Workcenter is an interactive case study, based around video interviews, which considers how the Workcenter company made the transition from a small business to a market leader in its segment.

The case is separated into the following areas:

- Interviews with company directors
- Virtual tour of the first Workcenter store
- Questions for class discussion

A paper-based technical note accompanies this documentation.
The case contains over twenty-five minutes of video interview footage of two of the company’s maximum directors: its founder and chief advisor. The format allows the student to select a question from the list and skip directly to its discussion.
The virtual tour provides details of the first Workcenter store in San Bernardo, Madrid. By clicking on the floor plan, students can see a description of a particular area of the store.

The virtual tour deepens the experience of the student and increases their familiarity with the company.