



Bush Industries and IMAGINiT Technologies Achieve Global Success Through Diversity, Collaboration, and Synergy

Mississauga, ON, January 31, 2008 – RAND Worldwide®, a global leader in providing technology solutions to organizations with engineering design and information technology requirements, announced that its IMAGINiT Technologies division professional services consultants helped move Bush Industries from 2D to 3D design and implement a global web-based data and document transfer system, improving productivity and reducing product development lead times.

Bush Industries recognized the value of diversity and required their international design and manufacturing teams to collaborate across the globe, striving to utilize the strengths of all cultures within their organization. With an extension of their manufacturing team in China it remains critical to communicate design methods and share knowledge between the two global locations. "It was a key objective to put a manufacturing process in place designed to mitigate any issues that would happen from an engineering perspective and to maximize both global and domestic sourcing so all our design teams would be streamlined and retain high quality designs," noted Bush Industries' Information Technology Director, Keith Fowler.

The IMAGINiT New York consultants communicated to IMAGINiT Singapore about Bush's configuration, environment, unique challenges, and design requirements. IMAGINiT Singapore provided hands-on training to ensure the engineering team in China could take advantage of all features available in Autodesk® Inventor™ for 3D design and Autodesk® Vault, a highly adaptable, user-responsive document management system.

"IMAGINiT's ability to provide a duplicate US implementation in China demonstrates our reach and commitment to provide unparalleled support to assist our clients reach their strategic objectives," explained Bob Heeg, Executive Vice President, IMAGINiT Worldwide Operations. "During the project execution phase our onsite, Mandarin-speaking employee from Singapore joined our US and Bush IT implementation teams concurrently online to identify and overcome obstacles. This is the promise of technology, delivered."

Read the full success story at www.rand.com/imaginit/BushIndustries.

About Bush Industries

Founded in 1959, Bush Industries, Inc. of Jamestown, New York manufactures furniture that is both fashionable and affordable. They are a leading global manufacturer of ready-to-assemble and OfficeReady™ furniture for home and office. The company was voted one of the 200 Best Small Companies in America by Forbes Magazine in 1997. The company is headquartered in Jamestown, NY, with manufacturing plants and offices in New York State, Pennsylvania, China, and Germany. For more information please visit www.bushindustries.com.

About IMAGINiT Technologies

IMAGINiT Technologies, a RAND Worldwide Company, is a leading provider of design and engineering solutions to the building, manufacturing and infrastructure, media and entertainment industries. With over 40 offices in North America and Asia-Pacific, IMAGINiT is a leading provider of Autodesk software solutions and the largest North American Autodesk Authorized Training Center (ATC) partner. IMAGINiT delivers knowledge, expertise and design processes to clients through proven technical support, training and consulting services. Our locations are supported by a vast pool of engineering resources that are focused on developing real-life business solutions for their local clients. For more information please visit www.rand.com/imaginit.

About RAND Worldwide

RAND Worldwide is one of the world's leading providers of professional services and technology to the engineering community; targeting organizations in the manufacturing, building, infrastructure and media and entertainment industries. RAND Worldwide enables its clients to improve their competitiveness, productivity and profitability by enhancing key aspects of their 3D Design, Data Management and Collaboration capabilities. With more than 20 years of industry experience, RAND Worldwide delivers knowledge, expertise and design processes to clients through proven technical support, training and consulting services. RAND Worldwide employs 447 people in over 60 sales and client service centers. For more information please visit www.rand.com.

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