

WHO USES PATHWAYS?

APPROACH.COM

A cutting-edge technology consulting firm that develops enterprise systems management, streaming media, business intelligence and other e-solutions.



“The software industry is moving at warp speed. But it felt like our office space was holding us back. Employees sitting in traditional offices made our process slow and cumbersome. I wanted an environment that would inspire spontaneity and accelerate speed to market.”

JOHN VERNON
Approach.com
CEO

FASTER. FASTER. FASTER.

Steelcase

“When Approach.com told us they wanted an environment as flexible as their software products, we knew Pathways was the answer. It was the best solution to help them turn their office space into a competitive advantage.”

PAM COLE AND ROSS COLE
of BAM Studio, architects for
Approach.com



“BREAK THE RULES. SCARE US.”

When someone says that to an architect, the results can be pretty dramatic. And thanks to Pathways®, they were.

They designed a radical new environment featuring Pathways post and beams. This system defined individual and group areas that gave people the freedom to gather comfortably and have an open exchange of knowledge and ideas.

Pathways products helped Approach.com solve a common problem in software companies— what to do with all those wires and cables so the office doesn't look like a jungle. Pathways integrates technology with posts and beams so people can plug in at any post. And the look is clean and simple.



LET THE PEOPLE RULE



“You want to move office space. So move. What used to take days and required tearing down walls and running new wires and cables just so one person could move, which meant nobody moved, now takes minutes. It amazes me how fast a project gets done when the people rule the space.”

RICH WHITE
Director of Learning

“LET’S MEET AT SILVER FLOOR.”

It’s the new rallying cry of employees. The employee-named “silver floor” is actually an uncovered Pathways floor system. This meeting area has become a gathering place for everything from late night pizzas to staff meetings.

Employees can now incorporate technology into their group discussions just by meeting at “silver floor.” This modular raised floor is two-and-a-half inches off the ground so all wires and cables run below the surface. In fact, if a computer or phone needs to be installed, a couple of tiles come out, the hardware is hooked up and the tiles pop back in. People can be back to work in no time.

For Approach.com, their new Pathways® environment has added inspiration, energy and speed to their process, resulting in a time-to-market 30% faster than before. And in the software industry, that’s no small feat.



ADVANTAGE: APPROACH.COM



“Here, status is based on what you do, not what office you’re in. If a team needs more space, they get it. The faster we can get people in the space they need, the faster they’ll succeed. The object of the game is to win and Pathways gives us an edge.”

JOHN VERNON
Approach.com
CEO