Data driven workplace strategies

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In today's session we'll cover

- **How automated utilisation** monitoring can help you create a future proof workplace that balances real estate costs and productivity
- **Techniques** on how to translate the data into tangible solutions
- **How you can add value** to your organisation by using objective workplace performance data
- **Highlight the key takeaways**
- **Q&As**

Yulia Pak

Workplace Strategy Lead

Drivers for change

Business drivers

A pressure to innovate & retain talent

Rising real estate costs

40-50% utilised office space

People and Culture

Casualisation of work

Flexible and Collaborative working

Generational changes

Technology and Connectivity

Mobility

Digitalisation & Cloud

Smart buildings & iOT

Organisations learn to use data to drive portfolio planning and workplace strategies

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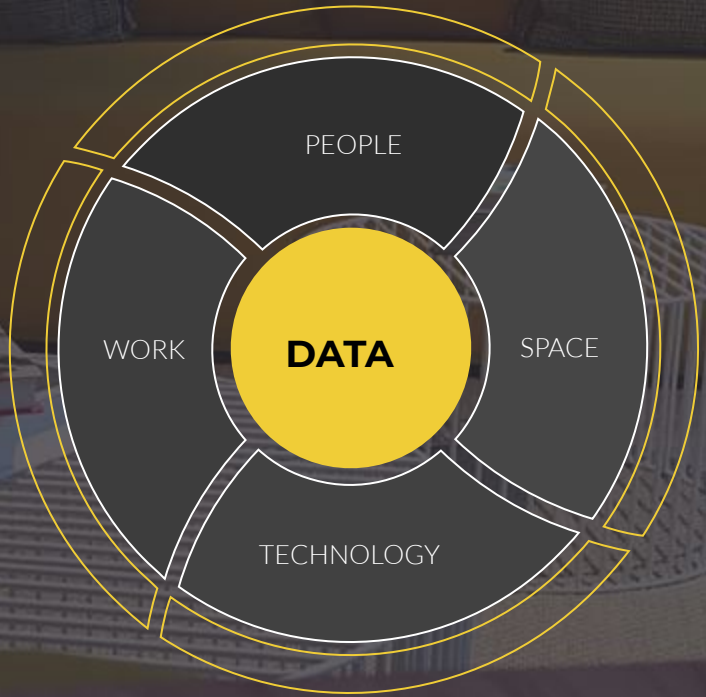
How data supports workplace planning and management

- Enable workplace change
- Optimise flexibility and control costs
- Future proof and support growth
- Data driven business cases
- Employee wellness and productivity



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What data to gather and analyse

Utilisation Data

Utilisation data	Environmental data	Types of spaces
Utilisation distribution and dynamics	CO2 levels	Desk
Average and peak utilisation	Humidity	Private offices
Most and least used assets	Temperature	Meeting rooms
Peak and off peak times and day		Shared spaces
		Entrances | Stairs | Elevators

Workspace Metric

Static and dynamic workspace density	Target Utilisation %	ABW / Alternative setting
Sq ft by person	Desk sharing ratio by department	Collaboration area by type of space
Sq ft by workpoint	Assigned vs Free-address seats	Maximum capacity

Enabler

Consistent monitoring

High quality analytics platform

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Before you start - Tag your data right

Smart tagging

Formulate questions

List properties | assets | locations

Enables search and aggregation

Shared workspace
Country
Area 54
Phone booth
Bookable
Meeting room 1
Desk 1
Sales team
Department
Site
Assigned
Contractor
Location
Floor
Neighbourhood

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Example 1: Rightsizing meeting rooms

The challenges

Common challenges

Mismatch between room capacity and meeting sizes

Lack of visibility into which rooms need to have which infrastructure

Adverse Impacts

Up to 30% of space regularly underutilised

Productivity

Collaboration

Occupancy costs

Meeting rooms and other types of collaborative spaces make up to 40% of net leasable area

Average size of the meeting is usually < 60% of meeting room capacity

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Example 1: Rightsizing meeting rooms

Data-driven optimisation solutions

Key steps

1. Quantify meeting space requirements

   How many rooms | What capacity

2. Rightsize meeting rooms

   Space fit for purpose with YOUR organisation in mind

3. Continue to monitor space

   Performance = balanced cost of office space with productivity

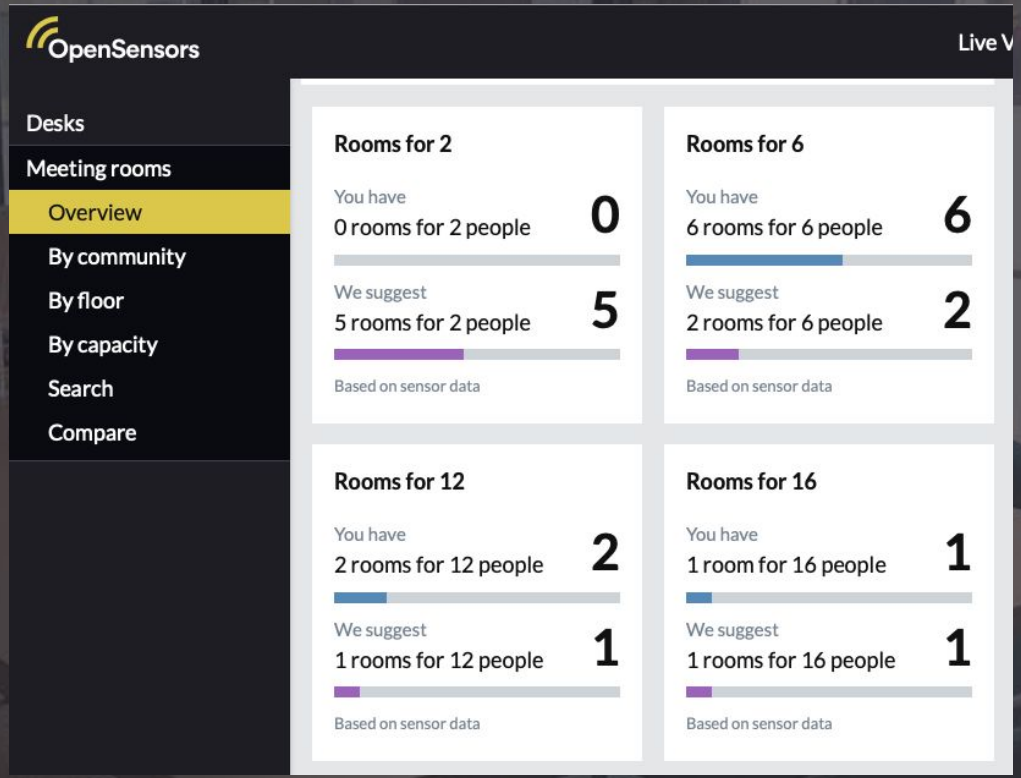
Source:
https://www.linkedin.com/pulse/power-data-corporate-real-estate-strategy-xavier-perrin/

Example 1: Rightsizing meeting rooms

Data-driven optimisation solutions

Address wrong size and number of meeting rooms

Make sure collaborative space is productive and fit for purpose



Example 2: Leveraging space utilisation data for meeting space management

The challenges

Common challenges	Adverse Impacts
95% of the time meeting rooms are fully booked but	Lack of utilisation visibility means incorrect perceptions about space usage
38% no shows	Meeting productivity
Difficult to find a room at short notice	Ability to host clients is compromised

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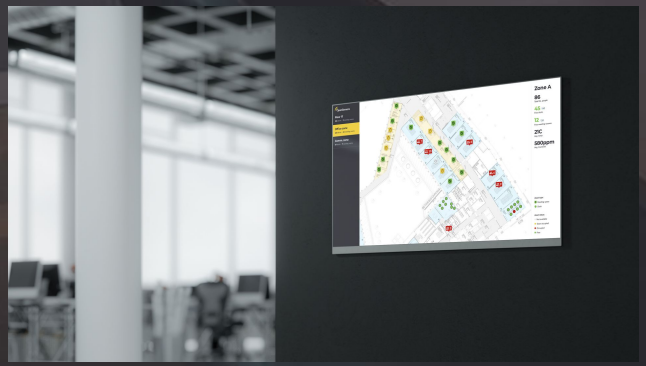
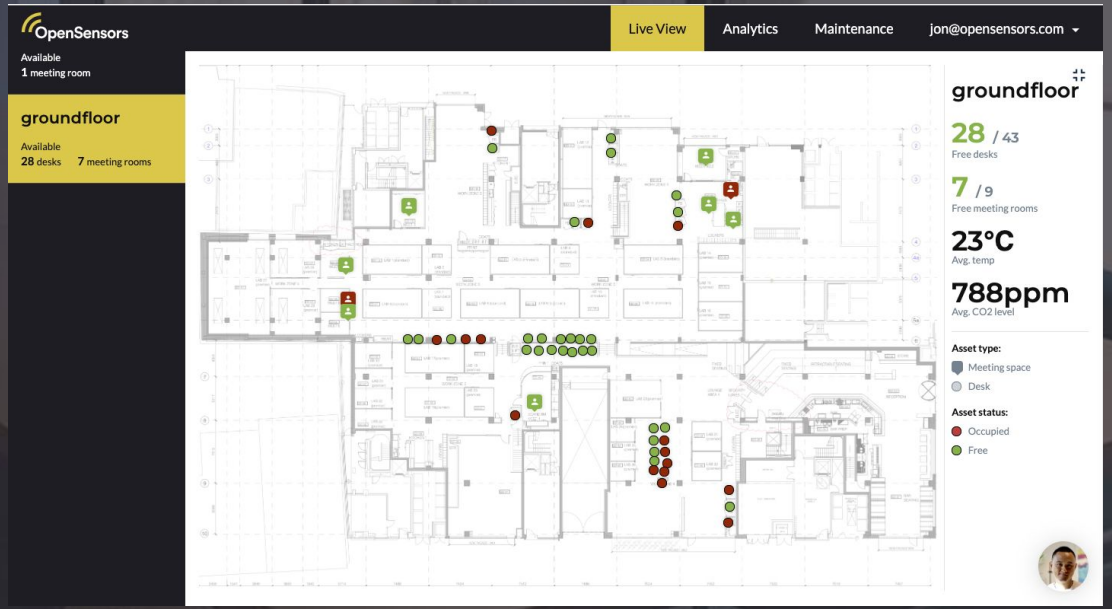
Example 2: Leveraging space utilisation data for meeting space management

Data-driven optimisation solutions

Real time availability displays

(Live view monitors | Apps)



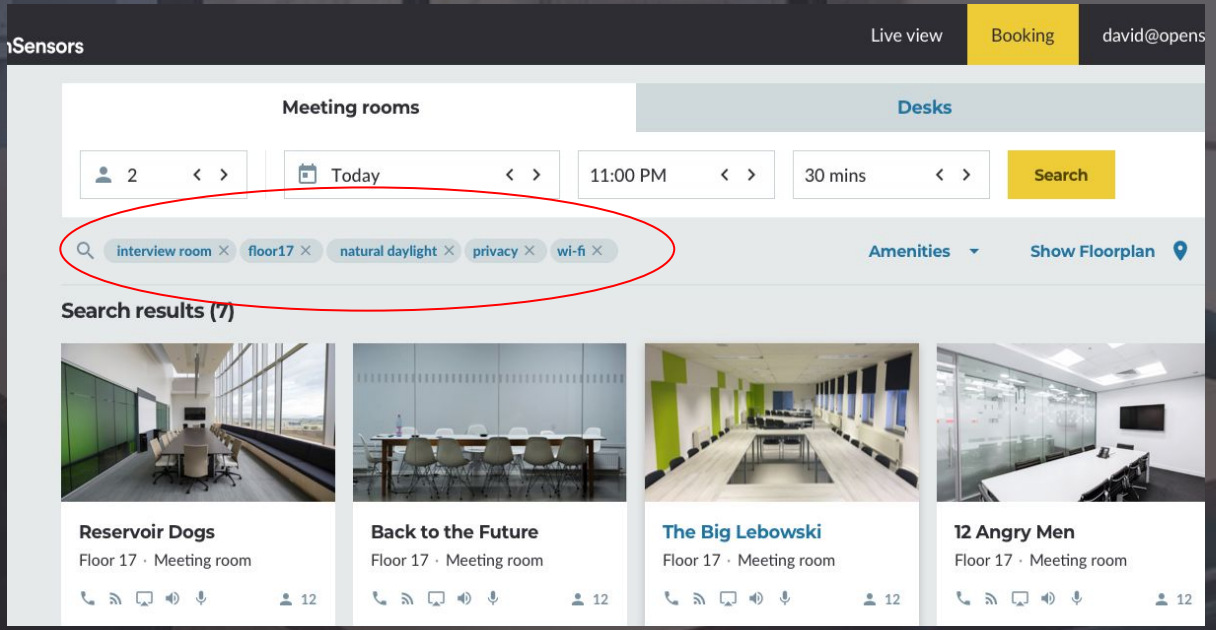


Example 2: Leveraging space utilisation data for meeting space management

Data-driven optimisation solutions

API integration with meeting room booking systems.

Bookings control and penalties for repeated no show with no cancellation.



Example 3: Agile working and desk sharing ratios

Common questions our clients ask

How can I validate a new stacking plan?

Is my desk sharing ratio off?

How am I doing compared to other organisations?

How can I rightsize and be in full control over real estate occupancy expenses going forward?

Can I grow my headcount without growing my footprint?

How do I account for specific space needs of different teams ?

I am under a lot of pressure from stakeholders and feel resistance from employees

Data-driven solutions to desk sharing programs

Evidence-based planning for agile working programs and change management

Dynamic occupancy models supported by data

Objective and indisputable data take the politics out of decision making

Example 3: Agile working and desk sharing ratios

Method 1: Customise sharing ratios by using Average Daily Peak Utilisation

Headcount and allocated desks	Current ratio	Average Peak Utilisation	Target utilisation	Target number of desks for department	New sharing ratio
Dept 1 120 staff / 100 desks	1:1.2	70%	85%	70 / 85%= 83	120 pax / 83 desks = 1:1.45
Dept 2 210 staff / 175 desks	1:1.2	50%	85%	88 / 85% =104	210 staff / 104 desks = 1:2

Method 2: Build staff mobility profiles

Anchored	> 80% utilisation	= NO SHARING
Semi-Agile	50%-80% utilisation	= Sharing up to 1: 1.2
Agile	< 50% utilisation	= Up to 1:2

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Takeaways: Use data to design & navigate the change

1. **Put data at the center** of relationships between Work, Space, People and Technology

2. **Formulate your questions** for workspace utilisation data to answer

3. **Monitoring and analysis:** Identify workspace usage patterns specific to a department / company / country

4. **Use objective data** to support internal communication and stakeholder conversations

5. **Rightsizing and optimisation:** Strike the right balance between space productivity and employee productivity

6. **Keep monitoring your space utilisation:** Attaining ideal desk sharing ratios is a moving target!

… And have fun!

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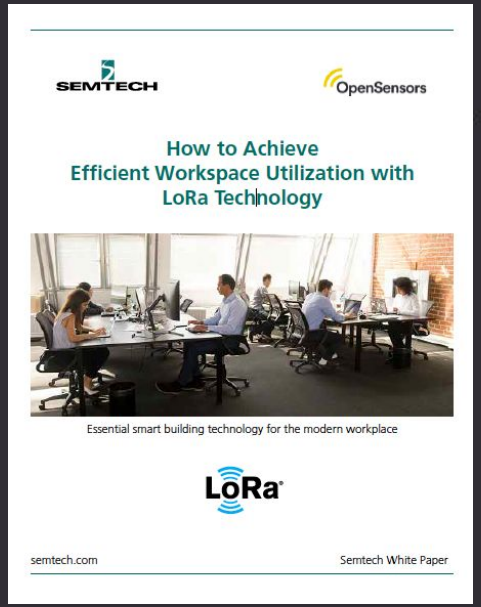
Join the conversation



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