



Gaining Traction Through Innovation

Ecommerce tech company delivers cutting-edge, personalized brand experience

Simple Facts

Average rating of 4.8 stars by 160,000+ verified customers

The graphic includes a small image of a city skyline, a SimpleTire logo icon, and a background of blue and orange chevron patterns.



CASE STUDY

[▶ Watch the video on our website to learn more](#)

About SimpleTire

Industry: **Technology**

Location: **Philadelphia, Pennsylvania**

Based in Philadelphia, SimpleTire is an online tire retailer committed to relentlessly reinventing tire replacement to make it way simple, way better. The company's business model links independent tire distributors across the country into one seamless e-commerce network providing customers access to an unparalleled inventory of tires from hundreds of brands. SimpleTire sells tires in all categories, including Passenger, Light truck, Commercial, Agriculture, OTR, Industrial, ATV, Antique and various specialties. In 2022 and 2020, SimpleTire was named the Best Place to Work in the tire industry by Tire Business Magazine and was previously on Inc. Magazine's list of fastest growing companies in 2019.

\$66.8M

in Sales FY23

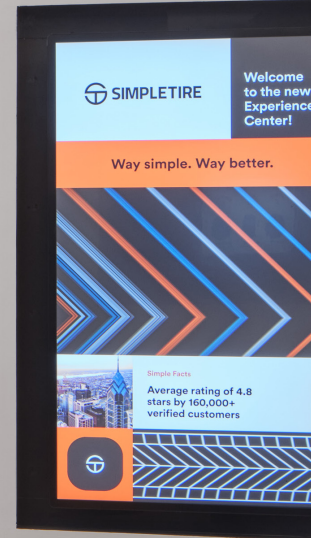
1,000s

Local Businesses
Supported

100s

Employees
Nationwide

INNOVATION



A strategic alignment to their brand values

Objective

SimpleTire embraced the remote-first workplace model during the height of the pandemic, leveraging the rise of collaborative technologies to keep their team engaged with partners and clients. This meant letting go of their larger, more traditional office. However, leadership knew it was important to still have a physical space where they could showcase their brand, offerings and culture to foster meaningful relationships among employees and clients.

About a third the size of their original space, they found a perfect new location in the heart of Philadelphia. As the home of their new Brand Experience Center, SimpleTire wanted it to embody who they were as a company. Their new office needed to reflect their innovative solutions, align with their brand values, enable their remote-first culture and provide an immersive experience for visitors and employees.

Looking for a technology partner to bring their vision to life, SimpleTire looked no further than Diversified.



“As a remote-first organization, we needed a physical space where we could showcase our brand, products and services as well as our culture. We wanted a place that conveyed that we are a cutting-edge tech company in a warm, welcoming environment.”

— **Rich Zapf**,

SVP, Product Experience, SimpleTire



Transforming meetings into collaborative workshop experiences

Solution

When technology and software platforms are central to your business, that has to be evident in your company's brand experience center. SimpleTire wanted to leverage best-in-class technology to deliver personalized experiences for visitors that would enable stronger partnerships and enhance their employee experience.



"This space represents that best foot forward with our partners and allows us to show our tech in the best light."

— **Adley Amzovski**,
VP, Analytics, SimpleTire

CREATING A UNIQUE EXPERIENCE

The purpose of the new office was to create a place for clients and partners to visit and connect with SimpleTire employees in meaningful ways. Partners should enter and quickly feel engaged with the brand's story and technology, sparking ideas and conversations.

As soon as guests exit the elevator, they enter an immersive environment where their brand is the star of the show. Digital signage screens with customized messaging welcome each guest as they are guided into the lobby. From the entry to the lobby to their collaboration rooms, the strategic use of technology provides a natural flow throughout the brand experience center. Every tech touchpoint along the way enables and furthers an immersive experience, customized to each visitor and meeting for maximum impact.

75

Sq Ft of
Digital Signage

3

Interactive
Displays

6

Auto-Tracking
Cameras

ENHANCING MEETING EQUITY

When half of any given meeting's participants are remote, it could be easy to feel disconnected from each other. But SimpleTire wanted to remove that barrier to collaboration and creativity. As a remote-first organization, SimpleTire wanted to ensure that their Innovation Room provided an inclusive environment where all participants seamlessly engage and feel like an active member of the discussion.

To help create a consistent meeting experience, no matter where they were, the room features strategically placed microphones and multiple cameras that fluidly pan and zoom to focus on changing speakers. And then the real gamechanger is the technology behind the large interactive displays. Whether collaborating as one large group or smaller huddle groups, all participants can whiteboard and share ideas via the innovative digital canvas software with ease. Brainstorming discussions received a big upgrade as the advanced technology actively connects everyone in one digital space, enhancing the experience and streamlining collaboration, idea capture and notetaking.



“When you’re working remote, it’s easy to feel disconnected from the meeting. Knowing that 50% of our attendees would be virtual, we wanted an experience where they felt like they were in the room. The technology enables that.”

— **Adley Amzovski,**
VP, Analytics, SimpleTire



SOLUTIONS

Digital Signage

Collaboration

SERVICES

Consulting

Design

Integration

Impact

The new Brand Experience Center brings true immersion to visitors and employees alike. Their new office solidifies their place as a leading technology provider in the tire industry, highlighting their commitment to innovation and next-level collaboration that helps clients build strong solutions together with SimpleTire.

This space achieves that and more leveraging best-in-class tech to enhance partner and employee experiences. For clients and partners, it's an inviting place where they can learn more about the company and explore best-in-class technology solutions firsthand. For the SimpleTire team, it's a home away from home where they can gather and be proud of the company they work for and the people they work with.



“Our vision for this experience center is to provide a strong brand experience that showcases our values of collaboration and innovation. We chose Diversified because we knew they could meet us at that higher level of innovation.”

— **Maude DiVittis,**

Chief Human Resources Officer, SimpleTire

2,700+

Associates

\$1B

Annual
Revenue

40+

Locations
Worldwide

70%

Fortune 1000
Clients

About Diversified

Diversified is a global leader in audio visual and media innovation, recognized for designing and building the world's most experiential environments. Our award-winning team specializes in delivering solutions for the most complex, large-scale and immersive installations. Serving a global clientele that includes major media organizations and retailers, sports and live performance venues, corporate enterprises, and government agencies, Diversified partners with clients to create spaces that bring people together and keep them coming back.



info@onediversified.com | onediversified.com

Copyright © 2024 Diversified. All rights reserved