



L'ORÉAL

L'Oréal – Digital Asset Intelligence & Workplace Modelling

Overview

L'Oréal is a global leader in beauty and cosmetics, operating a diverse workplace environment that combines corporate offices, collaboration spaces, meeting facilities, technology-enabled workspaces and specialist support areas.

L'Oréal required a comprehensive understanding of both its fixed building assets and movable workplace assets across its estate. Existing asset information was dispersed across multiple systems, making it difficult to fully understand asset ownership, location, utilisation, condition and replacement value.

The client also sought to bridge the gap between asset data and physical space by creating a digital representation of the workplace that would support future space planning, workplace design and asset management decisions.

Scope of Services

LitmusFM delivered a comprehensive asset intelligence programme including:

- Survey and verification of Mechanical, Electrical and Plumbing (MEP) assets.
- Survey and verification of movable workplace assets.
- Capture of furniture assets including desks, tables, chairs and storage units.
- Capture of technology and audiovisual assets including televisions, screens and IT equipment.
- Collection of asset condition, location, replacement cost and key attributes.
- Asset data alignment and rationalisation to support financial reporting and asset tracking requirements.
- Development of a comprehensive asset register covering both fixed and movable assets.
- Full 3D digital capture of the workplace environment.
- Creation of a digital twin incorporating virtual walkthrough functionality and dollhouse modelling.
- Integration of asset intelligence directly within the virtual estate model.
- Data validation and quality assurance throughout the project.

Scale of Delivery

- Head Office - London
- 5000+ assets captured
- Coverage: Office and Academy

Delivery Approach

LitmusFM utilised a technology-enabled survey methodology to create both a comprehensive asset register and an interactive digital representation of the estate.

Survey teams captured detailed information for every asset, recording location, condition, asset type and replacement value. Simultaneously, the building was digitally captured using 3D scanning technology to create an accurate virtual model of the workplace environment.

Asset information was then integrated into the digital twin environment, allowing users to virtually navigate through the building and immediately access asset information within each location.

The result was a connected dataset where physical assets, financial information and spatial data were brought together into a single, interactive platform.

<https://3d.apollo3d.co.uk/Litmus-Loreal>

Outcomes & Value

The project provided L'Oréal with complete visibility of both its fixed infrastructure assets and workplace furnishings, creating a reliable foundation for asset management, financial planning and workplace optimisation.

By combining traditional asset intelligence with a fully interactive digital twin, the client gained a powerful decision-making tool that extends far beyond asset management.

Key Outcomes

- Creation of a single source of truth for fixed and movable assets.
- Improved visibility of furniture, IT and building services assets across the estate.
- Enhanced asset tracking and alignment with financial reporting requirements.
- Better understanding of asset placement, condition and replacement value.

- Increased confidence in asset planning, budgeting and investment decisions.
- Comprehensive digital representation of the workplace environment.
- Interactive virtual tours enabling remote site familiarisation and stakeholder engagement.
- Improved data accessibility for operational, facilities and finance teams.
- Reduced reliance on physical site visits for planning and review activities.

Strategic Values

The integration of asset intelligence within a fully navigable digital twin provides L'Oréal with a powerful platform for future workplace management and estate planning.

The solution supports:

- Workplace and space planning initiatives.
- Office redesign and refurbishment projects.
- Furniture utilisation and reconfiguration planning.
- Asset lifecycle management.
- Capital investment planning.
- Remote stakeholder collaboration.
- Move management and churn planning.
- Future digital workplace strategies.

Client Statement

●●● *LitmusFM delivered far more than an asset survey. By combining detailed asset intelligence with a fully interactive 3D digital model of our workplace, they provided us with a powerful tool for understanding our assets, supporting financial planning and visualising our estate. The ability to locate assets virtually, understand their condition and view replacement values within the digital environment has created significant value for our facilities, workplace and finance teams.* ●●●

Shaun Taylor - L'Oréal



For more information about the services that LitmusFM provide, please get in touch:

Email us at hello@litmusFM.co.uk
Visit us at www.litmusfm.co.uk