



Indoor Positioning & Wayfinding Solution to Increase Corporate Productivity

Efficient office workspaces are key to productivity and operational excellence. This whitepaper guides you step-by-step to boost corporate productivity by using location-aware mobile technology and the Internet of Things.





New Demands of an Emerging Corporate Workstyle

Modern corporate workforce is mobile and agile. Dynamic office allocation and collaboration concepts, commonly referred to as, "Office hoteling", "Hot-desking" etc. are trending up fast.

To meet the demands of this new trend, facility managers in large corporates are finding it hard to optimize workspace utilization, while improving productivity and overall employee experience.

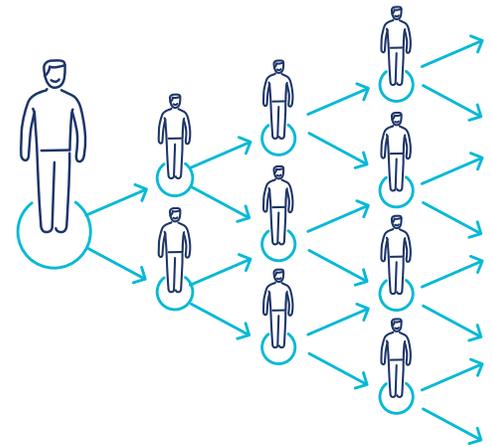
Fixed workspaces are no longer cost-effective. HBR ¹ says office usage peaks at 42%. To reduce wasted space corporates need newer ways to improve utilization and reduce property expenses.

Traditional meeting room scheduling and reservation applications fall short to adequately address agile corporate demands. In this mobile era, you need location-aware technologies to effectively handle office hoteling and wayfinding in corporate campuses.

According to Gartner ², the "traditional, siloed management of the facilities life cycle is being challenged by bimodal business, the digital workplace, a mobile workforce and the Internet of Things (IoT)."

Benefits of using robust location-aware IoT technologies are:

- Greater mobility and productivity
- Reduced footprint, lesser real-estate and energy cost
- Quicker creation of project specific work teams in close proximity
- Flexible use of office space. Smarter navigation
- Reduce employee attrition by boosting collaboration and satisfaction
- Gain competitive edge as an innovative leader in the industry



Key Considerations for Selecting a Location-aware Solution

In today's gig economy, flexibility, productivity and engagement are the central mantra. To align corporate facilities design with this trend, there are some key factors we need to consider before picking the right solution.

ROBUST ON MOBILE DEVICES

BYOD allows corporate employees to use iOS and Android devices in corporate networks. To support BYOD, the solution needs to be robust, easy-to use, and run as native app on both iOS and Android.

SEAMLESS COLLABORATION WITH ACCURATE LOCATION SHARING

According to CBRE's 2017 Americas Occupier Survey ³, 53% of organizations name promoting collaboration as a key component for their workplace strategy.

To collaborate on-site by reserving nearest meeting rooms, group spaces and office desks (for office hoteling), you need a reliable way to determine specific locations of employees and staff. Employees can also locate their team members to meet them in person, or to commission them to meet in a specific collaboration space.

INDOOR NAVIGATION AND WAYFINDING

In a complex office building, not finding conference rooms and points of interest frustrates employees. It also means loss of valuable time, productivity and the embarrassment of joining meetings late.



A reliable indoor navigation solution needs to have a good digital map of the office space that includes point of interest (meeting rooms, café, restrooms etc.) and the pathways to get to those places. This allows employees to locate, reserve and navigate to workstations and conference rooms easily and efficiently.

EASY INTERFACES WITH OFFICE APPLICATIONS

According to customer surveys by Steelcase Inc. ⁴, 40% of employees waste up to 30 minutes a day looking for meeting space. And with most employees attending 62 meetings per month ⁵, this amounts to a significant waste of time.

Before you adopt an a location-aware solution find out if it seamlessly interfaces with corporate efficiency tools you may already have in place. For example, to schedule a meeting, the conference room reservation function of the mobile app need to be capable of interfacing with your meeting scheduling software (e.g. Microsoft Exchange) in real-time.

DEPLOYMENT, MONITORING & INTEGRATION

Location-aware solutions involves beacons, Wi-Fi interfaces, precise pathway mapping, mobile app software, digital display hardware and so on. Installation, monitoring and life-cycle maintenance of the hardware and software is often a headache.

Partnering with a reliable location-as-a-service vendor can offload these headaches.

VISUALIZATION AND REPORTING

Easy-to-use dashboards and reports give you insights into the operational parameters and KPIs. The location-aware solution needs to have a strong dashboard component that provides you with visibility into the stats on utilization, employee experience, occupancy etc.

Finding the Right Location-aware Solution for Corporate Campus:

Introducing SPREO end-to-end Mobile IOT Platform

In the corporate campus industry, most solutions focus on office and meeting room scheduling and smart onboarding with digital displays stationed in meeting rooms.

However, that addresses only part of the problem. For a mobile workforce, you need a solution that's smart enough to empower employees 'on-the-go' to efficiently reserve rooms and find their way around the campus.

SPREO is a major player in this space with extensive experience in building and deploying cloud-based 360 degree location-aware solution worldwide.

To share location, SPREO uses a combination of Beacons, Wi-Fi and the cloud to determine specific locations of employees. It allows employees to share their location with colleagues, track staff (or equipment), reserve available workstations or meeting rooms, communicate and organize collaborative meetups with colleagues.

SPREO's location sharing solution helps enterprises increase operational efficiency, employee productivity and workspace utilization.

SPREO's advanced wayfinding technology allows people to move through your facilities and campuses with ease and efficiency.



Unlike outdoor GPS, using “blue-dot” display for indoor navigation is very challenging. It involves intricate calculations based on data received from beacons, smoothening out of locational jumps etc. SPREO’s wayfinding “blue dot” technology gives turn-by-turn directions across single or multiple office campuses.

The mobile app runs native in both Android and iOS and automatically knows the location of the employee and pre-populates information based on the employee’s location using precise digital maps of the campus.

SPREO’s interactive digital displays offer the same functions as the App and can be installed in strategic locations in the campus.

SPREO provides SDK to easily integrate internal corporate productivity tools, Microsoft Exchange, Google Maps etc. to provide a 360-degree solution for large corporates.

You can leverage SPREO’s extensive experience with large and complex installations worldwide to take the headaches away for installing, maintenance and software upgrades. Spreo’s location technology is provided as fully managed services. Spreo offers hardware, software and technical support, ensuring that every component of the system is monitored and functional at all times.

SPREO’S 360-DEGREE LOCATION TECHNOLOGY PROVIDES:

- Reliable and accurate indoor positioning
- Mapping and self-guided wayfinding with turn-by-turn directions for employees, vendors and visitors
- Location sharing to efficiently find resources and collaborate
- Ability to reserve workstations or meeting rooms, anywhere, anytime
- Real-time view of occupancy and utilization of workspace resources
- Location based communications, events triggering and notifications based on employee’s location
- Extensive API layer to easily integrate with any 3rd party tools for scheduling, reservation etc.
- Real-time cloud-based management dashboard with extensive analytics
- Best of breed security for protecting corporate and employee data

SPREO’S LOCATION-AWARE TECHNOLOGY IMPROVES YOUR ORGANIZATION’S BOTTOM LINE:

- Greater mobility and productivity
- Reduced footprint, lesser real-estate and energy cost
- Quicker creation of project specific work teams in close proximity
- Flexible use of office space
- Smart wayfinding reduces time to reach meeting venues
- Improved employee experience, lower attrition
- Position company as an innovative industry leader

SPREO improves employees’ work efficiency, and engagement by opening new ways to connect and collaborate.

SPREO supports both immediate implementation and managed life-cycle services that gives you a single contact point for rapid support and maintenance services.

For more information and to schedule a demo of the SPREO wayfinding solution, please contact us at:

www.spreo.co | info@spreo.co | +1-646-827-2769

ENDNOTES:

1. Harvard Business Review, Workspaces That Move People, <https://hbr.org/2014/10/workspaces-that-move-people>
2. Gartner: Market Guide for Integrated Workspace Management Systems <https://www.gartner.com/doc/3232319/market-guide-integrated-workplace-management>

3. CBRE Americas Occupier Survey 2017, <http://www.cbre.com/research-and-reports/americas-occupier-survey-report-2017>

4. New Office Flashpoint: Who Gets the Conference Room? WSJ <https://www.wsj.com/articles/new-office-flashpoint-who-gets-the-conference-room-1413307377>

5. <https://www.atlassian.com/time-wasting-at-work-infographic>