

Future of the Workplace

Real-time analytics and artificial intelligence
to drive building efficiency



Technology that elevates
how, when, and where work gets done

3 – 30 – 300



Cost cutting is low-hanging fruit. But, transformational change will come from employee productivity.

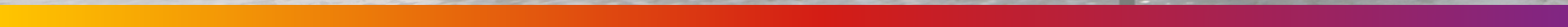
CRE Leadership

\$300/sf
Employees

CRE Management

\$30/sf
Occupancy

\$3/sf
Utilities





\$3/sf Utilities

The data to go green





*Low-cost sensors and controls
- have the potential to reduce
the energy consumption of
buildings by 20%–30%*

- US Department of Energy

www.energy.gov/eere/buildings/downloads/advanced-building-control-solutions

64%

*of millennials won't take a job if
a company doesn't have strong
corporate social responsibility*

\$3/sf

x 30% savings

x 100,000sf building

\$90,000 energy savings

www.conecomm.com/research-blog/2016-millennial-employee-engagement-study



\$30/sf Occupancy

The data to cut cost

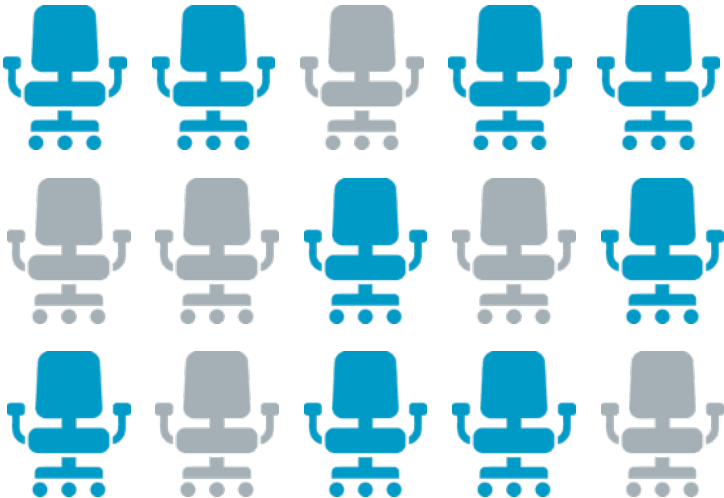


Sensors provide real-time data; Data provides long-term opportunity

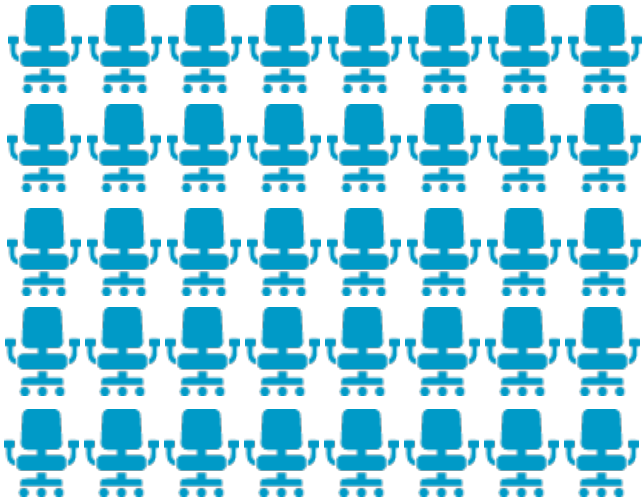


What should we measure?

Vacancy/Utilization

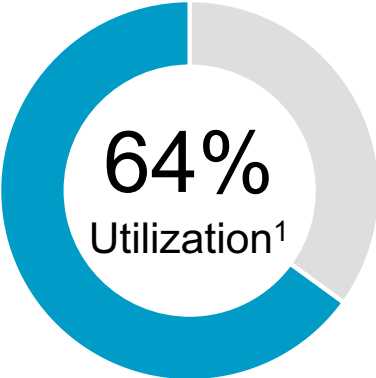


Density



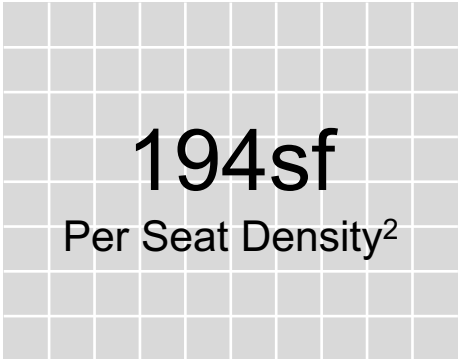
Industry Averages

Average Utilization



100k sf @ \$30sf =
\$1.08M/yr unutilized space

Average Density



1,000 seats @ \$30/sf ~ 10% gain
= \$582k/yr less space needed

¹ US - JLL 2018-2019 Occupancy Benchmarking Report
² US - Cushman Wakefield "Why Space Matters: Density"

CASE STUDY: Space Sensor Survey

- Fortune 500 company
- 9-week study - assess utilization at pilot location (June 15th – Aug 22nd)
- Excerpts from 25 page report

Introduction

- Located in Brighton, Massachusetts.
- Plan to grow in new locations.
- In need of real estate optimization.
- Data analytics for business investment.
- Max. assigned capacity of 129.

Methodology

- ~9-week study June 15th – Aug 22nd
- Store opening hours 8AM – 9PM

Assumptions

- Analysis based on store opening hours of 8am to 9pm
- Exclude Vendor Offices from study
- Assess utilization between Switchboard & Commons
- Is noise cancellation in Switchboard worth the investment?
- Assume total 4407 sq. ft for Studio (3772 sq. ft), Spotlight (435 sq. ft), Webcast Studio (100 sq. ft) and TSA Office (100 sq. ft)

Overall Workstation Utilization

- Overall Ave. Workstation Utilization: 75%
- Overall Peak Workstation Utilization: 75%
- US Ave. Workstation Utilization: 5%
- Overall Ave. Workstation Utilization: 5%

Heat Map

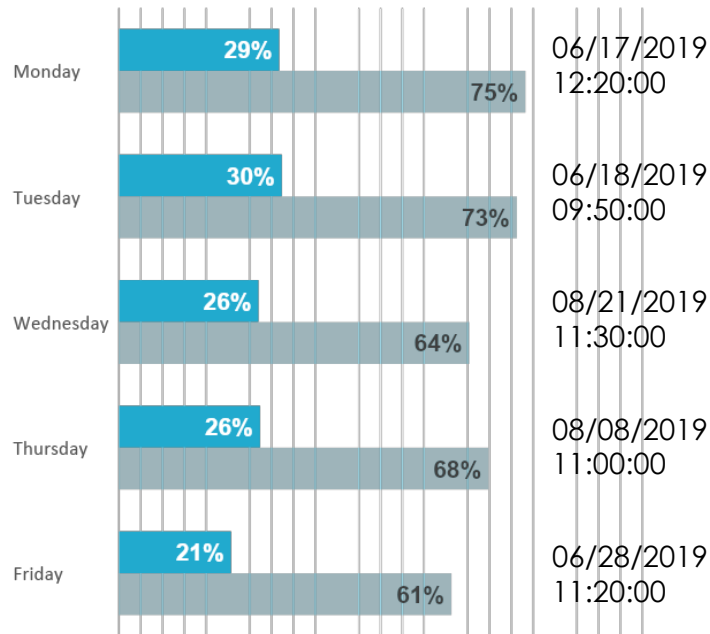
Benchmarking

- Average Members Per Desk: 63
- Average Sq. Ft Per Desk: 149

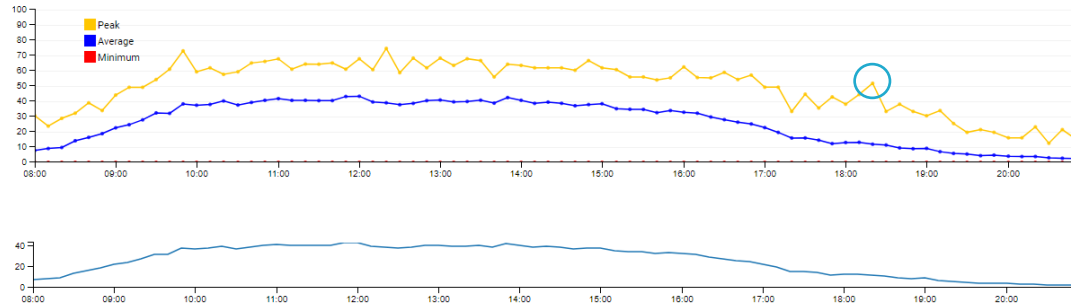
Key Findings: 25% vacancy even @ peak hours

Overall Workstation Utilization (By Day and Time)

Utilization By Day



Average & Peak Utilization By Time



Key Findings:

Monday and **Tuesday** were the highest utilized days.

Even at peak utilization, **25% of workstations are still available for use.**

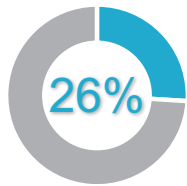
Peak utilizations occurred **between 9:50am and 12:20pm.**

The peak shown at 6.20pm (see blue circle on graph) could be due to cleaning personnel.

Key Findings: Utilization by space type is mixed

Overall Workstation Utilization

Overall Ave.
Workstation Utilization



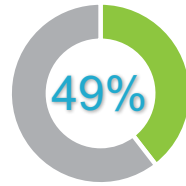
Mon – Fri | 8am – 9pm

Overall Ave.
Workstation Utilization



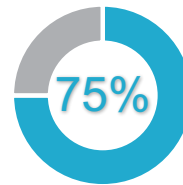
Mon – Fri | 8am – 5pm

US Ave.
Workstation Utilization



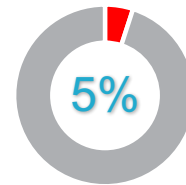
GCUC 2019 USA Coworking Stats

Overall Peak
Workstation Utilization



Mon – Fri | 8am – 9pm

Overall Ave.
Workstation Utilization



Sat – Sun | 8am – 9pm

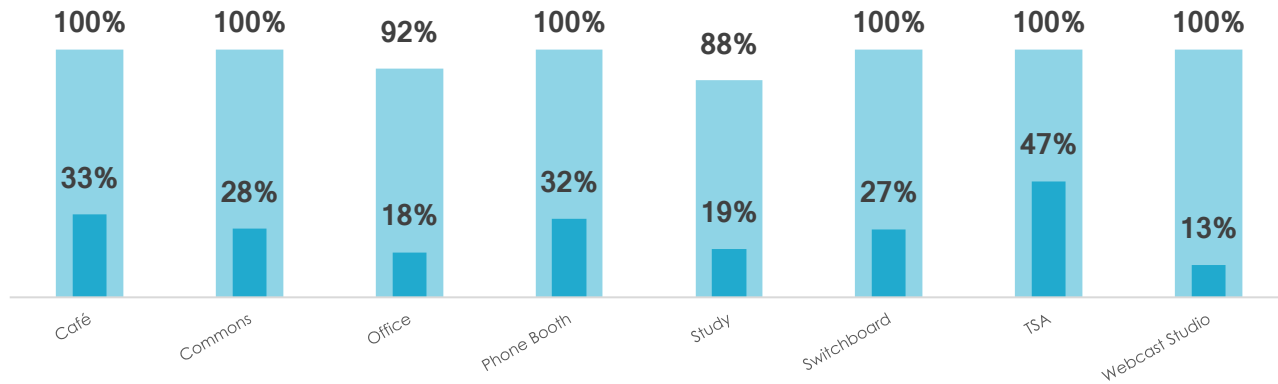
Key Findings:

Workstations are **underutilized by 23%** of US average.

Phone Booths and Café were the highest utilized workstations.

The Switchboard and Commons had similar utilization rates.

On weekends, the Study had the highest utilization of 12%.



Massive savings potential



PROBLEM: Needed reliable technology for ongoing occupancy analysis and change management that can interface with other systems and BI tools

SOLUTION: Occupancy sensors to analyze all: Workspaces, meeting & conference rooms, cellular offices, and collaborative areas as well as system interfaces

RESULT: Right-sized real estate investment by subletting London office space saving \$45M





\$300/sf – Employees Data for the BIG opportunity



Advantages for smart employers who lean-in to the change...



Reduce Expense

- Real estate footprint
- Energy consumption
- Tier 2-3, suburban, & rural labor markets



Attract & Retain Talent

- Access new talent pools
- Better compete for talent
- Improved retention



Improve Productivity

- Better talent = productivity
- Better engagement
- Less commute (more work)
- 24/7 teams'

Employee Productivity

P&G

PROBLEM: 100,000 employees in cubicles spanning 30 countries didn't have visibility into available collaborative spaces

SOLUTION: Flexible multi-use floor plans with CRE-tech across the enterprise

RESULT: Saved 50 hours/employee/year in lost productivity + Improved EESAT

- Time searching collaborative space
- Eliminated double booking
- Gained visibility to people and resources across global footprint

P&G

Central Building

War for Talent



Allstate[®]

PROBLEM: Workplace couldn't compete for the very best talent — 2 of 3 job offers were declined

SOLUTION: Modernized office and implemented flexible co-working strategy to attract talent

RESULT: 2 of 3 job offers are accepted

Modern Workplace



PROBLEM: Bulldozed 1.2M sq ft “cube farm” — needed modern workplace tech that could support 26,000 employees

SOLUTION: Co-working “Neighborhoods” to determine where employees sit

RESULTS: Using 1,000’s of devices and 800+ interactive panels, employees book 1.2M meetings in 1,200 conference rooms each year

More with Less



PROBLEM: Team of 4 unable to effectively manage events for 20,000 faculty and students

SOLUTION: Using cloud based scheduling tools: Students, staff, and faculty quickly locate rooms, equipment, and resources as needed

RESULT: Utilization data aided decision to add new building — Events team can now easily set up, tear down and flip space in a few hours



Conclusion

View from my 'desk'



My Office

