

SONY

Understanding office needs with the help of a smart office solution

Lars-Gunnar Lundgren, Head of Nimway at Sony



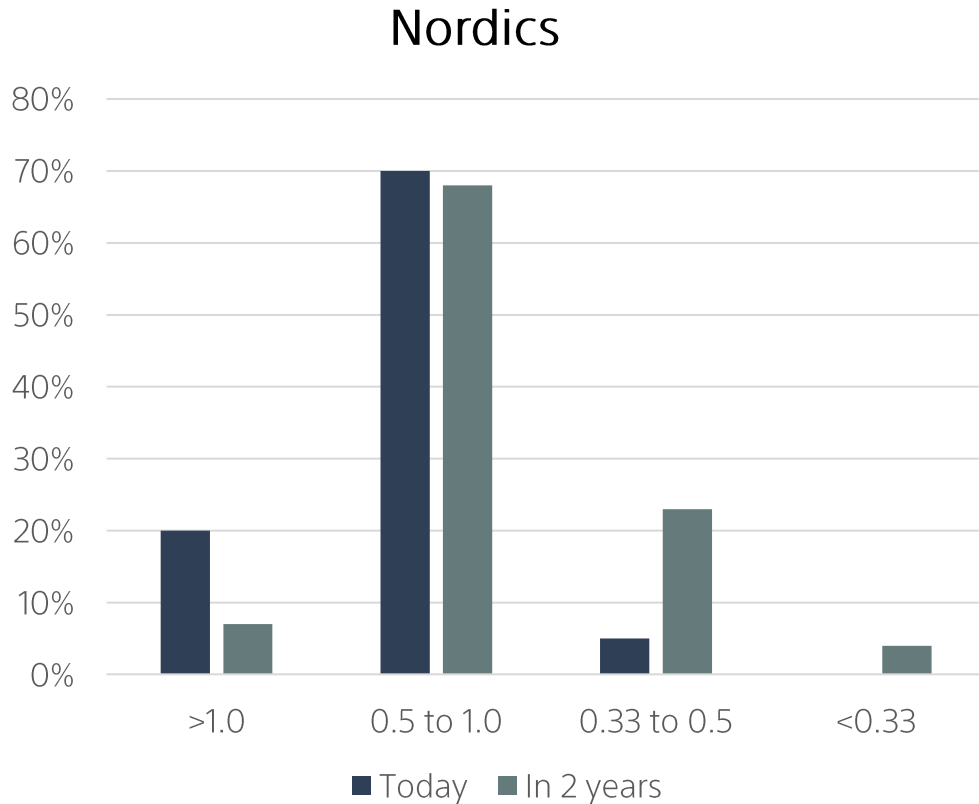


A Workplace Transformation

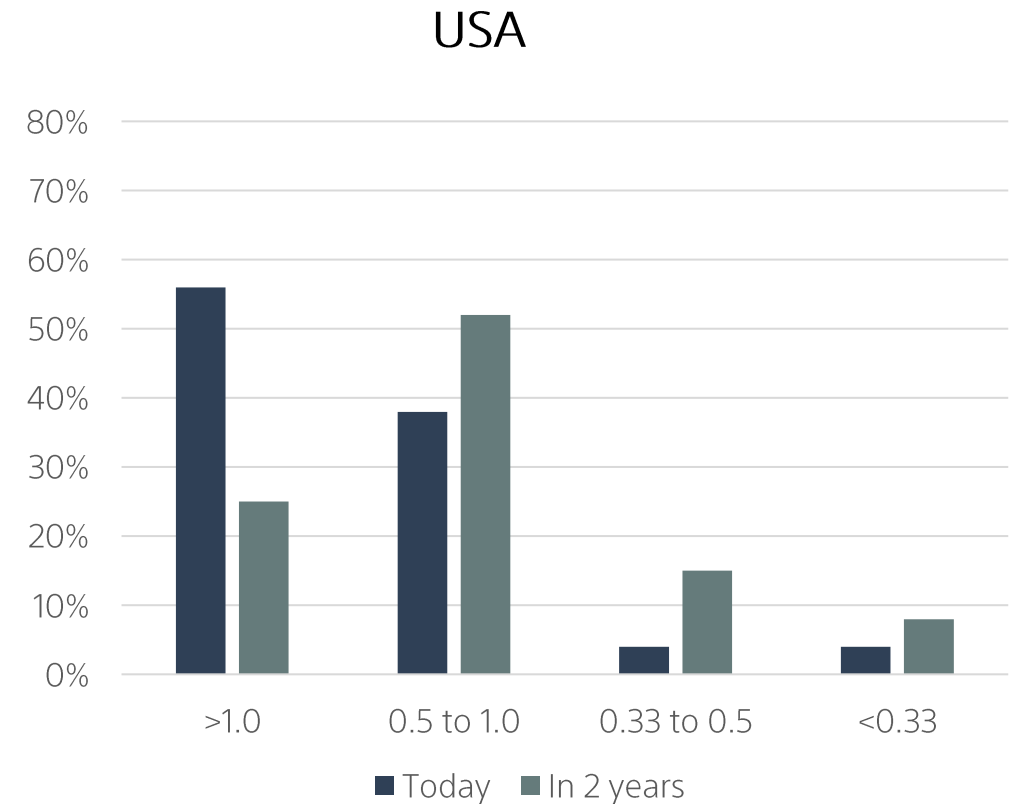
Many organizations today want to reimagine their office spaces with workplace experience technology.

Nordic countries leaders in desk sharing

Global Perspective Desk-Ratio



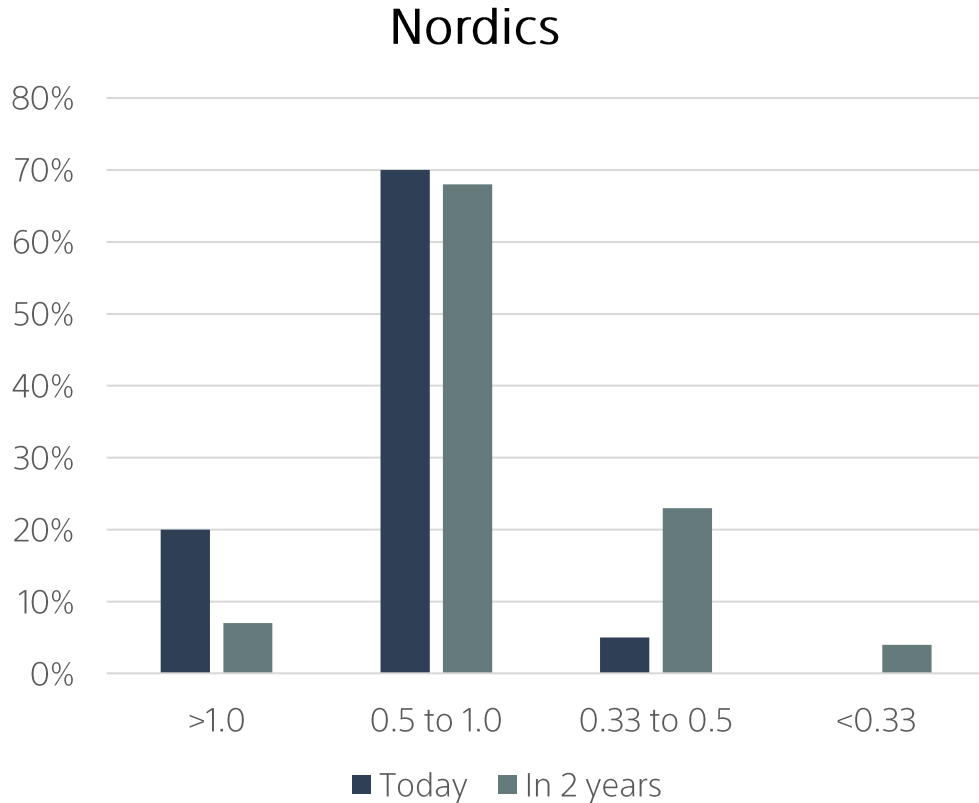
Nordic Office Occupier Sentiment Survey, CBRE Research, June 2023



Source: Spring 2023 U.S. Office Occupier Sentiment Survey, CBRE Research, May 2023

Nordic countries leaders in desk sharing

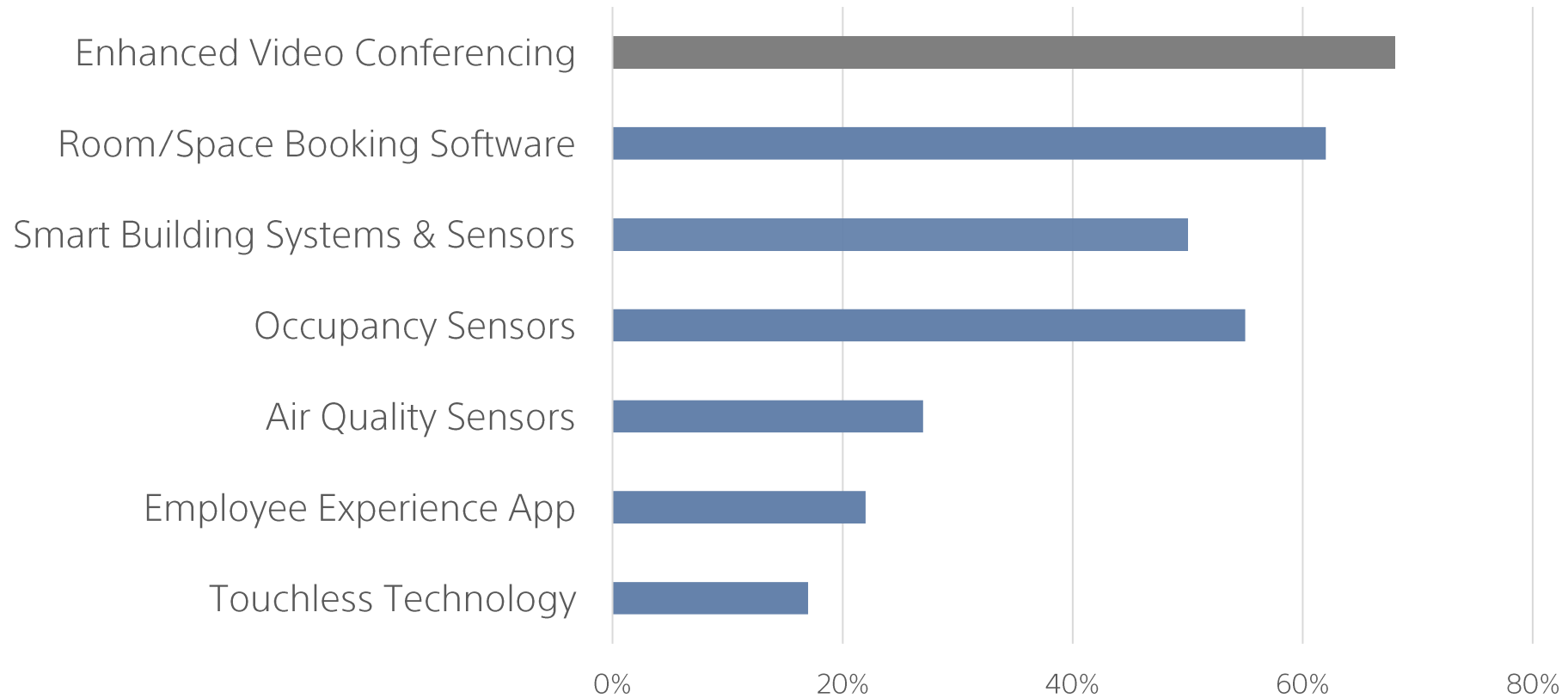
Trends in Nordics



- Reducing assigned seating arrangements
- Increasing activity based working, hot-desking and targeted mobility arrangements

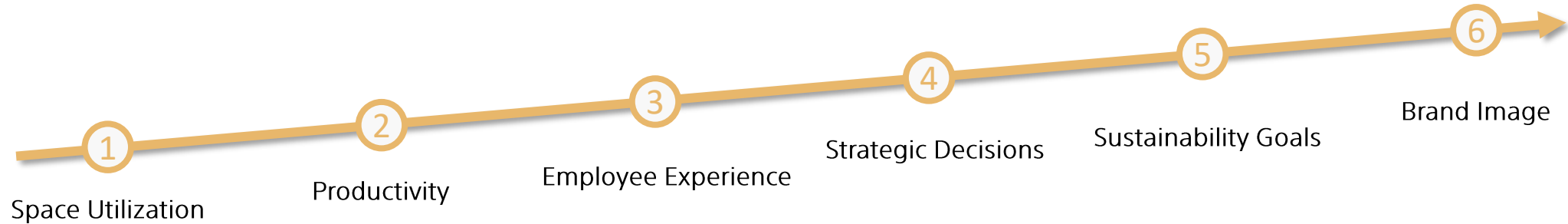
Nordic Office Occupier Sentiment Survey, CBRE Research, June 2023

Real Estate Technology Implementation in Nordics



Source: Nordic Office Occupier Sentiment Survey, CBRE Research, June 2023

Why are they investing in workplace technology?



Space Utilization: Uncover underutilized spaces, reallocate resources and ensure every square meter is productive.

Productivity: Simplify workspace navigation and management to give employees time and energy for high-value tasks.

Employee Experience: Foster a sense of community with empowering technology to reduce turnover and recruitment costs.

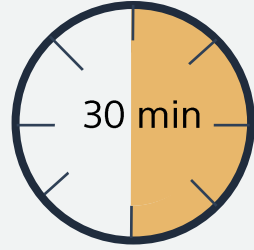
Strategic Decisions: Depend on robust analytics, not hunches. Enable cost-effective planning for efficient resource allocation.

Sustainability Goals: Accurately adjust lighting, heating, and cooling with real-time occupancy data for energy saving targets.

Brand Image: Cutting-edge technology dedicated to employee well-being attracts customers and top-tier talent alike.

ROI

Workplace
Experience
Technology



Time efficiency

People spend up to 30 mins. per day booking and finding work areas. Expect to save 3-10 mins.

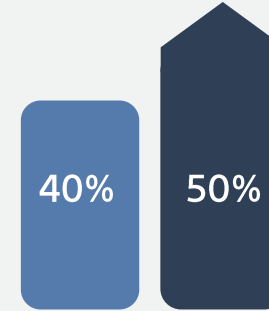
Save: \$0.5M/year



Desk utilization

Expect to improve desk to person ratio from 10:7 to 10:4, and avoid renting extra space.

Save: \$1.4M/year



Room utilization

Expect the average utilization of meeting rooms to rise from 40% to 50%, and save on rent.

Save: \$0.3M/year



Dynamic space

Avoid underutilization with a dynamic office with lower operating costs.

Save: TBD

Expected ROI: 20x investment over 3 years

Numbers based on a UK office with 1000 employees.



Magnetize the office

Employees know when colleagues will be in the office.



Reduce frustration

Remove micro frictions and decrease frustration.



Boost productivity

Streamline in-person collaboration.



Retain employees

Modern workplace technology attracts and retains talent.



Minimize misuse

Remove need for room camping.

62%
of Nordic companies

expects reduced
office space in the
next three years

Nordic Office Occupier Sentiment Survey, CBRE Research, June 2023



Optimizing Space Utilization with Occupancy Analytics

- Insights into space utilization, enabling you to optimize your space.
- Identify underutilized spaces and make informed decisions on repurposing or redesigning them.
- Real-time data from sensors ensures accurate occupancy information for proactive decision-making.



Case 1: British Pharma Company

A multinational British pharmaceutical company

- Consolidated an office for 1200 employees with their nearby HQ.
- Occupancy analytics revealed that they could optimize the available workspaces in their HQ
- Transformed some areas into formal meeting rooms, and informal collaboration spaces.
- After the setup, the solution helped employees navigate their new office—ensuring a seamless transition and a welcoming environment.

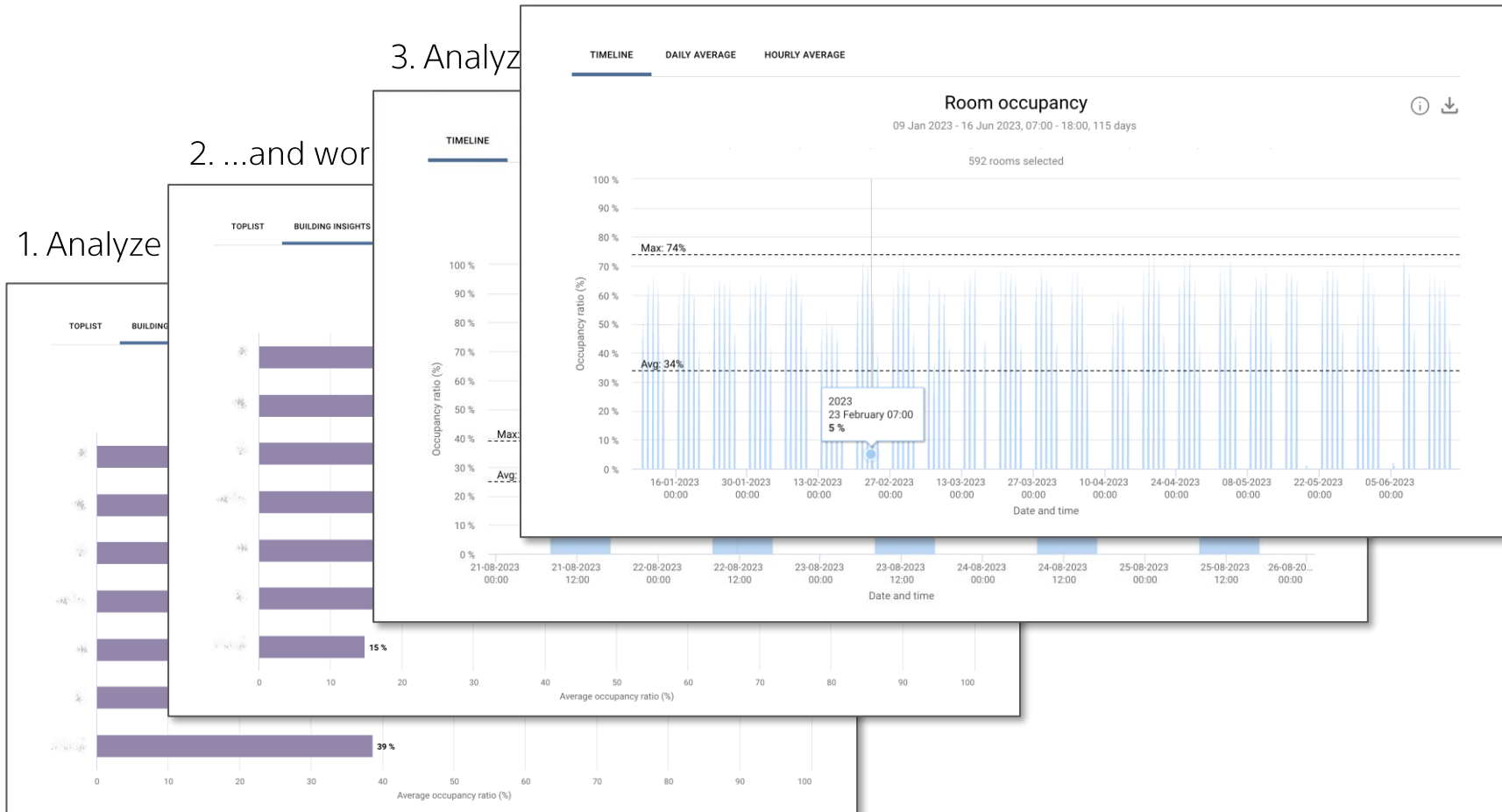
Case 2: Swedish Office Campus

4. Analyze over longer time

3. Analyze

2. ...and work

1. Analyze



Client has a large campus with some larger and several smaller office buildings.

The long term average utilization of each building during the busiest hours of the day (10-15) is 40s / low 50s,

The peak utilization is below 80%.

Result: it is possible to sublet a couple of the smaller office buildings and fit those employees into the other buildings.

See video at LinkedIn:

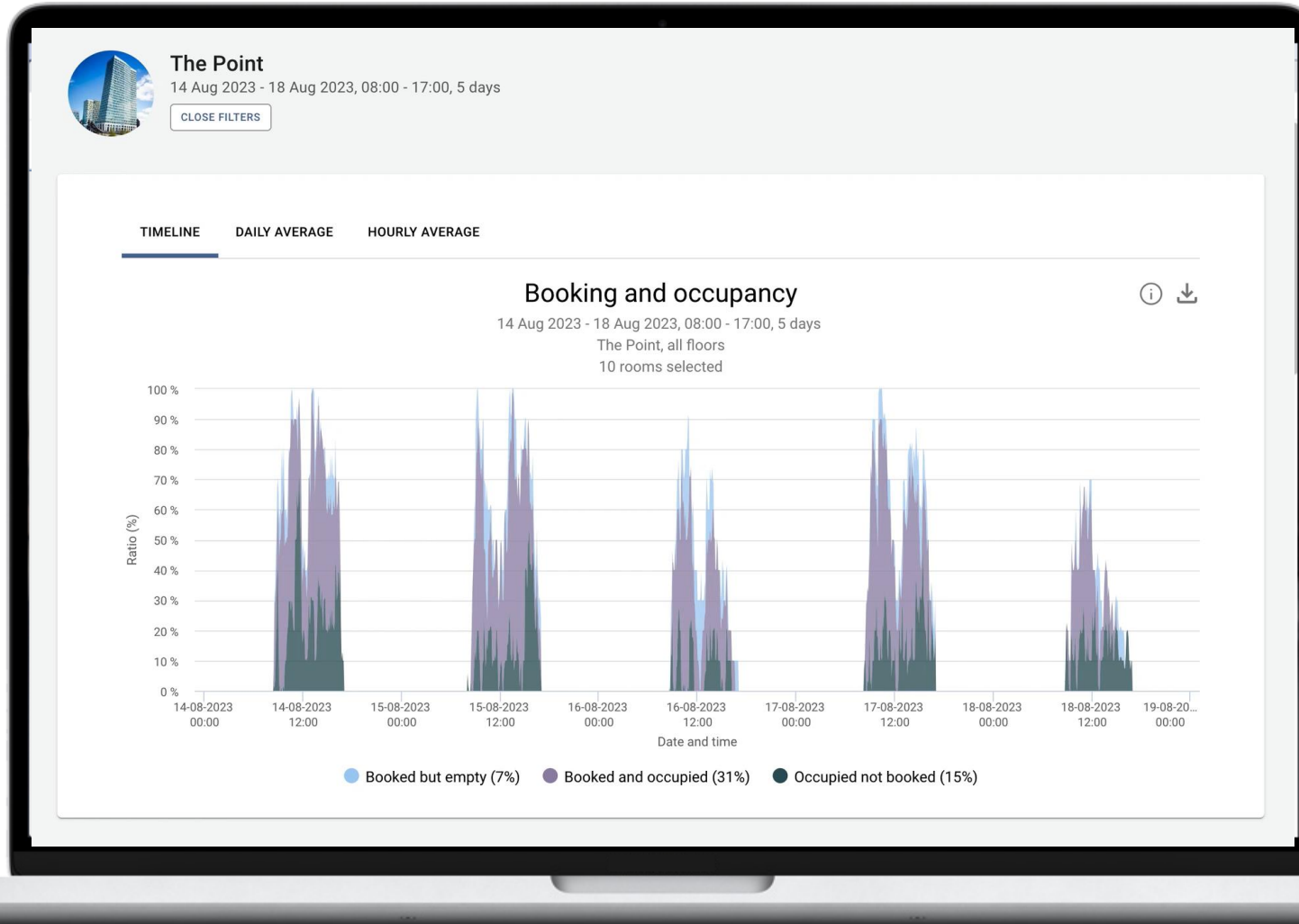
<https://www.linkedin.com/feed/update/urn:li:activity:7086669729142054912>

Nimway Analytics



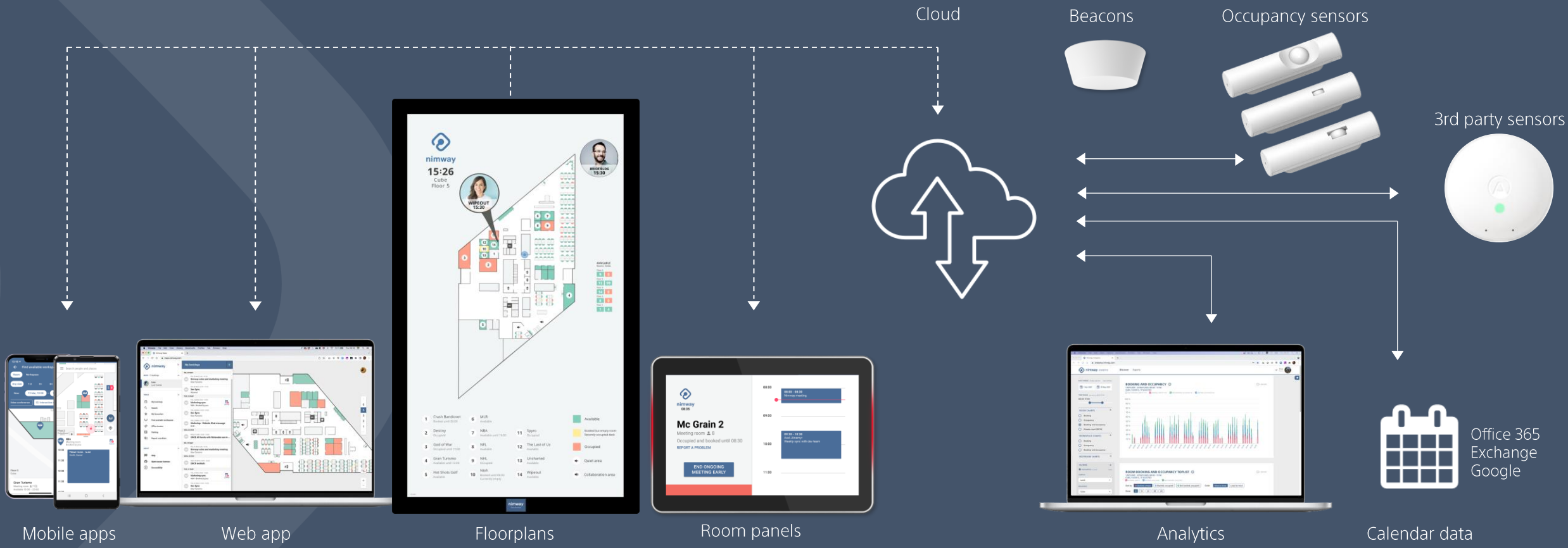
nimway

Compare Booking and Occupancy



- Office with only bookable meeting rooms.
- Analyze booking and occupancy data to identify potential issues.
- Zoom in on one day
- Rooms also used as walk-in rooms for informal discussions.
- Limited problem with no-shows in this office.

Overview of modular systems



Magnetize the Office

The Right People

Create your own list of favourite colleagues from any department or team

The Right Time

See when your 'favourite' colleagues will be at the office and join them.

Easily book office access and parking at the same time.



The Right Place

Book meeting rooms, desks and work areas.

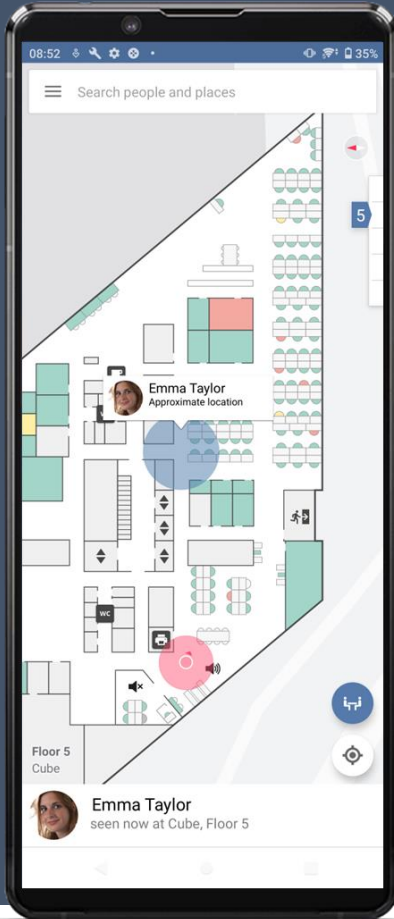
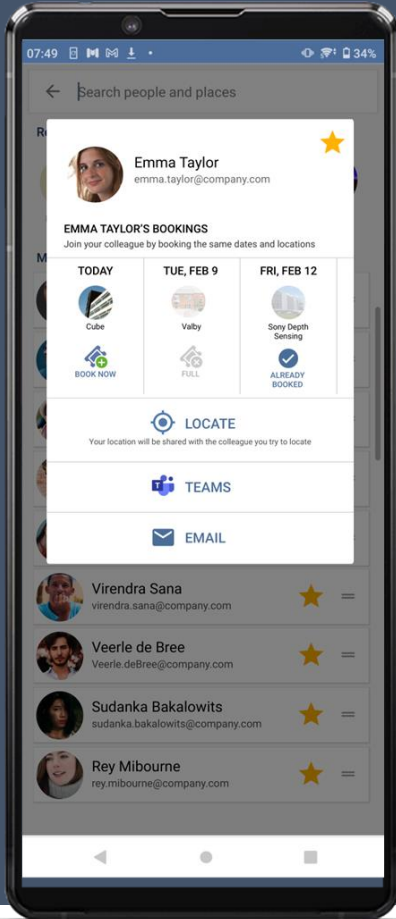
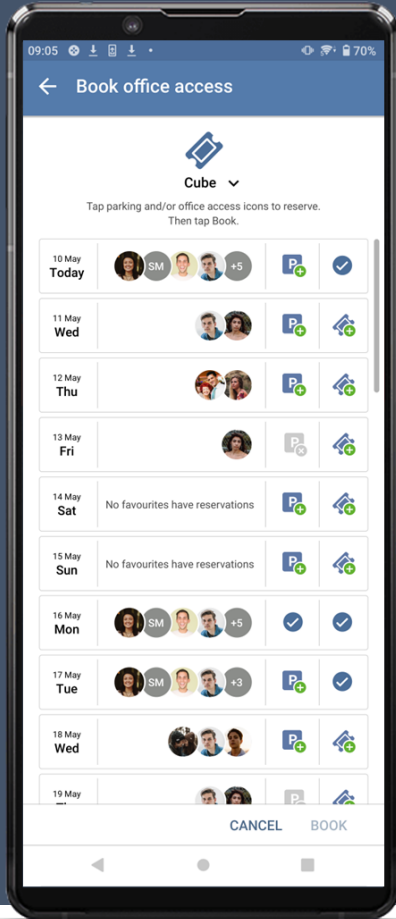
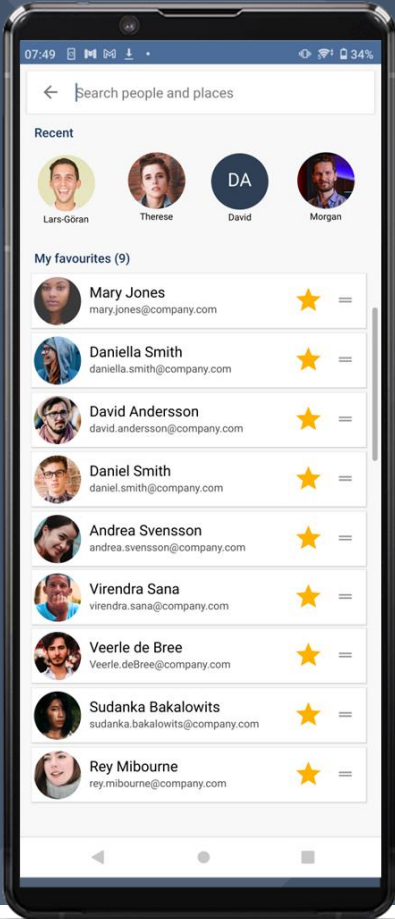
Nimway helps you find the way and gets you there on time.

The Right Work

Reduce micro frustrations in the workplace – make the office more productive than home.

Social is key to attract people back to the office

Motivate co-presence and co-absence



Q&A

SONY

nimway.com

SONY is a registered trademark of Sony Corporation.

Names of Sony products and services are the registered trademarks and/or trademarks of Sony Corporation or its Group companies.

Other company names and product names are registered trademarks and/or trademarks of the respective companies.