

SONY

Data-Driven Decisions

Insights from workspace Utilisation Data



Company Introduction

SONY

Purpose
Fill the world with emotion, through
the power of creativity
and technology

Employees
113 000

HQ
Tokyo

Sales FY22
86 Bn USD



SONY NETWORK COMMUNICATIONS

- Internet service provider
- Mobile virtual operator
- IoT Network operator
- AI Services
- IoT Services



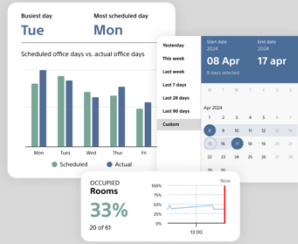
SONY



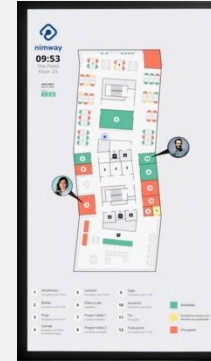
People count, flow data
3rd party sensors



Occupancy data
Sony sensors



Bookings / Desk usage / Room usage / Indoor climate data / People counting / People flow



Employee application / Room booking / Hybrid collaboration / Indoor climate insights



Measure with
Data



Discover with
Analytics

Encourage with
Experiences



Room booking data
3rd party software



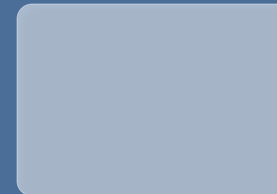
Attendance data
3rd party equipment



Count data
3rd party equipment



Temperature, humidity, Co2, noise data
3rd party sensors



Integrate your
custom interfaces

APIs enables data push to other interfaces, customized apps, and web. The IOT Node as a data provider and aggregator.

What to measure?



Tiered data model



TIER 0 : Manual occupancy studies / questionnaires

Rudimentary understanding of space usage



TIER 1 : Occupancy

Understanding when space is used



TIER 2 : Capacity utilisation

Understanding to what capacity space is used



TIER 3 : Space activation

Understanding what equipment etc. in a space is used

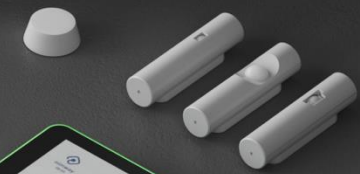
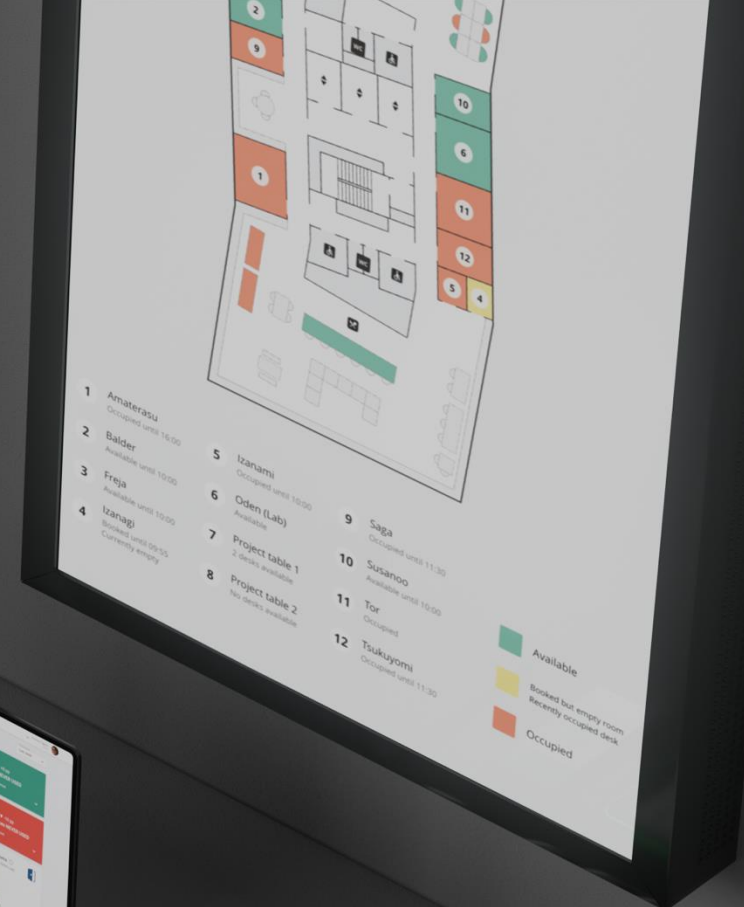


TIER 4 : Activity detection

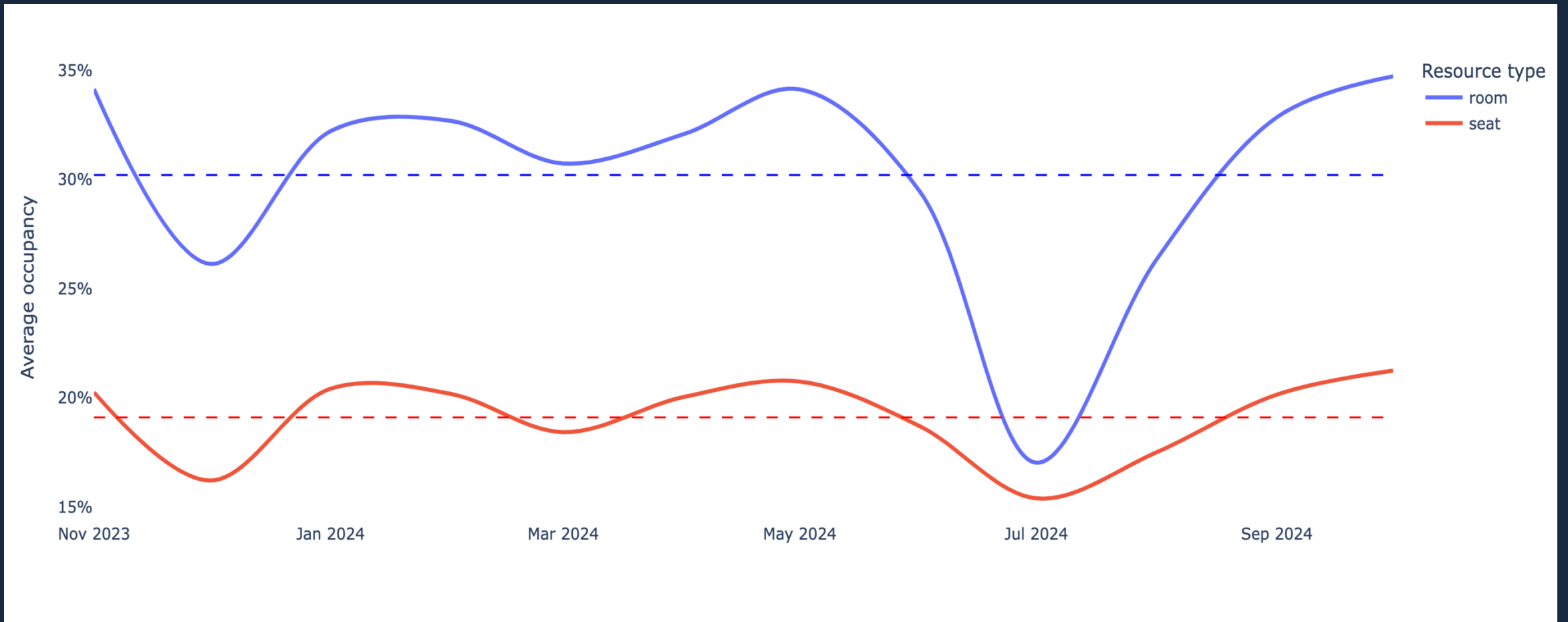
Understanding what type of activities are taking place in a space



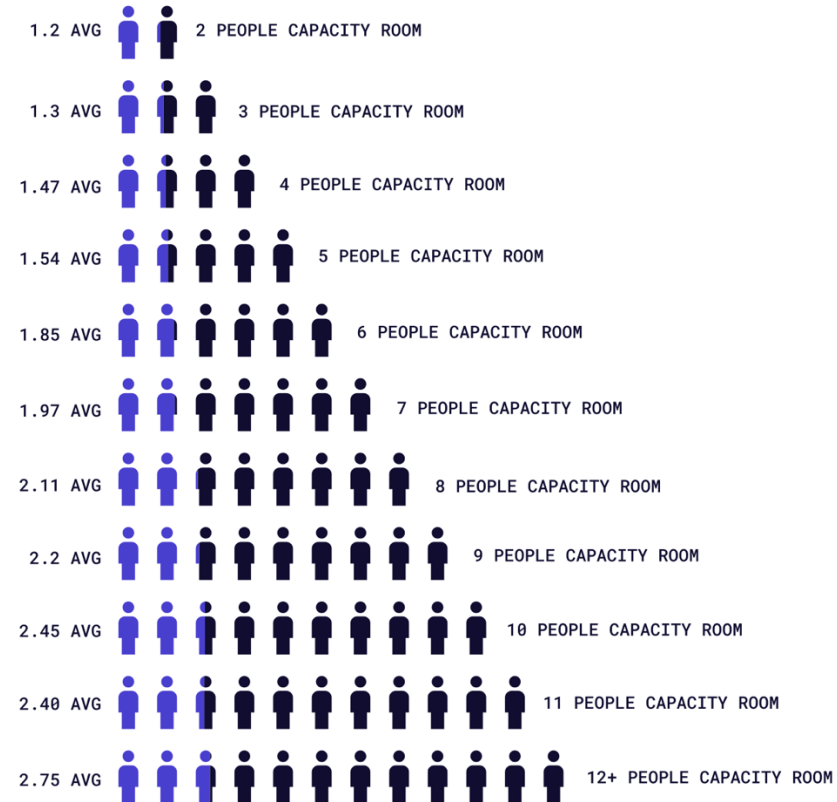
Why measure?



How are rooms used?



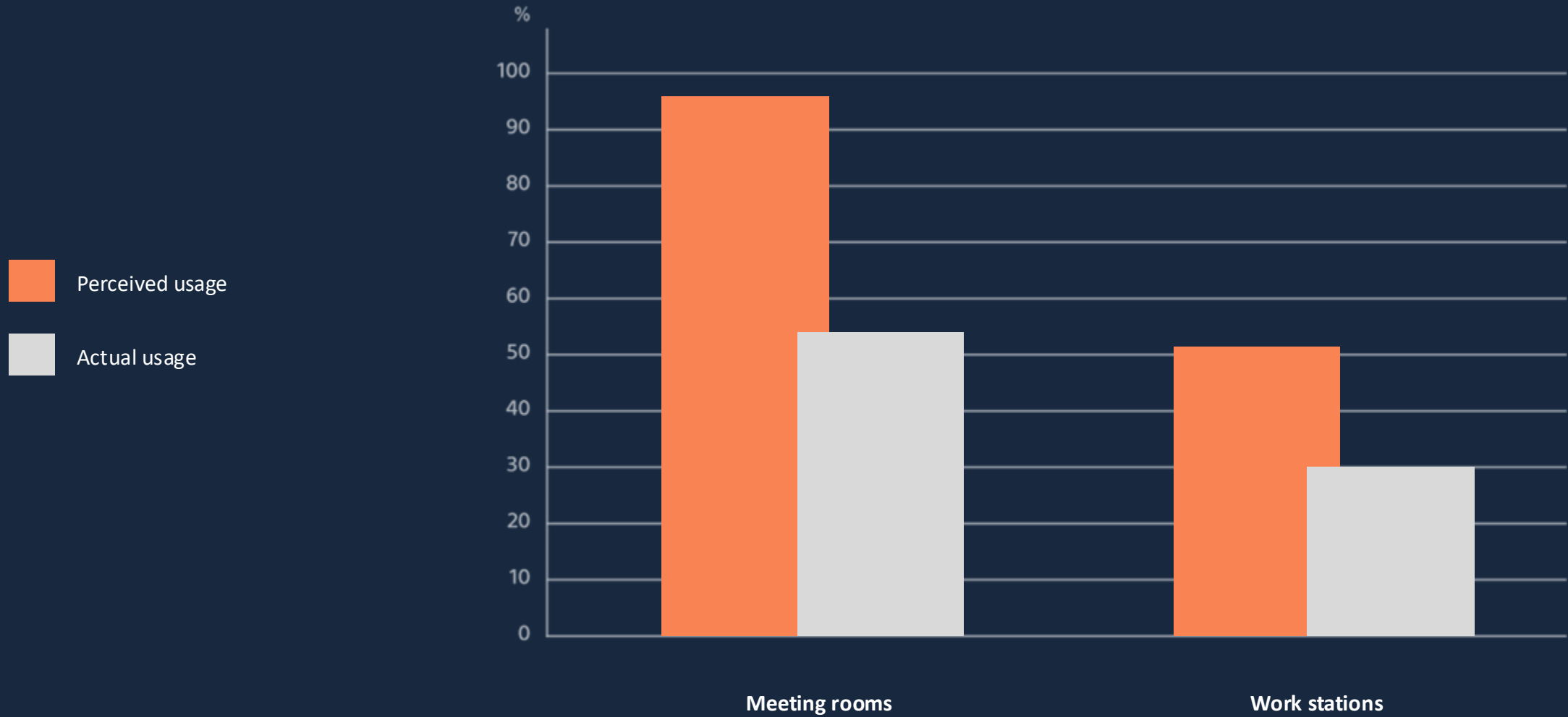
How are rooms used?



Q3 Average Occupancy Across Meeting Rooms

Space utilisation

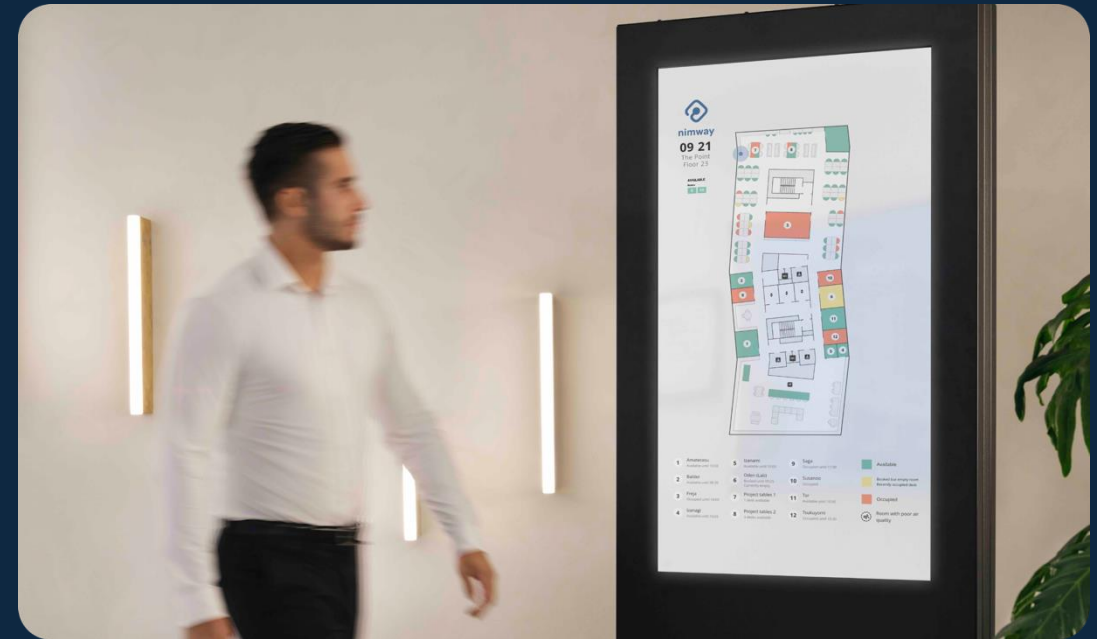
Listen to what people say. Notice what they do.



What to do with the data?



Bridging the gap

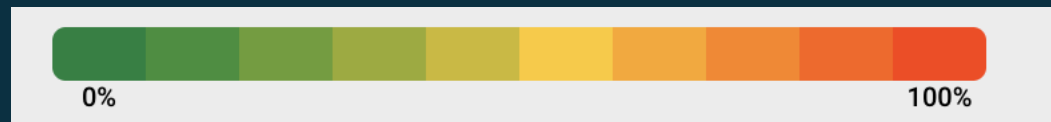
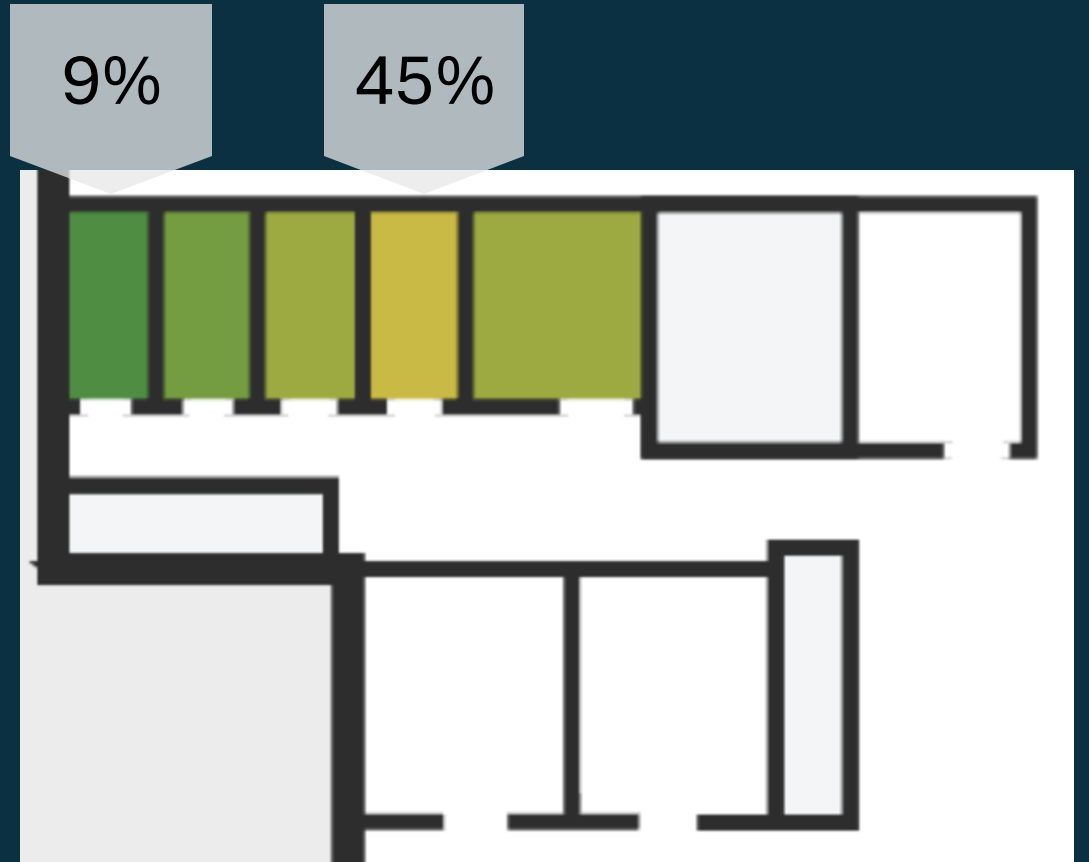
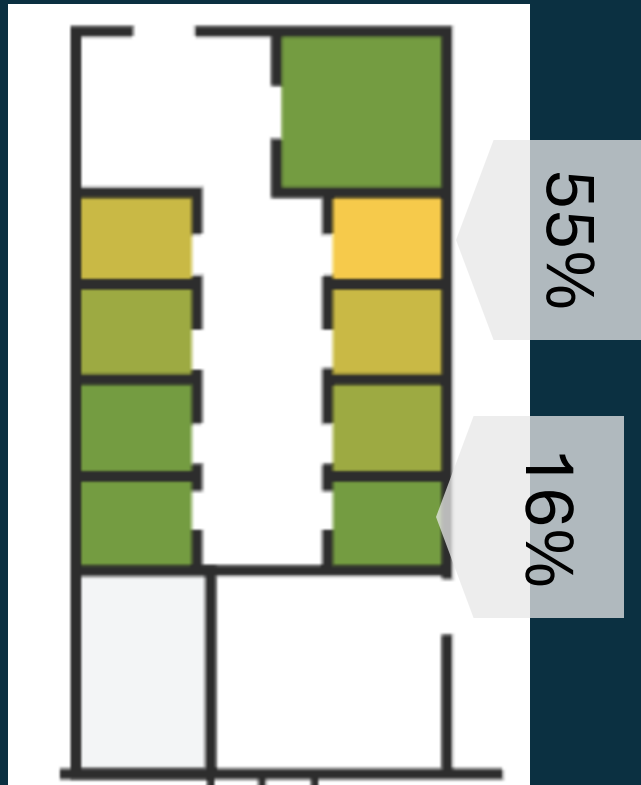


By showing how space is used in real-time

A smiling woman with dark hair, wearing a blue denim shirt, is holding a smartphone with both hands. She is looking at the screen and smiling. The background is slightly blurred, showing what appears to be an indoor setting with a window. A large, semi-transparent, light-colored circle is overlaid on the left side of the image, partially covering the woman's shirt and the background.

Short term - Discover

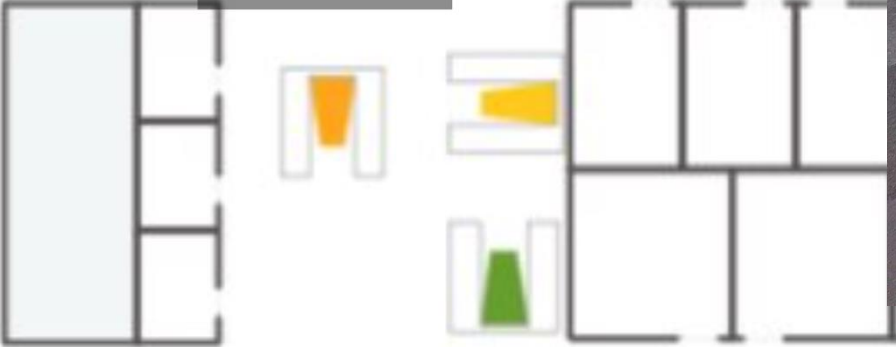
Restrooms



3 identical meeting sofas



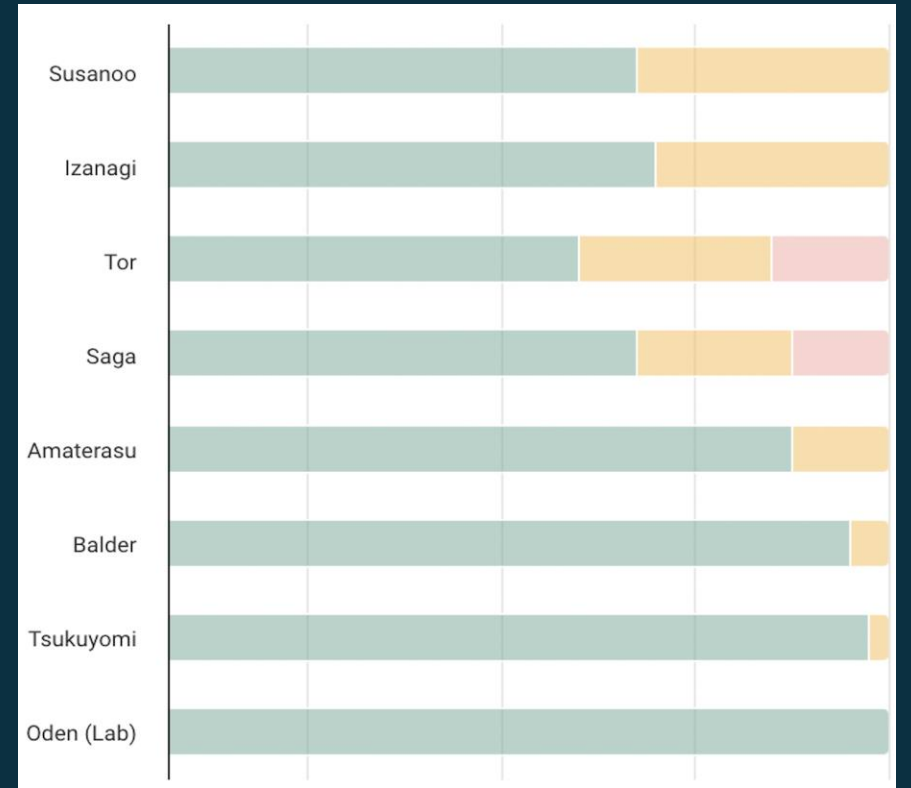
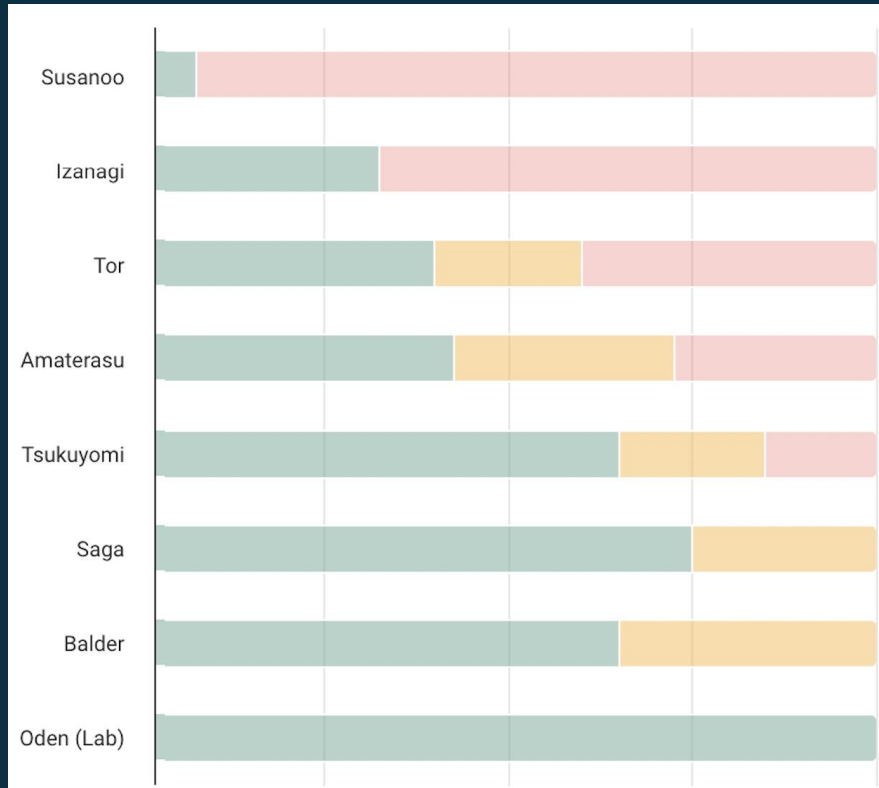
53%



26%



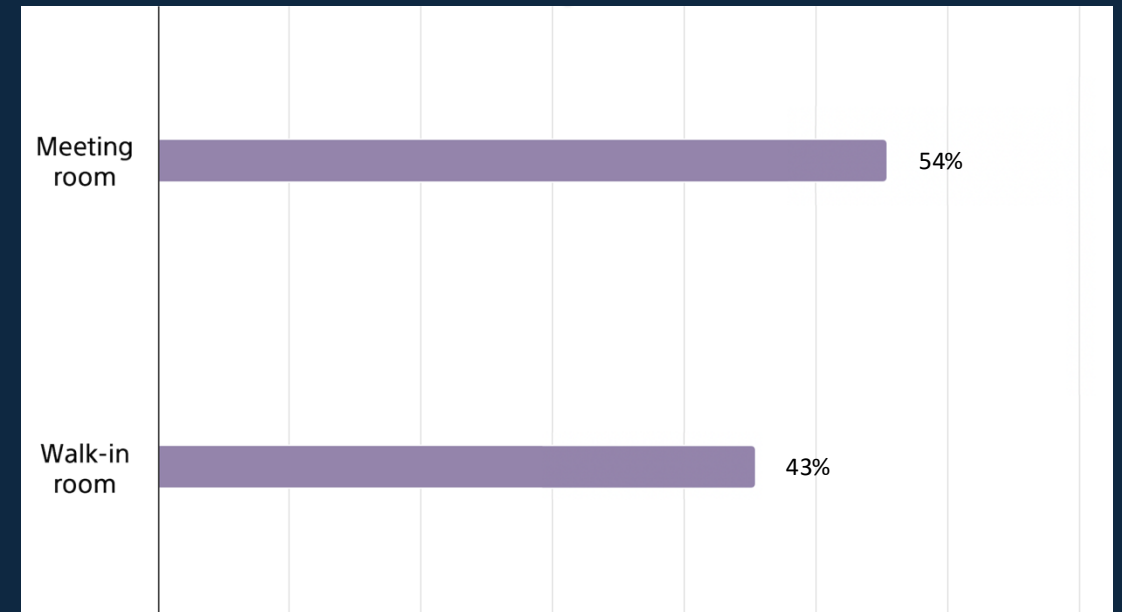
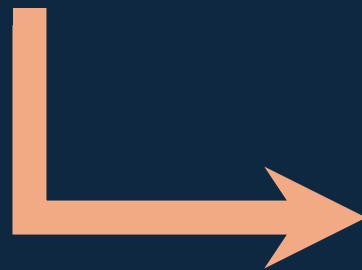
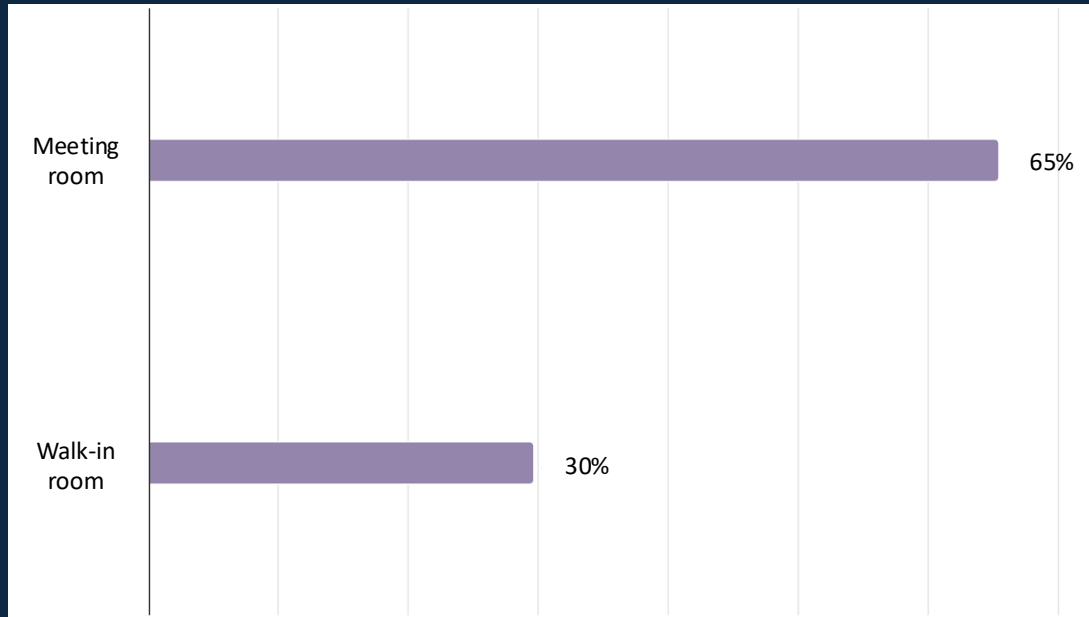
Indoor air quality





Medium term - Adapt

Adapt to how spaces are used





Long term - Change

Down-sizing

Before:

875 rooms
1850 workspaces

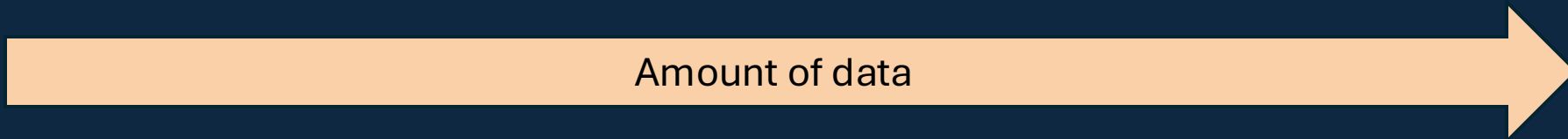


After:

632 rooms
1310 workspaces

New office





Amount of data

An icon representing discovery, showing a scroll with a path leading through trees and a small 'X' at the end of the path.

Discover

Weeks

An icon representing adaptation, showing a computer monitor with an atom symbol on the screen.

Adapt

Months

An icon representing change, showing a scroll with a house outline and a pencil pointing to it.

Change

Years

SONY

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