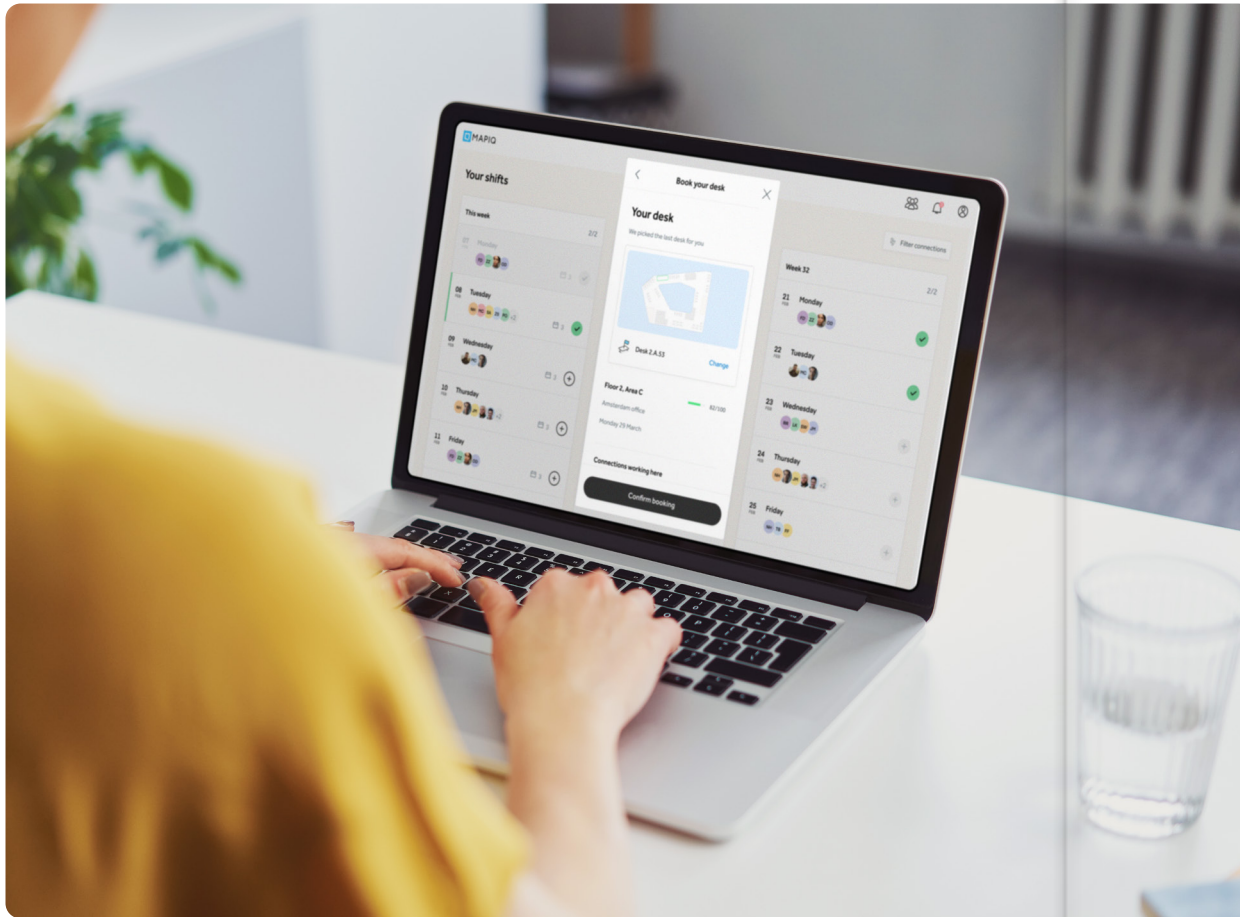


CHECKLIST

Essential workplace analytics for real estate optimization

How to collect and analyze data
to improve your office

The realities of the modern workplace



The office has seen dramatic changes over the past years: health concerns, the Great Resignation, the rise of hybrid work, and economic shifts. And while we will continue to debate the purpose of the office amid these factors, organizations can no longer afford to sit around and contemplate the future of their real estate portfolios.

Empty and underpopulated offices cost organizations billions worldwide. Hybrid working, energy costs, and changing work preferences have rapidly affected employees' demand for office space, and sustainability concerns have also risen to the forefront of many conversations. Employees want to reduce their footprint by traveling to work less and using environmentally friendly facilities, while organizations are looking for ways to lessen the impact of their spaces.

With the rise of flexible working, the way employees plan their workdays has changed, but many spaces don't reflect that. The answer isn't to simply reduce office space: organizations must understand the complexities that motivate workplace occupancy and harness the analytics that can support data-driven office improvements.

While smart, technology-supported offices have been around for decades, it is more crucial than ever to effectively collect information on how your workspaces are used and analyze it for more strategic real estate decision-making.

Understanding your workplace occupancy

Smart offices have many facets, but arguably the most valuable addition to any office is the implementation of workplace sensors. Workplace sensors securely and anonymously track how employees use and interact with their office, collecting data that streamlines the building management process while giving organizations the information to make spaces smarter and more tailored to employees' needs.

It's always a challenge to understand how your building is used and what changes need to be made. Real estate managers significantly benefit from the use of workplace sensors, as they allow leaders to easily evaluate a building's performance on a global scale, offering clear analytics insights on where improvements and cost-reducing measures can be implemented.

Available in various types—from infrared to door-counting—sensors are designed to seamlessly integrate into your office infrastructure and meet a range of different needs. A crucial addition to any future-proof real estate portfolio, workplace sensors can help unlock your office's potential.

The value of sensors

"When it comes to the workplace, there is only one constant: change.

The relationship between people and the workplace is continuously evolving. Organizations need detailed insights into how people interact with and utilize the workplace to create sustainable workplaces focused on well-being and collaboration.

Without real-time data, making accurate decisions around portfolio right-sizing, workplace planning, design, and facility operations is impossible.

Utilization data can power other tools through seamless integrations. The relationship between workplace management solutions and sensors allows organizations to streamline their workspaces and ensure that workers always have the resources and spaces they need in the office."



—
Ignat Goossens,
Senior Workplace Advisor
at VergeSense

Every business has a unique set of needs and problems, but reliable sensor data is always key to:



Reduce real estate costs

With the analytics gathered from sensors, real-estate managers have all the information they need to eliminate unused spaces and close-off areas or floors, thus mitigating lease and utility expenses. Additionally, sensors minimize much of the manual admin that real estate professionals have to perform daily, helping to eliminate unnecessary drains on their time and energy. Sensors can provide custom real estate strategies: rather than following a one-size-fits-all approach, sensor data can be used to develop a cost-effective plan tailored to your organization's unique needs.



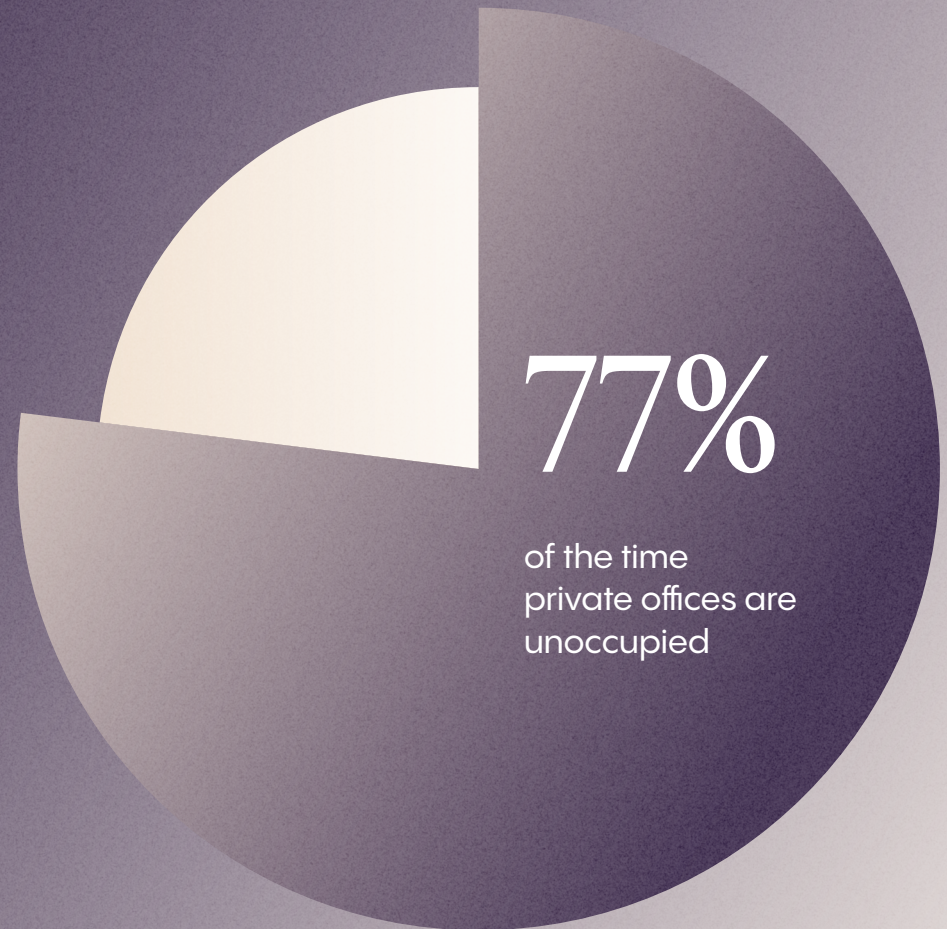
Increase occupancy

A recent study found that private offices are unoccupied 77% of the time. Only by truly understanding your office's occupancy can you begin to improve it. Using sensor data, you can identify the office's most popular days, times, and areas. Then, you can apply those learnings to optimize your spaces and workday organization to promote the kind of working environment your people are looking for. Implementing sensors motivates employees to return to the office by demonstrating that they have the freedom to book desks and workstations—while leadership can continue optimizing the design and layout of the office. The result is higher attendance, increased space utilization, and more balanced facilities.



Decrease admin tasks

By automating data collection, real estate managers will have more time and energy to focus on strategy while possessing the insights they need to best manage





their overall portfolio. Sensors offer analytics in real-time, allowing leaders to react instantly to changing organizational needs. Many sensors can be compared on a global level, making it easy to evaluate the performances of multiple buildings and locations. Additionally, many sensors have a seamless installation process, making it easy to integrate them into a larger workplace ecosystem without disrupting day-to-day business activities.



Promote sustainability

Many offices' traditional lighting and utility systems are outdated, having not been designed for modern-day sustainable working. But sensors that can effectively gather insights about the most and least used areas in the office are key in future-proofing the workplace and reducing environmental impacts. Organizations that utilize sensors will obtain more accurate information that will reduce waste and reveal areas in the office that may be energy inefficient or redundant. That way, lighting and heating usage is limited to when workers are present in a space—helping to reduce unnecessary expenses and limit environmental impacts.



Foster positive employee experiences

With the rise of hybrid working, many companies no longer have fixed desks, leaving many workers feeling insecure about where to sit at the office or whether there'll even be a spot left when they arrive. This stress and uncertainty can reduce productivity and discourage employees from coming to the workplace at all. Sensor technology is vital in giving employees the peace of mind of knowing in advance that there's a place for them at the office, promoting a sense of collaboration and connection that is unique to the in-person working experience. But be cautious when integrating sensors: some employees might be initially wary due to a fear that they'll be monitored at work. Be sure to assuage these concerns by openly sharing your intention for the sensors and how they will improve workers' office experiences.

Trusted sensor providers



Elsys: Connected network sensors

Elsys is a sensor technology provider that offers global organizations the tools they need to support employee experiences and create cost-efficient workplace strategies.



PointGrab: Object tracking occupancy sensors

PointGrab's sensors are powered by deep learning algorithms that provide organizations with accurate, people-counting occupancy data.



VergeSense: Spatial intelligence sensors

A spatial intelligence platform, VergeSense supports enterprise companies across the globe.



XY Sense: AI analytics sensors

XY Sense works with enterprise teams worldwide to provide data that can be used to create productive spaces and reduce unnecessary expenses.



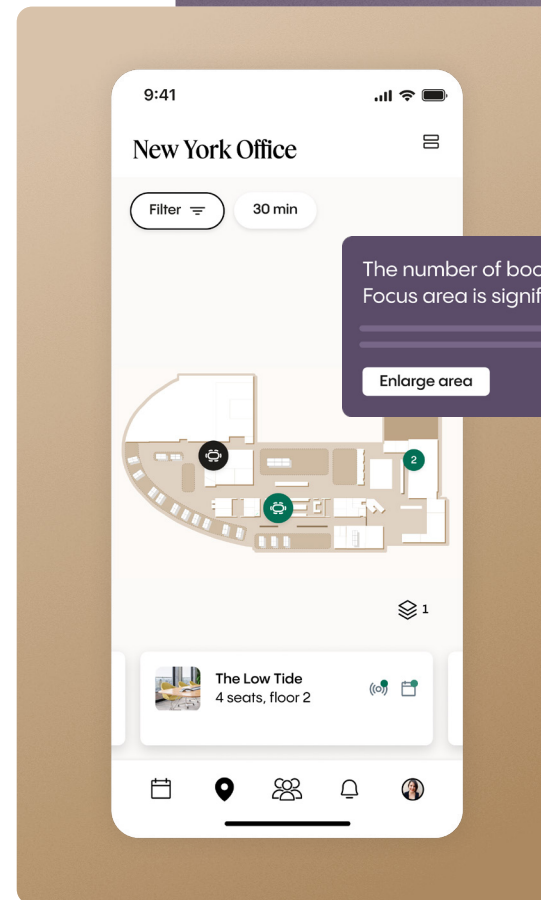
CoWorkr: Anonymous, high-resolution sensors

By building sensors driven to succeed sustainability standards, CoWorkr delivers privacy-focused sensors to workplaces focused on strategic analytics.



Ubiqisense: Workplace experience occupancy sensors

Ubiqisense's sensors provide insights into how and when spaces are utilized to help organizations maximize the value of their offices while reducing costs.





What to look for in your data

Workplace data should serve as the foundation of your real estate portfolio and any changes you hope to make to your spaces. By measuring components like demand, attendance, and occupancy, you can begin to gain a clear understanding of how your building works and how it can be improved.

To make better strategic decisions about your workplace, make sure you are tracking the following metrics:

Average occupancy

Average occupancy displays the percentage of occupancy your facilities are at on any given day. This number offers a general impression of how the office is used.

Peak occupancy

Peak occupancy displays the highest amount of attendance that your facilities have experienced. This can be useful in identifying the maximum demand for your facilities. Pay attention to the difference between average and peak occupancy: the smaller that amount, the more consistent your office attendance is.

Meeting room occupancy

Comparing meeting rooms can be helpful in more ways than just revealing which room is more popular than another. It is a valuable estimation of employee behaviors and can serve as the first step in modifying your rooms to reflect workers' habits and preferences.

Office occupancy exceeds 75%

This data point conveys the accumulated times that occupancy was higher than 75%. This indicates how likely your office may be at risk of overcrowding. When office occupancy exceeds 75%, organizations that utilize flex desks or activity-based working models may find it challenging to provide all employees with the necessary resources.

Most and least popular days in the office

By comparing occupancy per day in your office, you can identify which days are more popular than others. This will pinpoint why workers visit the workplace on certain days instead of others while providing the insights necessary to reduce disparities and balance your weekly occupancy.

Most and least popular times in the office

It's valuable to compare which times of day the office is most popular. This will help you gauge what working schedule your employees follow, helping to determine what is drawing them to the office or what keeps them away at certain times of the day.

Average time spent at a desk

This data point lets you track the average amount of time employees typically spend at a particular desk. By understanding how consistently a desk is used, you can better understand which areas people prefer for focus work as well as the behavior of your employees: perhaps they are coming to the office for collaboration instead.

Average time spent in the office

By measuring how often, on average, workers tend to stay at the office during the day, you can understand whether your building is being used consistently and what the daily habits of your employees tend to look like.

Compare parking lot occupancy and office attendance

By comparing your parking lot's utilization and your office's occupancy, you can make informed decisions on whether to increase or decrease your parking capacity. This will also indicate the ratio of workers who use parking versus those who transport to the office via other means, allowing leaders to understand employee behavior and preference more clearly.

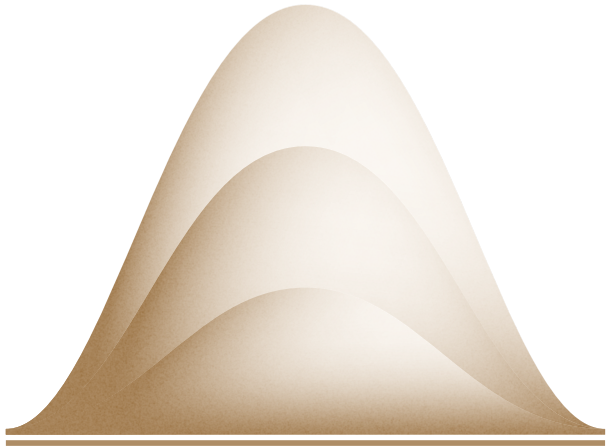
Compare occupancy between buildings

By comparing the occupancy of your various buildings, you can easily identify which of your facilities are used efficiently so that you can pinpoint opportunities for improvement and right-sizing.

Compare desk occupancy between buildings

By assessing the performance and occupancy of multiple desks, you can clearly understand where the most popular areas to sit in the office are, as well as what kind of desks employees prefer. This can then impact the kind of furniture and design you implement in the workplace as well as determine the intent behind your offices.

The process of making data-driven decisions



1 Set deadlines

Before making data-driven decisions, it's important to establish clear deadlines to be followed throughout the process. Define a clear timeline for the preparation, data collection, and evaluation phases. Also, be sure to consider the seasonality of this process. During the summer and winter holidays, many offices are empty. Try to schedule your data collection around these times to get as much data as possible and avoid any inaccuracies.

2 Collect soft data

While the hard data gathered from sensors and other workplace solutions can tell one side of the story, it can be helpful to consider employees' opinions and thoughts on the overall office experience. By speaking to workers and gathering their input, you can gain a more personal understanding of your workplace, which can be a relevant point of comparison to the more technical sensor-gathered occupancy data. Conduct a focus group, schedule individual interviews, or send out a survey to identify issues that may not be readily apparent in the raw sensor data.



3 Establish a team of collaborators

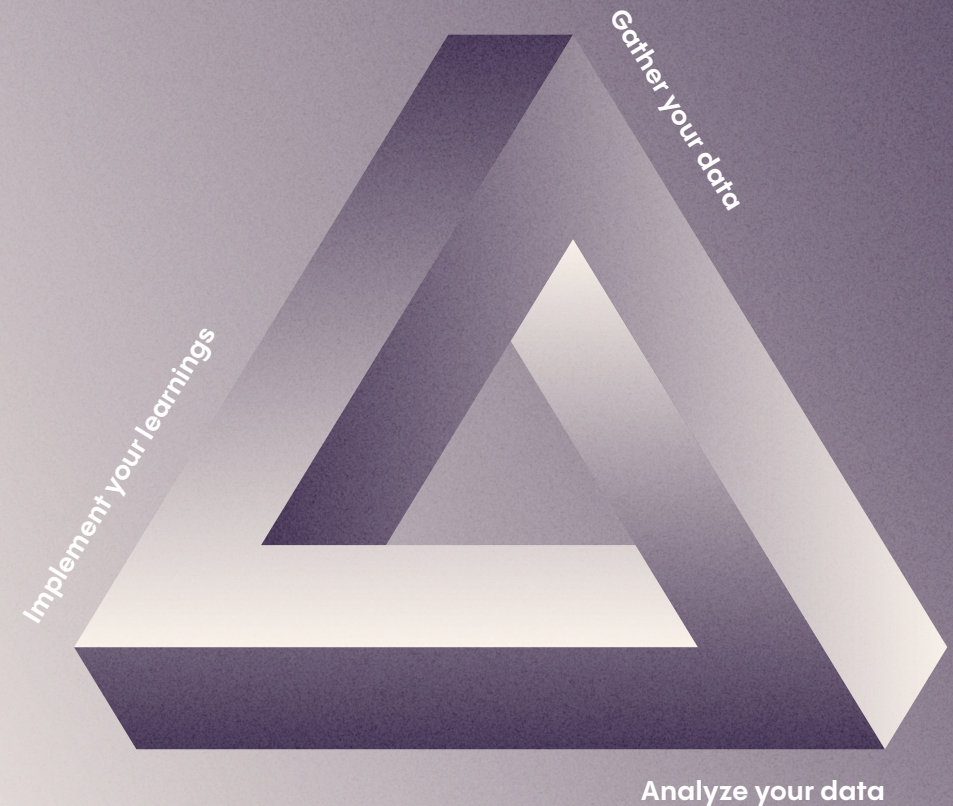
To create an effective real estate strategy that reflects the value of the data you've collected, it's important to involve the rest of your organization. Get in touch with representatives from different departments—including HR, IT, sustainability, and C-suite—to understand their insights and form a cohesive plan of action. Construct a task force dedicated to improving the office based on your gathered data while considering the different factors and parties that help the office function at its full potential.

4 Closely monitor the sensor data

Sensors can be an invaluable asset to your real estate strategy, but they must work to make an impact. Suppose a sensor is broken, blocked by a physical object, or disconnected from your IT integration. In that case, it can end up reporting untrue information or no data at all, leading to inaccurate insights into your building's operations. Fortunately, noticing errors in your sensor data is made easier through sensor health dashboards and integrations with your workplace management tools. These kinds of features enable you to monitor factors like the battery health, WiFi connection, and physical location of your sensors to guarantee that you're receiving the most accurate and up-to-date information.

5 Create responsive feedback loops

When it comes to data collection, the process is never really done! After you've collected data, evaluated it, and implemented data-driven changes in your office, it's time to examine whether those changes have been successful. If, for instance, a floor in the office is still relatively unused, consider closing that floor to reduce costs and unnecessary utility usage. On a larger scale, you can consistently use responsive feedback loops to evaluate entire office locations and buildings globally to optimize your real estate portfolio. Frequently evaluate your data and workplace performance to implement future-proofing changes to your office and meet your organization's needs.



Moving forward



There is no one-size-fits-all when it comes to right-sizing your workplace, so it's important to account for and understand every facet that makes for a successful real estate portfolio.

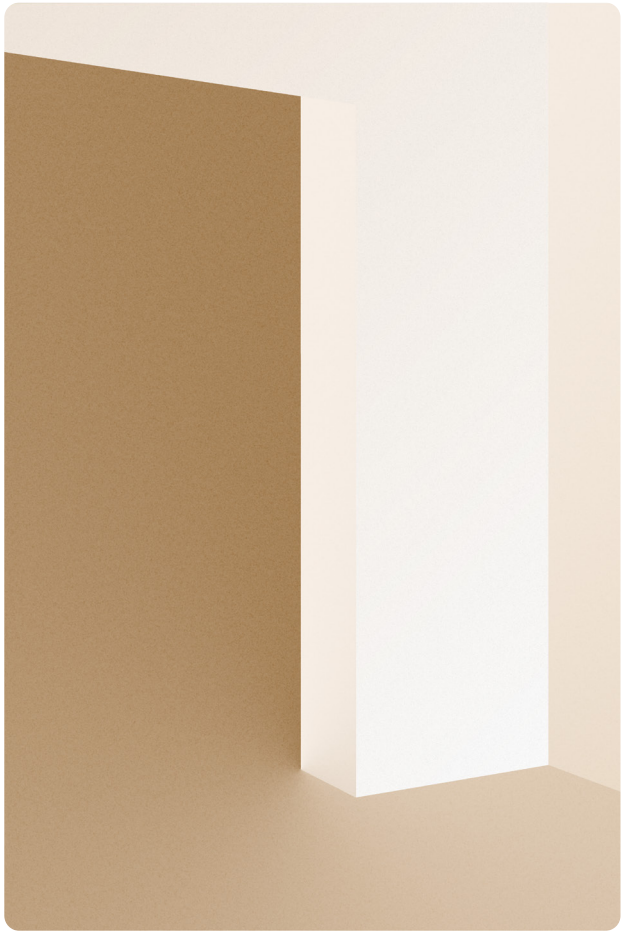
Whether you decide to build larger offices in centralized locations or smaller hubs spread out for accessibility, the data you collect now will help you ultimately make

those decisions. Don't wait around to follow in the footsteps of your competitors: only you have the power to do what's best for your unique organization.



mapiq

Get in touch



Reach out to our Workplace Experience Advisors to find out how Mapiq can integrate the sensors you need for a more holistic view of your workplace.

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Connect