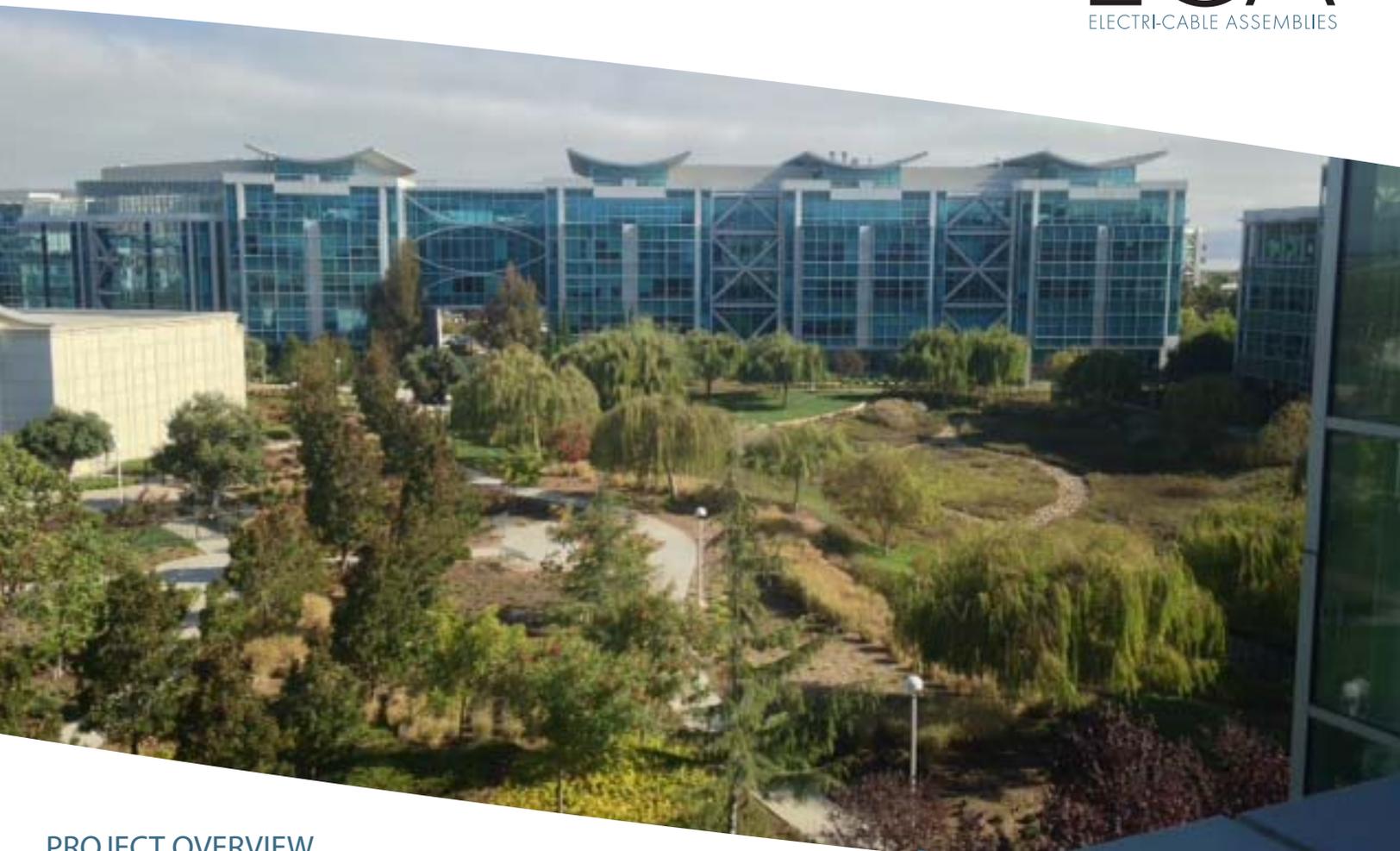


PROJECT PROFILE



PROJECT OVERVIEW

Rocket Fuel is a fast growing technology company which has developed an ad management platform used to collect usage data from digital media such as mobile, web, video and social platforms. This information provides their customers a more granule look at their target audience helping increase the ROI of marketing campaigns. Headquartered in Silicon Valley, and doubling their workforce in 2013, attracting and retaining their “Nerdy but Lovable” culture is a key to their ongoing success. Committed to making Rockfuel a great place to work, they moved into a newly remodeled 145,000 square foot space designed to support the work habits of their associates and promote the ideas of collaboration and having fun.

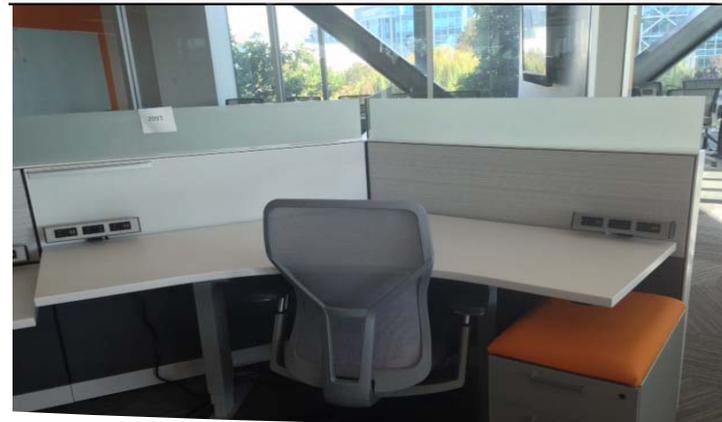
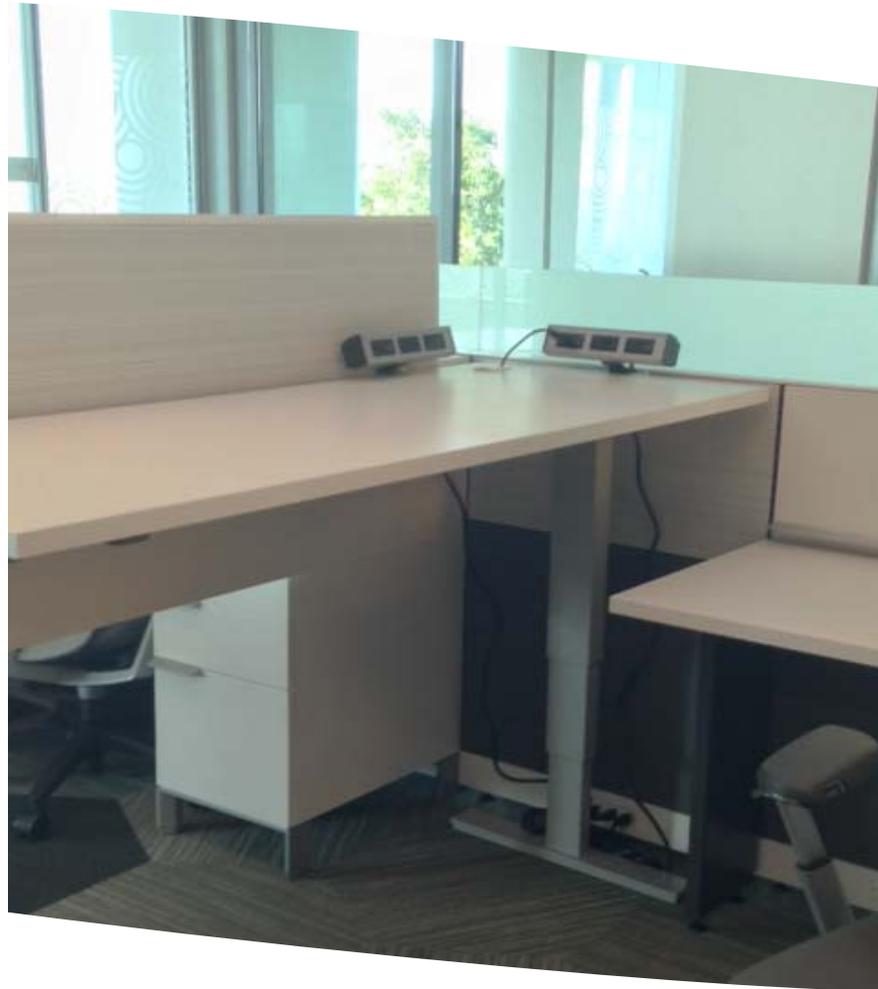
Location
Rocket Fuel
Redwood City, CA

Dealer
Inside Source
San Carlos, CA

Products
1,800 Seclusion™ units
Allsteel height adjustable tables



PROJECT PROFILE



The new headquarters encompasses four floors and features a combination of Allsteel adjustable height desks as well as open plan clusters of workstations. When power requirements were discussed, Inside Source, the dealer on the project, consulted with ECA's local sales representatives, Linked, to identify a power solution that would support their associates' requirements.

ECA Seclusion units were selected due to the flexibility of being able to supply both power and USB charging capabilities at desk height. The ability to have access to both power and USB charging readily available, allows associates to easily keep their favorite mobile devices charging at their workstations so they can stay connected at all times. In addition, the Seclusion can be mounted on various areas of the work surface making it easy to use in a variety of configurations.

To learn more about this project or similar applications, please contact your ECA sales representative or send us a message at sales@electri-cable.com.

