



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.

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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?



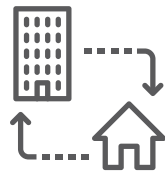
Which flexible working model is most conducive to your organization?



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

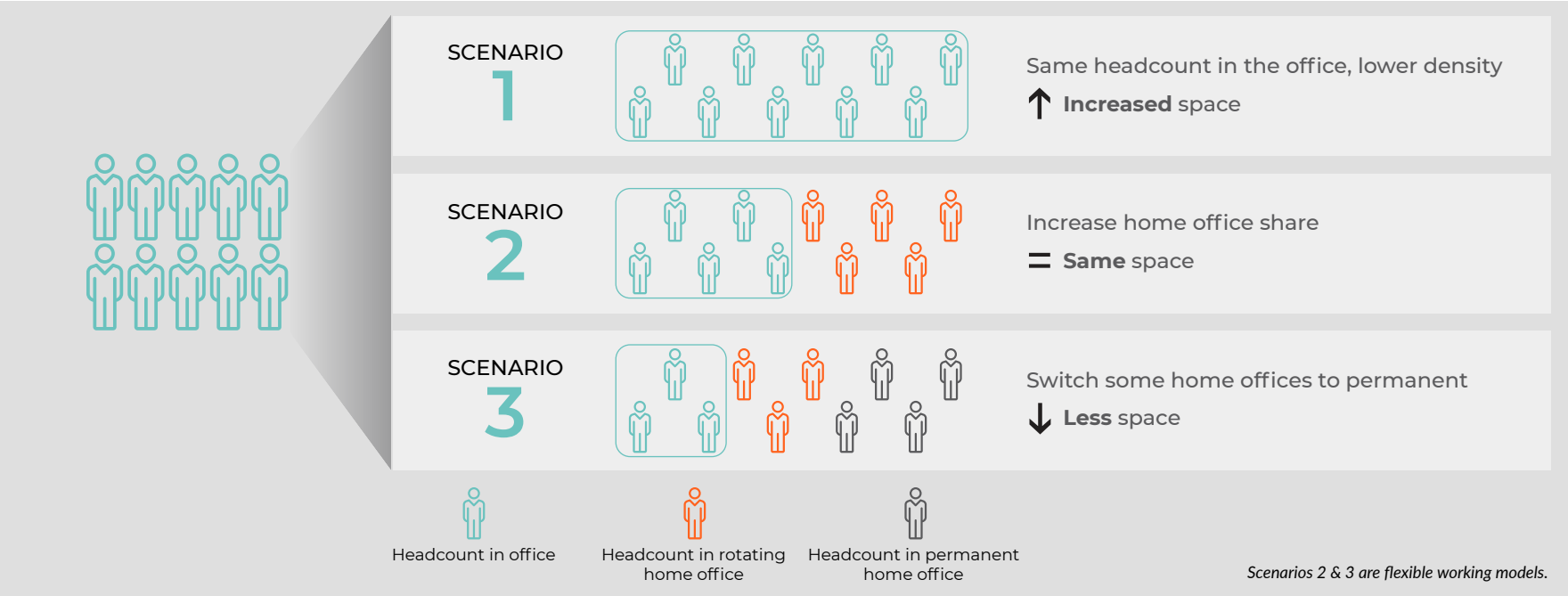
are increasing investment in workplace technologies.

— 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.



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

3 SPACE UTILIZATION INSIGHTS

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?

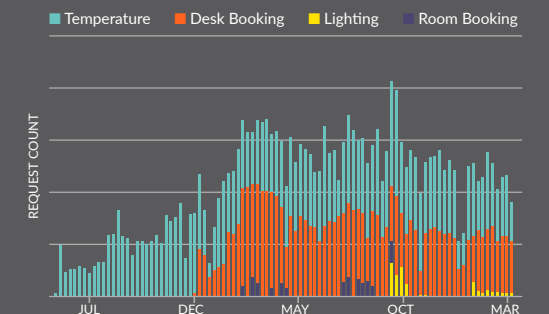
To see trends in workspace use and employee behaviors. Can also be used to identify patterns in order to predict how employees will act in the future.

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



4 ACTIVITY BASED WORKING 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.



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:

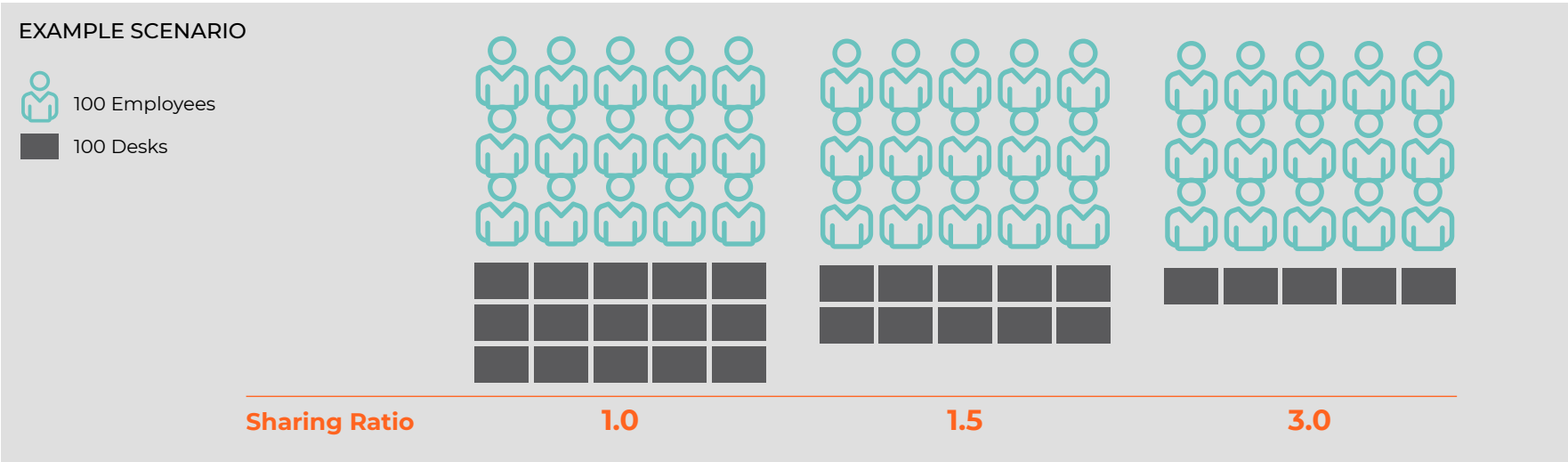
- **Reservation:** Intent to use
- **Check-in:** Verification of use
- **Check-out:** Release space
- **Wifi:** Area use
- **Badges:** Area use
- **Sensors:** Specific use

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A DATA-DRIVEN APPROACH

Right-Size Real Estate Portfolios

Discover	Measure	Define Target	Technology
<p>Collect existing data through the following channels:</p> <ul style="list-style-type: none">• Desk and room booking• Occupancy data• Badge swipe data• Employee surveys	<p>Gather three months of space utilization data before conducting a full analysis. This will also serve to measure ROI.</p> <ul style="list-style-type: none">• Average occupancy• Average utilization	<p>Example: Increase sharing ratio (number of employees/number of desks) to 5.0 over two years</p>	<p>Choose a holistic technology partner that can do the following:</p> <ul style="list-style-type: none">• Space utilization data measurement• Deploy flexible working model to employees• Adaptable to current and future technology



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.”

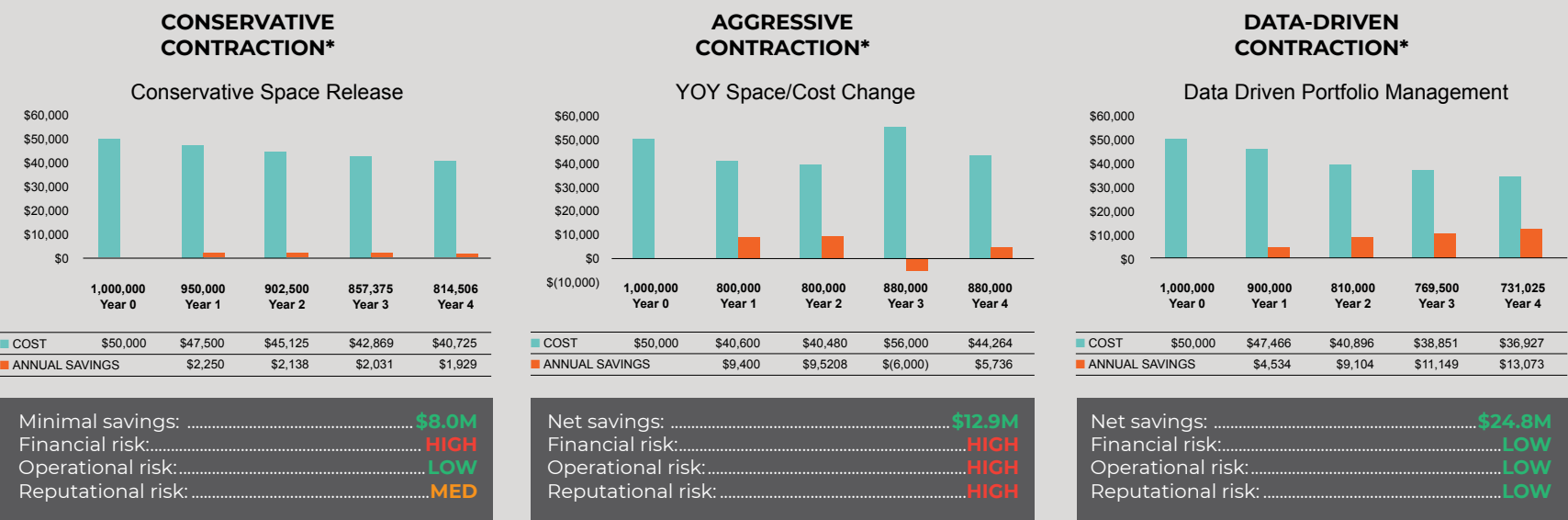
— Verdantix, COVID-19 Long Term
Implications for Corporate Real Estate,
June 2020

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.



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

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SPACE UTILIZATION ANALYTICS
 Flexible Working Model Optimization Metrics

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
<p>The cost of housing employees within available workspace over a specified period of time.</p>	<p>The number of flexible working employees, visitors, and other fluctuating traffic in a given day or week.</p>	<p>The maximum number of people coming into a workspace on any given day.</p>	<p>The maximum number of people from a specific group entering a space on a given day.</p>	<p>The average peak usage of a workspace over a specified period of time. This metric can help inform needed seating to meet demand.</p>
Frequency of Peak Utilization	Target Ratio per Workspace	Assigned Ratio per Workspace	Actual Ratio	
<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>The actual number of people to available desks.. For example, only 5 people may actually come in to use 10 desks.</p>	



Data Insights

- Floor utilization
- Building utilization
- Time-based usage
- Unused space
- Consolidation opportunities
- Trends over time – employee behaviors
- Space compliance



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

Employee
Users

83M

SQ. FT.
Managed
Office Space

760

Managed
Buildings

59

Countries
Represented

Comfy Enterprise Solutions

**Safe
Return**



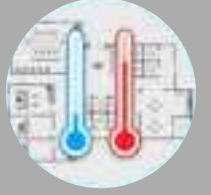
**Flexible
Spaces**



**Concierge
Services**



**Healthy
Spaces**



EMPLOYEE ENGAGEMENT

Consumer-Grade Mobile App

SPACE MANAGEMENT

User & Space Administration

PORTFOLIO STRATEGY

Space Utilization Analysis

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for Dynamic Businesses**

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