

How HNI Uses 3D Cloud to Streamline Specification and Quoting for Dealers

Overview

HNI Corporation, the company behind well-known office furniture brands HON, Allsteel, and Kimball—has changed how dealers for several of its brands specify and order furniture. With over 400 3D Cloud product configurators live across three brands and more than \$60 million in estimated quote value generated in the last year, HNI uses 3D Cloud to make it easier for dealers to show and configure products, build quotes, and place orders.

" We selected this platform because of its scale, speed, maturity, reusable assets, and professionalism. Their team delivered multiple 3D apps in under four months, which helped us meet surging demand in the home office space. "

Kris Rao, CIO & Digital Officer, HNI Corporation

Company Fast Facts

- HNI (NYSE)
- ~\$2.2 billion market cap (as of 8/2025)
- 7,000+ employees
- 10+ brands (including HON, Allsteel, and Kimball)
- Headquartered in Muscatine, Iowa

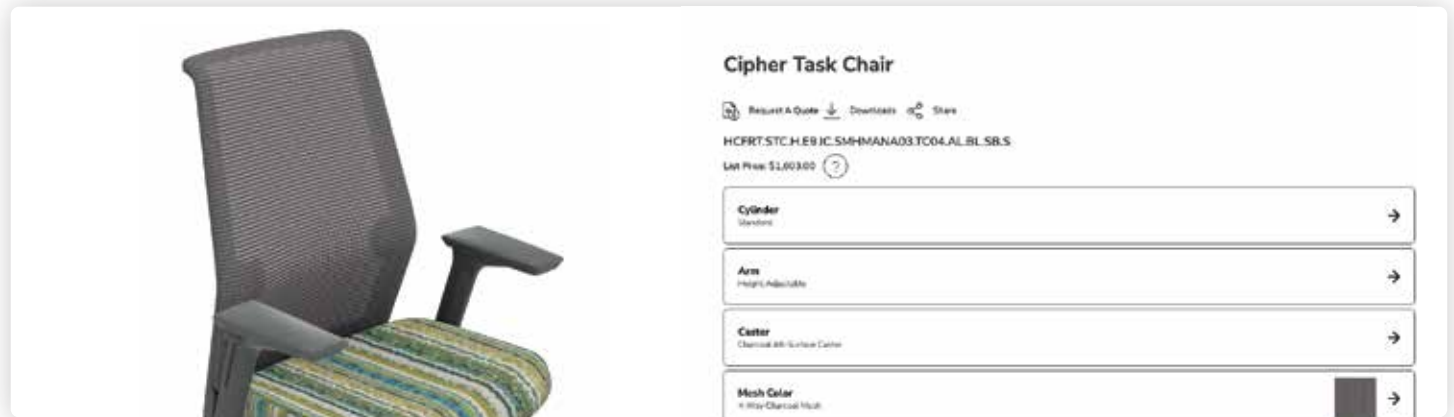


The Challenge: Streamline the Dealer Experience

HNI wanted to replace its older 2D product configurator with a more modern 3D experience. They needed:

- Dealer-focused experience for product configuration, visualization and quoting
- Integration within their existing dealer portal and ordering systems
- Easy syndication of 3D content across various channels, including dealer websites

Their goal was to support their dealer network with tools that were fast, accurate, and easy to use.



The Solution: 3D Cloud Product and Modular Configurators with Custom Integrations

HNI partnered with 3D Cloud to launch a new, interactive 3D configurator for their office furniture brands.

Together, they rolled out more than 400 configurators that let users see furniture options in 3D, make selections, and build accurate quotes.



If You Give Dealers What They Want, They'll Use It

The move from 2D to 3D gave dealers a better way to show products and helped customers feel more confident in their choices. The system now supports real-time pricing, product rules, and a wide selection of items.



Over the past year, the platform has delivered unparalleled engagement*:

60% Close Rate on Requested Quotes*

135,000+ Unique Users

300,000+ Sessions

*Annualized calculated metric

3D Configuration Designed with Dealers in Mind

The configurators are fully integrated with HNI's dealer portal, quoting tools, and ordering systems. Dealers can go from configuring to ordering without switching platforms.

Key advancements developed through the partnership include:

- Support for SIF files that speed up ordering
- No-code tools that allow HNI teams to update product rules and options in-house

HNI helps its dealer network succeed by providing tools that are easy to integrate and use. Dealers can embed configurators directly into their own websites using a simple iFrame. This allows them to deliver a modern, interactive shopping experience without building or maintaining custom tools. HNI manages the content centrally to ensure accuracy and consistency across channels.

"We've made it easier for our dealers and customers to make selections and generate quotes—without needing third-party software. It's seamless and intuitive."

Sheila Busch, Vice President, The HON Company

An Innovation Partnership

HNI wasn't just looking for a vendor, they were looking for a partner. As the first office furniture company to work with 3D Cloud, HNI played a key role in shaping some of the platform's earliest features. That collaboration continues today, making HNI a long-term innovation partner. Together, the teams created tools that:

- Make quoting and ordering easier
- Allow faster configurator updates without coding
- Expand the value of 3D content by sharing it across systems and websites

"HNI is not just a customer. They're a long-standing innovation partner. They helped shape some of the earliest 3D commerce tools for the office furniture industry."

Beck Besecker, CEO, 3D Cloud



Enterprise Scale, Tailored Brand Experiences

HNI needed a solution that could support not just one product line or brand—but an entire family of contract furniture companies, each with its own catalogs, configuration rules, and dealer needs. The 3D Cloud platform offered them flexibility and scalability to realize this vision.

Today, HNI uses more than 400 configurators across three of its most recognized brands: HON, Kimball, and Allsteel. The platform handles a wide range of configurable products, from individual seating to complex modular systems. Each configurator is tailored to reflect the unique options and pricing rules of its product line while still being managed through a centralized system. This level of scale allows HNI to:

- Support brand-specific dealer portals and customer experiences
- Maintain consistent 3D content across different websites
- Reuse assets and logic to speed up deployment for new product families
- Easily expand to other brands or product categories as needed

Whether it's a high-volume task chair or a complex benching system, HNI can deliver a consistent, visual, and accurate quoting experience across brands and product families at enterprise scale.

Outcomes: One 3D Platform that Scales to All Use Cases

- Stronger integrations with HNI's website, dealer portal, and ordering systems
- Improved dealer support through easy-to-use, always up-to-date tools
- Higher quote accuracy thanks to real-time pricing and product rules
- Faster internal workflows with no-code configuration tools
- Expanded reach through 3D content syndicated to dealer websites
- Scale to meet the needs of a multi-brand portfolio with dozens of product families

Why It Matters

HNI has made it easier for its dealers to work faster, quote more accurately, and give customers a better view of what they're buying. This shift to 3D doesn't just improve the buying experience—it also supports internal teams and dealer success.

By working closely with 3D Cloud, HNI turned product configuration into a powerful part of its digital strategy and it's paying off.

For more information, visit [3Dcloud.com](https://3dcloud.com).



Scan the QR code to learn more

3D Cloud Customers Using This Solution

AIS



HermanMiller

Allsteel

HON.

Kimball®

Fellowes