Case Study: Leading Global Advertising & Marketing Organisation

Summary

Condeco showed a leading global advertising and marketing organisation that they could afford to consolidate their six buildings to accommodate their increased growth and save an annual £8million on real estate costs.

Client

The global organisation has branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to more than 5,000 clients in more than 100 countries.

Challenge

The business was experiencing more demand from their clients in the London-based agencies. This resulted in an increased workload and the need to find an additional 400 seats in a new building somewhere across London.

Agile working within their business had also increased over the years, so they had more mobile workers and a higher demand for breakout space and collaborative areas. The organisation needed to better understand their workplace and their employee's new habits.

Increased flexible workers and need for collaborative spaces

Solution

The organisation called in Condeco to present their workspace occupancy sensor solution. The Condeco Sense presentation identified the benefits and potential savings the company could create by doing an utilisation study in their existing buildings, before purchasing another location. The study would also indicate to the client what types of spaces were actually

Condeco Solution

Condeco Workspace Occupancy Sensor

needed in the new building.

The Condeco Workspace Occupancy Sensor was implemented across six of their buildings in London and one in San Francisco. They studied all floors in each of the buildings for three months, including every desk, meeting room, office and breakout space. A total of 5,400 spaces were monitored to help the client identify how much space they actually used from day to day.

| 7 buildings | 5,400 measured spaces |

The discrete wireless sensors made it non-disruptive to their employees and had zero impact on their IT infrastructure.

Condeco Sense collected data about the measured spaces and identified the peak and average utilisation. Senior Management were then able to log in to their online portal and view up-to-date information about each space using easy to understand graphs. ==This allowed them to start developing workplace strategies based on 100% accurate information.==

Results

The utilisation data clearly indicated that the company ==did not need an additional 400 seats or new building,== this additional demand could be absorbed within existing buildings by making better use of the desk allocation and workspace.

The business had less people working in the buildings than they thought because of the rise in flexible working. This meant less fixed desks were needed for their employees and the remainder could be transformed into hot desks or reassigned to the new employees without disturbing or decreasing the productivity of the existing staff.

Further analysis using the sense data showed that a ==further 1,200 desk spaces== (150,000 sq ft) could be released due to the low utilisation across their London locations. This meant the space could be repurposed and they could reduce the amount of wasted resources.

The client engaged with an architect to utilise the sense data and design the optimum building size and layout. Employees are more productive as they're provided with spaces that they actually needed and the office environment is now functional and better utilised.

Annual real estate
savings of

£8m

The leading organisation is now in the ==process of closing their six separate London buildings and moving everyone into a new central location.== This closure of buildings will result in an avoided annual real estate cost of around ==£8million per annum.==

The client has also bought Condeco's meeting room and desk booking system to better manage their real estate around the globe and easily book the spaces they need.

For more information visit: www.condecosoftware.com