



SOFTWARE

# KiSP Launches KITS collaborator XRPro Edition

KISP BELIEVES IN A CORE PRODUCT AND SERVICES PHILOSOPHY WHERE CUSTOMERS SHOULD EXPERIENCE A SIGNIFICANT INNOVATION COMPONENT IN EACH OF ITS PRODUCTS.

BY ROB KIRKBRIDE

**KiSP**, the company behind many of the high-tech products that make visualization and selling easier in the office furniture industry, is betting big on the KITS collaborator XRPro Edition, which brings the immersive presentation power of virtual reality and augmented reality to its mobile furniture sales platform.

The company is in a tricky balancing act. It's created technology that is powerful, but easy to use for industry sales professionals, who can be a bit slow to adapt to what tools like this can do. With KITS collaborator XRPro Edition, KiSP believes it has that perfect balance.

The goal of KITS, according to KiSP Managing Director Rob Kendal, is to attempt to reduce the sales cycle and business acquisition costs while improving what he thinks is a particularly bad aspect of the client engagement process. That process, he believes, is very iterative and very old school, using brochures and trying to find qualified budgets.

"With the XRPro we're trying to introduce easy-to-use, mobile VR and AR technologies that, at appropriate points of the sales engagement will help," he said. "I say appropriate because, you know, there are some very specific things that it does, and if you do them at very specific times we believe it moves the needle. So that's the deliberate intention behind it — that you use the technology in front of the client to move the decision-making process forward. We're constantly looking for what we call winning patents here in this process."

The KITS collaborator XRPro Edition empowers furniture sales professionals to efficiently create proposals, re-specify in front of their clients and send the project to VR for fully immersive views, as the software generates a VR environment around the furniture for simplified project building. They

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<p>PROJECT NAME</p> <p><b>New Project</b></p> <p>VISUALS</p> <p>HD Rendering 2016-11-17 04:29pm &gt;</p> <p>PRICING</p> <p>List Prices <input checked="" type="checkbox"/></p> <p>Discount <input type="checkbox"/></p> <p>Custom Sell Line Item <input type="checkbox"/></p> <p>EXTRAS</p> <p>Notes <input type="checkbox"/></p> <p>ITEMS</p> <p>Item Details <input checked="" type="checkbox"/></p> <p>Options &amp; Finishes <input checked="" type="checkbox"/></p> <p>Thumbnails <input checked="" type="checkbox"/></p> <p>Discounting <input checked="" type="checkbox"/></p>	<p><b>K601</b></p> <p>VILLA, LOUNGE, ONE SEAT, W/OUT ARM</p> <div style="display: flex; align-items: flex-start;"> <div style="font-size: 8px;"> <p>BACK UPHOLSTERY GRADE MOMJ MOMENTUM GRADE J BACK UPHOLSTERY PATTERN COLOR 09139271 SORT FOG</p> <p>SEAT UPHOLSTERY GRADE MOMD MOMENTUM GRADE D SEAT UPHOLSTERY PATTERN COLOR 09129349 INTERSECT INDIGO</p> <p>SEAT CUSHION SOFT SOFT CUSHION</p> </div> </div>	2	\$2,056	\$4,112
	<p><b>K602</b></p> <p>VILLA, LOUNGE, TWO SEAT, W/OUT ARM</p> <div style="display: flex; align-items: flex-start;"> <div style="font-size: 8px;"> <p>BACK UPHOLSTERY GRADE MOMJ MOMENTUM GRADE J BACK UPHOLSTERY PATTERN COLOR 09139271 SORT FOG</p> <p>SEAT UPHOLSTERY GRADE MOMD MOMENTUM GRADE D SEAT UPHOLSTERY PATTERN COLOR 09129349 INTERSECT INDIGO</p> <p>SEAT CUSHION SOFT SOFT CUSHION</p> </div> </div>	2	\$2,984	\$5,968
	<p><b>K6090C</b></p> <p>VILLA, LOUNGE, 90 DEGREE, CORNER</p> <div style="display: flex; align-items: flex-start;"> <div style="font-size: 8px;"> <p>BACK UPHOLSTERY GRADE MOMJ MOMENTUM GRADE J BACK UPHOLSTERY PATTERN COLOR 09139271 SORT FOG</p> </div> </div>	2	\$2,861	\$5,722

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can also send an AR version of the project to their clients’ phones, which means clients can place furniture in their own space, walk around and inspect it and even interact with elements of the proposed furniture.

Kendal was clear to differentiate KITS collaborator XRPro Edition from space planning software or even digital catalogs. The product fits into a much different category than products from Configura, 20/20 or My Resource Library. KITS is designed specifically to support efficient business processes. This mobile platform transforms client engagement by producing the necessary visuals to successfully communicate ideas and solutions in the first meeting.

“XR technologies are absolutely transforming the commercial furniture industry,” Kendal said. “With XRPro, we’re giving mobile salespeople the power to present to clients in VR and show them furniture in their own space with AR – and we let KITS do the complex stuff, so it’s really a few clicks to the ‘wow’ factor. It’s truly letting clients try before they buy.”

KiSP believes in a core product and services philosophy where customers should experience a significant innovation component in each of its products. So when the company designs, for example, new software features and service offerings, Kendal said it’s probably a combination of one part listening to customers, one part observing what they do with existing products

rather than what they say they do, and one part innovation. That's the risky part as a software developer, because sometimes it doesn't stick and then the developer has to "fail fast" as they say in Silicon Valley.

Other times the technology can take hold, in which case the developer has to pivot its resources quickly and give it a push if it sees something resonating out there with one of its products.

Again, creating technology like this does not come without a few risks on the development side. Kendal said KITS XRPro is heavily on the innovation side, so it's quite high risk for the company in that it could be early to market. "That's something we're certainly used to," he said. "But in this particular case, I'd say the risk has more to do, again with the timing and everything else, because there's still a novelty aspect about the power of VR and its ability to move the needle in our industry and business in general."

Kendal equates VR to advancements of about 10 years ago in 2-D photo realistic renderings in the sales process. Back then, it was a novelty because companies were using isometrics at the time. Technology follows a curve. It starts out as a novelty with the geeks and the crazies and then becomes a premium service. Early adopters can leverage that for competitive advantage in a sales opportunity, then it becomes mainstream. Today 2-D photo realistic renderings are table stakes.

"We're always looking for what's next at KiSP, and we've always been leaders in visual storytelling," said Franklin Harwart, product app specialist. "The key with the XR media trend was making VR and AR accessible technologies for sales professionals to use seamlessly in their workflow without requiring special skills. With the XRPro Edition, anyone can use these powerful tools. It's going to transform a lot of dealerships."

The KITS collaborator XRPro Edition is available on iOS and Windows versions for \$595 per user per year. Users can create projects with product solutions from more than 60 manufacturers on the go and present them instantly, generating full product specifications, current pricing and stunning visual HD renderings, VR experiences and AR assets for their clients. The KITS collaborator XRPro Edition is available for online purchase from [kisp.com](http://kisp.com).

Founded in 1993, KiSP is headquartered in Toronto with offices in San Jose, Costa Rica and Buenos Aires. KiSP creates, develops and provides client-facing solutions to manufacturers, dealers, interior designers and customers in the office furniture industry. During its 20 years in the industry, its solutions have created revenues where they never existed, added value to the services clients provide and established greater loyalty between sales professionals and their customers, Kendal said. **BoF**