teams to collaborate anywhere.”

“Great ideas can’t be scheduled. Steelcase Roam frees you to collaborate in planned meetings or spontaneously when brilliance strikes.”

“Enables teams to collaborate anywhere with a mobile stand that can be moved with ease!”

“Make any space a teamwork space with Steelcase Roam—a system of mobile stands and wall mounts designed to pair perfectly with Microsoft Surface Hub 2S.”

CTA

Available from [distributor name].

Hashtags

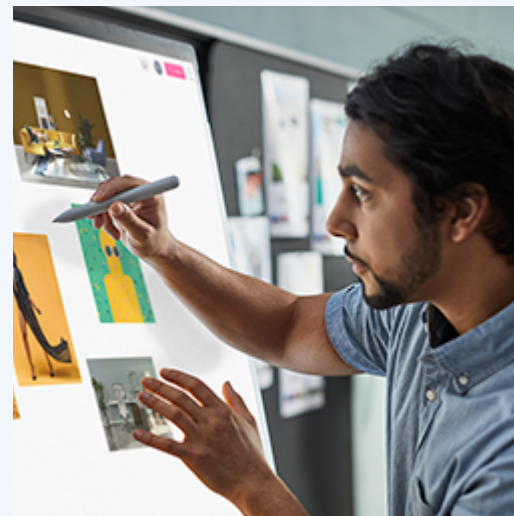
#RoamAtWork, #Roam, #ROAMYourWay, #RoamToWork, #ROAMYourOwnWay, #CreateGoodIdeas, #NewWorkNewRules

Assets

[Download images](#)

Social Media

Photo carousel post and captions you can use across your social media channels to begin the conversation about Steelcase Roam with your customers.



Post

“Great ideas can’t be scheduled. Steelcase Roam lets you collaborate wherever, whenever and however brilliance strikes.”

CTA

Available from [distributor name].

Captions

1. “Connect with teams anywhere”
2. “Give your teams freedom”
3. “Roam where you want”
4. “Fits in all spaces”

Hashtags

#RoamAtWork, #Roam, #ROAMYourWay, #RoamToWork, #ROAMYourOwnWay, #CreateGoodIdeas, #NewWorkNewRules

Assets

[Download images](#)

Supporting Roam. Supporting Customers.

We've created a comprehensive collection of resources—including collateral, links and helpful information—to help your customers take on teamwork and successfully integrate Roam into the workplace.

[View these materials online.](#)

Sales Tools

[Brochure](#)
[Photo Collection](#)
[Video](#)
[360 Article](#)
[Product Page](#)

Training Tools

[Battle Card](#)
[Roam Training Webinar](#)
[Sales Presentation](#)
[Steelcase Partner Welcome Guide](#)

Communication Tools

[Email Photos](#)
[Social Photos](#)
[Video](#)

Media

[Press Release](#)
[Steelcase and Microsoft Partnership Info](#)

Technical Information

[Warranty](#)
[Wall Mount Install Guide](#)
[Mobile Stand and APC Battery Set Up Video](#)

Steelcase



Microsoft