THE NEW ERA OF

Workplace Data & Insights

Informed decision-making to navigate a transformed workplace reality

The Universal Shift to Flexible Working

When business leaders planned to return employees to workplaces in the pandemic's early stages, the dilemma was one of temporary adjustment. But as enforced flexibility continues, the advantages of permanently embracing hybrid working models have become clear. As businesses revise their working models, the ability to capture, analyze and act on the right data will be a crucial factor in building the future of work.

1 TECHNOLOGY & DATA TO INFORM
A New Workplace Reality

Most real estate executives agree that workplace technologies and the measurement and interpretation of space utilization data is now an area where fluency is required. The ability to answer the following questions will be imperative to creating a strategy for the new workplace reality:

Do you understand employee WFH preferences and business requirements?

Which flexible working model is most conducive to your organization?

How many ways are you measuring space utilization?

How are you acting on the space data that you collect?

What does informed, data-driven real estate right-sizing look like?

How can you safely release office space without disruption?

89%
of executives
believe the office is vital, but needs to change.

— Savills News, 17 June, 2020

100%
of real estate executives
are increasing investment in workplace technologies.

— The Broadridge Next-Gen Technology Pulse Survey

2 HYBRID WORKING LONG-TERM
Flexible Working Models

Initially, the focus was primarily around reducing employee density as business leaders reconfigured workspaces and working models to adhere to social distancing requirements. There were multiple schools of thought as to how to accommodate new regulations temporarily.

As the pandemic continued and working from home proved to be more effective than previously imagined, the focus turned to how to implement flexible working models for long term gain.

SCENARIO 1
Same headcount in the office, lower density
↑ **Increased** space

SCENARIO 2
Increase home office share
= **Same** space

SCENARIO 3
Switch some home offices to permanent
↓ **Less** space

Headcount in office

Headcount in rotating home office

Headcount in permanent home office

Scenarios 2 & 3 are flexible working models.
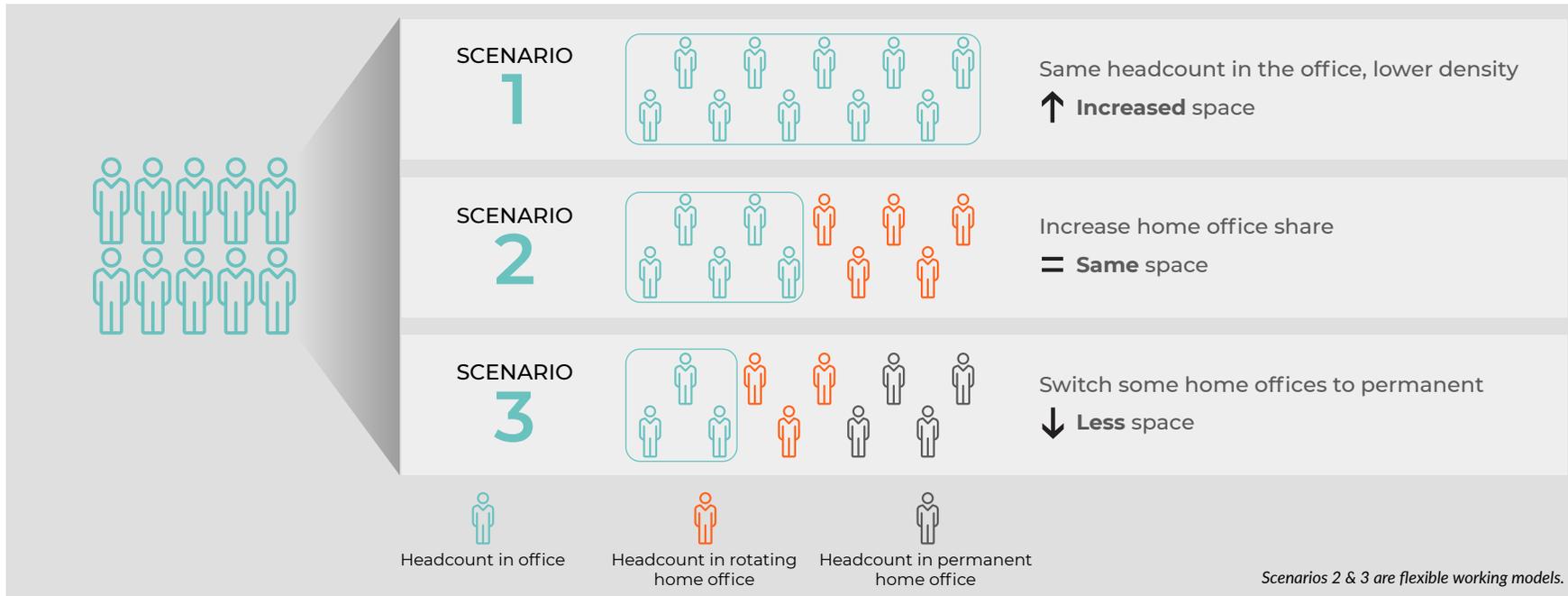
Why Flexible Working?

13%
Higher Productivity
More productivity experienced by remote workers compared to in-office counterparts

97%
Employee Preference
Employees who prefer flexible working model to full time in-office work

27%
Feel Strongly About Remote Working
Employees who would take a pay cut if given the option for remote work

3M
Smaller Carbon Footprint
Barrels of oil saved globally per day with remote work models

$10K
Cut Real Estate Costs
Average annual real estate savings per employee

SPACE UTILIZATION INSIGHTS

3 Data and Analytics Sources

The established method of using headcount to plan real estate space requirements is no longer valid. How should businesses assess their requirements for the future? For hybrid workspace planning, data-driven decision-making is crucial.

Occupancy data
Understand overall and space-specific workplace capacity and usage trends.

Workspace booking data
Understand what people are doing and why they're doing it.

Badge swipes
Insights on which employees and functions are entering the building at certain times.

Amenity usage
Layering amenity usage on occupancy and capacity trends provide deeper workspace insights.
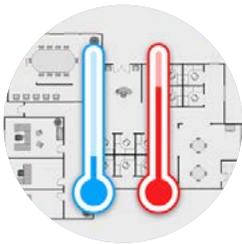
Temperature/lighting
Reduce climate control and electricity costs through a combination of sensor, occupancy and custom employee heating/lighting data.

Employee feedback
Employee work requests, surveys, and space ratings give qualitative workplace insights.

Wifi analytics
Track utilization at the building and floor level without hardware integration.

Elevator usage
Touchless elevator data allows for preemptive maintenance and floor occupancy insights.

Time Series Data

What is it?
A sequence of data points indexed in time order. Example: Date/time stamp of every employee who occupies a room zone over a one month period.

How is it used?
To see trends in workspace use and employee behaviors. Can also be used to identify patterns in order to predict how employees will act in the future.

Why is it valuable?
Having time series data can inform when space use is changing, where space can safely be shed and when peak utilization is likely to be a problem.

Sample Comfy Workplace Data
Total Comfy requests, by week and type

■ Temperature　■ Desk Booking　■ Lighting　■ Room Booking

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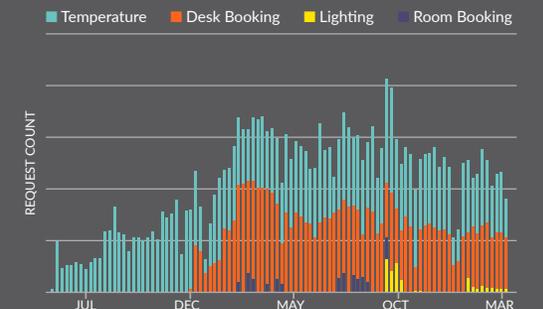
ACTIVITY BASED WORKING

4 Using Data to Inform Workplace Design

Workplace data inputs have long been used to inform workplace configuration, design and operating models. Recently, there's been a push to adopt Activity-Based Working (ABW), a cost-saving workplace strategy that provides people with a choice of settings for a variety of workplace activities.

Town Hall
(100+ people)

Individual Workspace
(1 person)

Private Booth
(1 person)

Take private calls

**Team Huddle**
(4–6 people)

Lounge
(10–12 people)

Board Meeting
(20+ people)

Foster serendipitous interaction
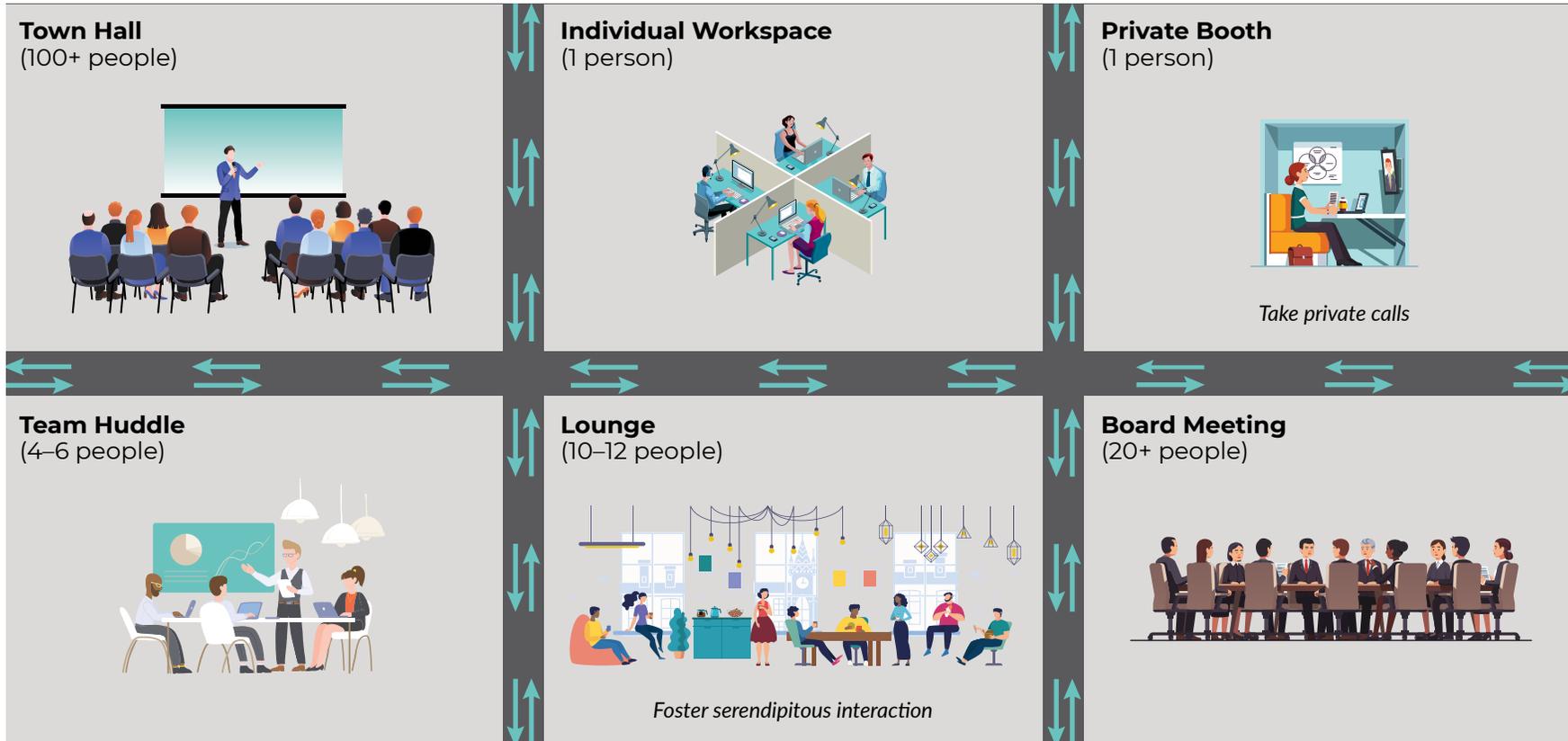
87%
of employees
say the office is important for collaborating with team members and building relationships.

— PwC U.S. Remote Work Survey

Combining Data for Refined Space Planning

Gain insights by analyzing the intersection of a variety of data sources:

– **Reservation:** Intent to use

– **Check-in:** Verification of use

– **Check-out:** Release space

– **Wifi:** Area use

– **Badges:** Area use

– **Sensors:** Specific use

5 A DATA-DRIVEN APPROACH
Right-Size Real Estate Portfolios

Discover	Measure	Define Target	Technology

Collect existing data through the following channels:

- Desk and room booking
- Occupancy data
- Badge swipe data
- Employee surveys

Gather three months of space utilization data before conducting a full analysis. This will also serve to measure ROI.

- Average occupancy
- Average utilization

Example: Increase sharing ratio (number of employees/number of desks) to 5.0 over two years

Choose a holistic technology partner that can do the following:

- Space utilization data measurement
- Deploy flexible working model to employees
- Adaptable to current and future technology

EXAMPLE SCENARIO

100 Employees

100 Desks

| Sharing Ratio | 1.0 | 1.5 | 3.0 |
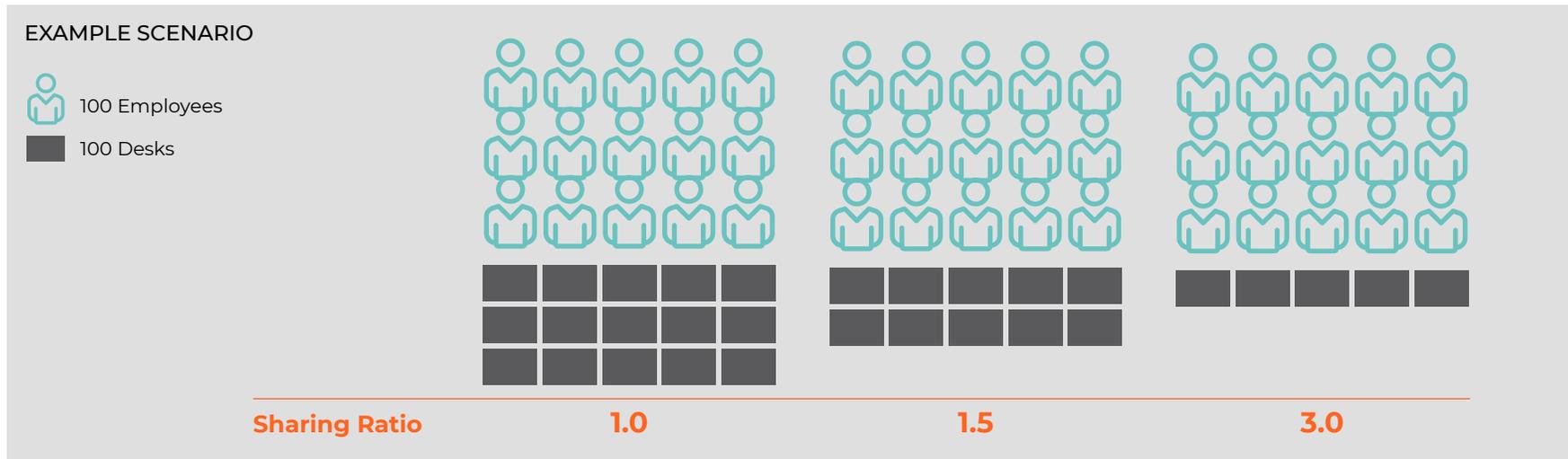
69%
of CEOs
say they will downsize office space.

— KPMG, 2020 CEO Outlook: COVID-19 Special Edition, September 2020

"Most large billion-dollar-revenue firms could reduce their space footprint by 20% to 40% by employing agile working and hot-desking."

— Verdantix, COVID-19 Long Term Implications for Corporate Real Estate, June 2020

6 INFORMED REAL-ESTATE DECISIONS
Reduce Operational Risk & Maximize Savings

Portfolio managers are being scrutinized to contract real estate costs due to reduced in-office presence. Using a data-driven approach achieves maximum savings while reducing operational and reputational risk.

Example: 1M sq. ft. @ $50/sq. ft.

CONSERVATIVE CONTRACTION*
Conservative Space Release
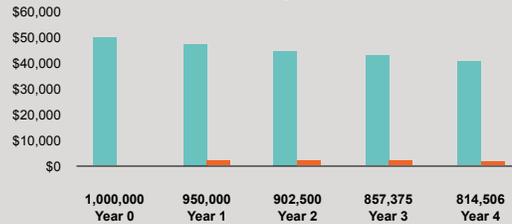
	1,000,000 Year 0	950,000 Year 1	902,500 Year 2	857,375 Year 3	814,506 Year 4
COST	$50,000	$47,500	$45,125	$42,869	$40,725
ANNUAL SAVINGS		$2,250	$2,138	$2,031	$1,929

Minimal savings: **$8.0M**
Financial risk:..**HIGH**
Operational risk:.......................................**LOW**
Reputational risk: ....**MED**

A conservative approach with no workplace data will result in some savings and minimal disruption, but high financial risk — money left on the table.

AGGRESSIVE CONTRACTION*
YOY Space/Cost Change
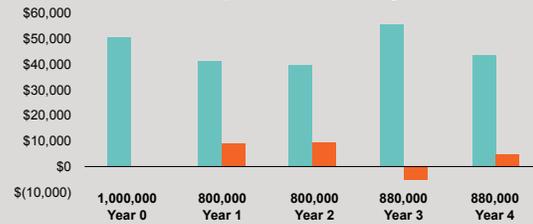
	1,000,000 Year 0	800,000 Year 1	800,000 Year 2	880,000 Year 3	880,000 Year 4
COST	$50,000	$40,600	$40,480	$56,000	$44,264
ANNUAL SAVINGS		$9,400	$9,5208	$(6,000)	$5,736

Net savings: **$12.9M**
Financial risk:..**HIGH**
Operational risk:.......................................**HIGH**
Reputational risk: ....**HIGH**

An aggressive approach with no workplace data is fraught with risk. Operational disruption when too much space is shed plus the need to re-acquire space again is a dangerous venture.

DATA-DRIVEN CONTRACTION*
Data Driven Portfolio Management
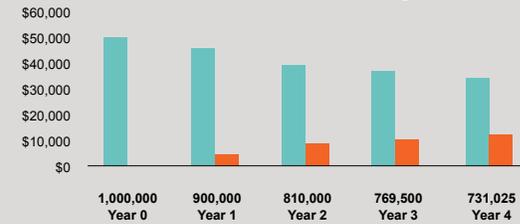
	1,000,000 Year 0	900,000 Year 1	810,000 Year 2	769,500 Year 3	731,025 Year 4
COST	$50,000	$47,466	$40,896	$38,851	$36,927
ANNUAL SAVINGS		$4,534	$9,104	$11,149	$13,073

Net savings: **$24.8M**
Financial risk:..**LOW**
Operational risk:.......................................**LOW**
Reputational risk: ....**LOW**

Using a data driven approach to understand utilization and employee preferences results in space contraction that is well informed and low risk on every front.

Finding Goldilocks

The objectives for CRE leaders hasn't really changed — it's just become more difficult. How do you secure the "Just Right" amount of space to ensure smooth operations?

Too much space = **financial risk**	Too little space = **operational risk**

Real estate contraction cost factors considered:
– *Lease buyout*
– *Capital write-off*
– *Restoration*
– *Reconfiguration*
– *Moving*
– *Tech decommissioning*
– *Build-out costs*
– *Comfy workplace software*

7 Flexible Working Model Optimization Metrics

SPACE UTILIZATION ANALYTICS

These key metrics will help you understand workspace usage patterns, informing a flexible working strategy that allows for business continuity while rightsizing real estate to reduce costs.

Cost Per Person	Mobility Ratio	Daily Peak Utilization by Workspace	Daily Peak Utilization by Group	Average Peak Utilization
The cost of housing employees within available workspace over a specified period of time.	The number of flexible working employees, visitors, and other fluctuating traffic in a given day or week.	The maximum number of people coming into a workspace on any given day.	The maximum number of people from a specific group entering a space on a given day.	The average peak usage of a workspace over a specified period of time. This metric can help inform needed seating to meet demand.

Frequency of Peak Utilization	Target Ratio per Workspace	Assigned Ratio per Workspace	Actual Ratio
The frequency in which a workspace reaches its peak utilization over a period of one month. If peaks are infrequent, and coincide with specific meetings, for example, alternate ratios can be assigned for those days.	This is the target you're working toward for the number of people that occupies a workspace. For example, your target may be 1.5 people for each desk.	This is ratio of people assigned to seats in a particular workspace. A company may transition to a flexible working model by assigning 13 people to 10 seats as a starting point, for example.	The actual number of people to available desks.. For example, only 5 people may actually come in to use 10 desks.

Data Insights

Floor utilization

Building utilization

Time-based usage

Unused space

Consolidation opportunities

Trends over time — employee behaviors

Space compliance

Comfy

Learn more about Comfy and Siemens' Flexible Spaces solution here, or contact a Client Partner at *info@comfyapp.com*.

Comfy, a Siemens company, was established in 2012 and serves customers and their employees worldwide. With a consumer-grade app designed to improve employee safety, engagement and productivity, Comfy provides the link between employee facilities utilization and corporate real estate insights.

111K	**83M**	**760**	**59**
Employee Users	SQ. FT. Managed Office Space	Managed Buildings	Countries Represented

Comfy Enterprise Solutions

Safe Return	Flexible Spaces	Concierge Services	Healthy Spaces

EMPLOYEE ENGAGEMENT
Consumer-Grade Mobile App

SPACE MANAGEMENT
User & Space Administration

PORTFOLIO STRATEGY
Space Utilization Analysis

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