

National Defense University Seeks Health & Comfort



PROMOTING COMMUNICATION AND COLLABORATION

Acxiom Corporation, a global interactive marketing services firm, decided to undertake an overhaul of all its European office spaces. First stop: the United Kingdom office (Acxiom U.K.).

Acxiom U.K. had chosen to move away from the typical corporate environment—one dominated by large desks and solitary cubicles—and toward a new design modeled to facilitate the company's primary functions: communication and collaboration. This new space would mean a more unilateral office environment—one that was flat and open, with good lines of sight and communication.

To Mark Mercer, Acxiom's Head of Property and Facilities, Europe, Middle East and Africa, it was plain to see that the company would greatly benefit from clearing up the space and replacing its oversized pieces with high-performance ones. Already familiar with Humanscale's award-winning innovations, Mark was quick to identify the company's M7 monitor arm and Liberty task chair as the best solutions for Acxiom's needs.

NEW WORK SPACE; NEW APPROACH TO ERGONOMICS

As part of its shift toward an improved work environment, Acxiom moved away from the large, L - shaped desks that previously cluttered the space, and instead chose a desk with a

“When it comes to the complete system, Humanscale is in a class by itself.”

Stephen Hatch, Director of Engineering
National Defense University

smaller footprint. The reason for this was simple: A truly ergonomic workstation should never be so large that it requires the user to extend beyond his or her neutral reach zone.

With the size of its desks reduced, Acxiom could also invest more in ergonomic components, specifically the monitor arm and task chair. This is where Humanscale's M7 really came into the picture. "In this new, smaller footprint," says Mark, "the monitor arm was critical. We needed one that would naturally facilitate ergonomic positioning for everyone, and the M7 did that perfectly."

Unlike typical office environments—in which companies can spend upwards of \$3,500 for each cubicle, yet rarely spend more than \$150 on each task chair or even pay attention



Combining unprecedented simplicity, automatic functionality, advanced sustainability and iconic aesthetics, the revolutionary Freedom task chair by Niels Diffrient is one of the best-selling, most awarded and most universally-acclaimed high-performance task chairs in the world. Its weight-sensitive recline, synchronously adjustable armrests, and dynamically positioned headrest set new standards for task chair performance, functionality and user comfort.

to the monitor arms at all—Acxiom U.K. saw the value in spending less on the bulky built-in items and more on the components its employees use every day.

“It’s about clearing desk space and promoting correct posture. There is a big disconnect between what people think good ergonomics is, and what good ergonomics truly is,” says Mark. “The desk is a piece of chipboard on legs. The most important elements are the things you interact with ... that’s where the money should be spent. So we decided to spend less money on the desk, and more on the task seating and ergonomic peripherals to encourage healthier working.”

Recharged by this new focus on providing his employees with “good ergonomics,” Mark set out to tackle the most important next step—finding the right seating.

LIBERTY TASK CHAIR: “A CUT ABOVE”

When it came to selecting the seating solution, it did not take Mark long to choose Humanscale’s Liberty task chair. In fact, in describing the process, he says, “It was pretty easy. I only buy Humanscale chairs, mainly because they require so few adjustments to be made, and they don’t require any knowledge of ergonomics at all.”

Mark specifically cited the complexity of other chairs as being the factor that gives Humanscale

chairs the edge, and ultimately the reason why he chose Liberty over other task chairs.

“You need a degree to use other chairs,” Mark says. “There are simply too many adjustments, too many controls. Most other seating manufacturers really don’t understand what their products are for, what they need to deliver or how people are supposed to work in them. People don’t come to work to adjust a chair—they come to work to work. The fact that Liberty will move with you and that anyone can use it—that’s what makes it a cut above the rest.”



EXPERIENCING THE DIFFERENCE

Today, Acxiom employees are thrilled with their new ergonomic work set-up. For the first time, they can truly thrive in an environment specifically built to accommodate their daily operations.

The new Liberty chairs and M7 monitor arms are essential components of this new and improved space. “Every day, I see the difference that these tools



are making for the team here at Acxiom,” says Mark. “Everyone is more comfortable, more focused ... it’s like night and day.”

Beyond products, Acxiom also values Humanscale’s customer service, support and warranty coverage. “As we continue to enhance our work space,” says Mark, “I definitely see us working with Humanscale long-term.”