



## Cisco Workplace Analytics

# Invest in the Future of Your Company, Not Empty Space

### Real-World Challenges



#### Real Estate Utilization

50% unused space drives annual cost to \$100B+



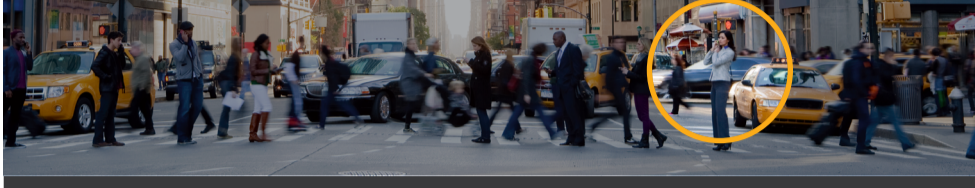
#### Real Estate Expense

2nd largest expense after payroll and benefits



#### Employee Absenteeism

average 60-70% attendance, with 20-30% mobile employees corresponds to 40-50% utilization



### Traditional Method

- Traditional approaches to workplace analytics, such as "bed-check" surveys, are labor-intensive, costly, and inaccurate
- Reporting suffers from a lack of optimization, poor quality, and unacceptable time frames

## Transform Your Real Estate Portfolio from a Corporate Expense Into a Strategic Asset Using Workplace Analytics

### Cisco Connected Mobile Experiences

- Detects Wi-Fi signals of employee devices (laptops, tablets, and smartphones)
- Identifies the number of devices, dwell times, and locations to support floor-usage studies



### Rifiniti Optimo

Delivers insights in easy-to-understand charts and heat maps available through a browser-based dashboard

- Real-time intelligence
- Transformation, or conversion, recommendations
- Ongoing improvements through dynamic reporting



### Digital Utilization Study: The first step toward on-going data analytics

- Utilization insights for a single building up to 150,000 square feet
- Average and peak utilization versus design capacity
- Employee mobility profile
- Cost-savings opportunities
- Analytics based on badging and Cisco wireless data sets
- Fixed price with 30-day access to online reports



### Real-World Solutions



#### Utilization Insights

reveal reduced CapEx/OpEx, facilitating reinvestment



#### Modernized Workspaces

inspire collaboration, drive increased engagement



#### Collaborative, Engaged Employees

generate increased efficiency and productivity



#### Happier, Dedicated Workforce

drives competitive advantage

### CRE Execs Excel with Workplace Analytics

#### Regional Consolidation for a Medical Science Firm



##### Challenge

Medical science firm wanted to know how many acquired companies could fit in its HQ.

##### Insights

Cisco Workplace Analytics revealed an average occupancy of 77% but only 31% utilization. Hot-desking (1:2 ratio) allowed for housing 5,000 additional employees.

##### Results

Cost per workstation dropped from \$10,100 to \$2,300 with increased efficiency.

#### Multinational Hi-Tech Company Campus Consolidation



##### Challenge

A multinational technology company suspected low utilization of space at HQ despite high occupancy reported by facility managers.

##### Insights

Cisco Workplace Analytics revealed underutilization of 44-60%. Revealed opportunity to reduce space by 200,000 square feet and add 260 seats.

##### Results

Net savings: \$18 million over 5 years  
Reinvested savings into modernizing workplaces

"With Cisco CMX and Rifiniti, we saved more than **US\$600 million** in CapEx and OpEx in four years."

— Facilities Manager,  
Global IT Manufacturer

### Next Steps



Workplace Analytics demo



Technology deep dive



Requirements gathering



Digital Utilization Study



Phase one deployment and network remediation



Full-scale phased deployment

See how Cisco Workplace Analytics can help you Optimize your Real Estate

