

SINGAPORE

25-27 March 2014

 #CNGSingapore




CORENET
GLOBAL

ASIA PACIFIC
SUMMIT

Presenters



Denis McGowan, Global Head, Workplace,
Corporate Real Estate Services, Standard Chartered Bank



Steve Thorley, CEO, The Changing Workplace

Taking the lead with mobile surveys and workplace tracking

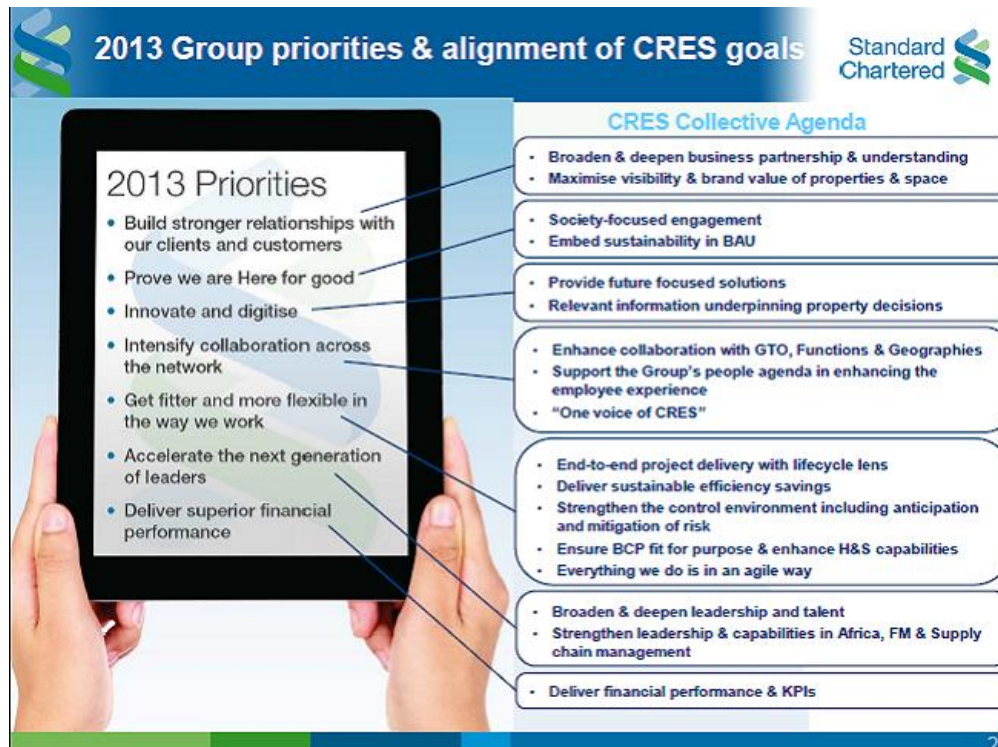
Key takeaways for this presentation:

- Identify ways to utilize new, innovative technology and empower your employees, making them more mobile, agile and productive
- Discover how mobile space surveys and workplace tracking technology can reduce your organization's carbon footprint, drive strategy, add value, increase ROI and create proof points
- Understand the benefits of tracking how the workplace (space) is working at any point in time



Giving context to the presentation and data

Standard Chartered Group are using tools to enable access to data that creates and fosters collaboration with stakeholders. This helps to ensure that the CRE function stays relevant and are change champions.



Simplification, simplification, simplification

Priorities for Standard Chartered in 2013 revolved around co-creating and using technology solutions to make their portfolio more efficient and effective.

- Provide future-focused solutions
- Broaden and deepen partnerships
- Get relevant data and information (to underpin property decisions)

Technology solutions help the bank to deliver on its priorities and collective agenda.

- Simplification, simplification, simplification
- Increase capacity to deal with pressures
- Improve and drive staff performance
- Become more responsive and agile



Adapting to the constantly evolving CRE landscape

- It's essential to deliver accurate real-time information quickly and easily
- Organizations will need to embrace technology/workplace solutions

To achieve this there needs to be communication at all levels of your organization.

Technology >

Knowledge >

Collaboration >

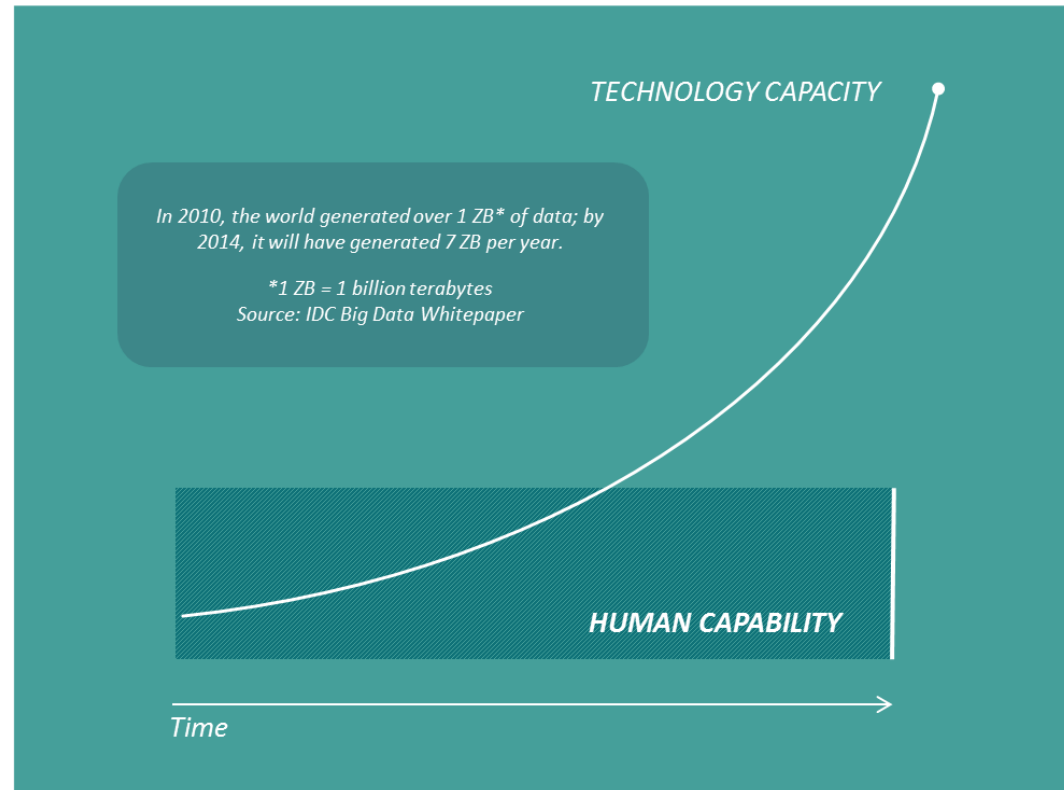
A combination of the right **technology**, resulting in improved **knowledge** and enabling **collaboration** are three key areas that forward-thinking CRE professionals are focusing their attention on.

Technology capacity V Human capability

“One of the main trends that drive our focus is the observation that although data and technology capacity is growing at an exponential rate, our ability as humans to consume it has not kept pace.

Our software needs to evolve to help focus our attention on the right things at the right times and empower us to use all that information to achieve our goals.”

Microsoft 2013



We think technology should start working on our behalf to make the complex stuff simple, and the time-consuming stuff fast.



Mobile surveys

Why would my organization need mobile survey technology?

- Enabler and key driver of how we work
- Provides access to real-time data
- Gives access to accurate data

A 2013 Forrester study reported that:

“905 million tablets will be in use for work and home globally by 2017.”

- Access, update and make surveys on the move
- See highly visualized analysis for review
- Determine occupancy and utilization levels
- Uncover opportunities – save time and money

Surveys on the move - mobile technology for space utilization surveys

- Enable mobile reporting and visualization of building occupancy data
- Benefit from intuitive and customizable survey functionality
- Negate the need for cumbersome paper-based plans during floor walks

Organizations are adapting to increased mobility and global trends with support for BYOD strategies and technology solutions such as mobile apps.

“ A recent Cisco study discovered that 89% of IT departments enable BYOD strategies in some form or another. ”



Capturing space usage

Instantly capture how space is being used during specific time-frames and record the nature of the activities taking place.

Different survey types are available to contribute towards evidence-driven building analysis and the ability to measure and understand occupancy data performance and productivity.

Survey types include:

- Occupancy/utilization
- Observation of employee activities
- Storage levels and capacities
- Asset/floor conditioning

Other customized surveys can also be achieved.



Data collection – put yourself in control and empower your CRE teams

Mobile survey technology enables CRE teams to survey:

What they want

Where they want

How they want

When they want



- Give staff control over their work and environment
- Enable seamless communication with teams and stakeholders

“A recent YouGov survey stated that 47% of employees reported that they currently use their personal devices for work and 55% of senior directors now rely on smartphones to manage their day-to-day work.”

Capture and act on your data

Standard Chartered recognises that mobile app surveys enable users to capture actionable data on space used during specific time-frames.

Teams can collaborate and work together to:

- Influence strategic decision making
- Increase business performance and productivity

Simplifying and expediting the process

- Perform typical office or computer desk-top functions on a mobile basis
- Save time by streamlining tasks that normally eat up hours each day/week



10 key benefits of mobile survey technology

1. Highly customizable software
2. Enhanced staff agility, mobility and productivity
3. Improved space usage and reduced wastage
4. Instant access to actionable data
5. Increased sustainability
6. Reduced carbon footprint – go paperless
7. Repeat building visits unnecessary
8. Risk mitigated with accurate, real-time survey data
9. Saved time and money
10. Maximized efficiencies in portfolio

Mobile survey apps can also help organisations determine to what extent they can consider an agile working environment.

CHANGING THE CONVERSATION
FROM COST TO **VALUE**



Workplace tracking

Discover your true space utilization and occupancy potential

Footfall monitoring can help maximize the space of an existing floor/building. It's an ideal solution to employ on any floor or workspace.

Data obtained from footfall monitoring can:



- Validate how space is being used at any point in time
- Give a clear, detailed picture of usage and capacity
- Go way beyond a snapshot with detailed reports and analysis

Remove the barriers to agile working

A number of barriers can stop the expansion of agile working or mitigate success.

Barrier	Enabler
A lack of senior sponsorship	Make a business case
A culture of presenteeism	Promote a culture of trust
A lack of guidance and support	Create support platforms
A risk-averse culture	Support pilots and experiments

* Source: report prepared by the Future of Work Institute

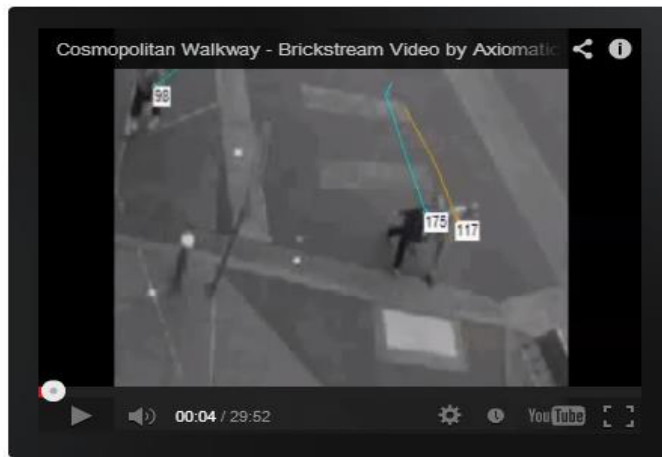
Use existing data sources to get maximum returns from existing information:

- Security turnstiles
- RFID card scanners
- VoIP phone

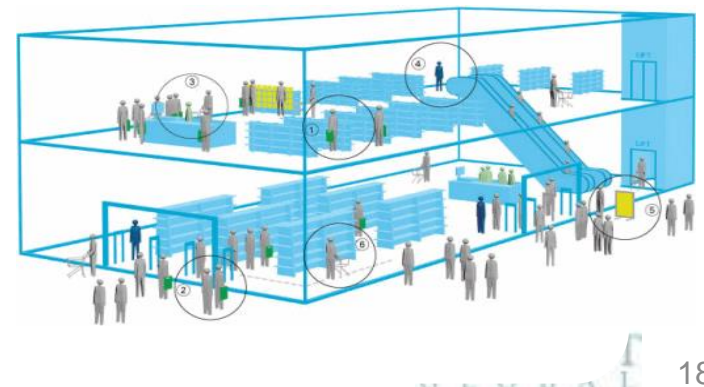
Workplace tracking

CHANGING THE CONVERSATION
FROM CO\$T TO **VALUE**

Standard Chartered is using video-based counters to validate building footfall.

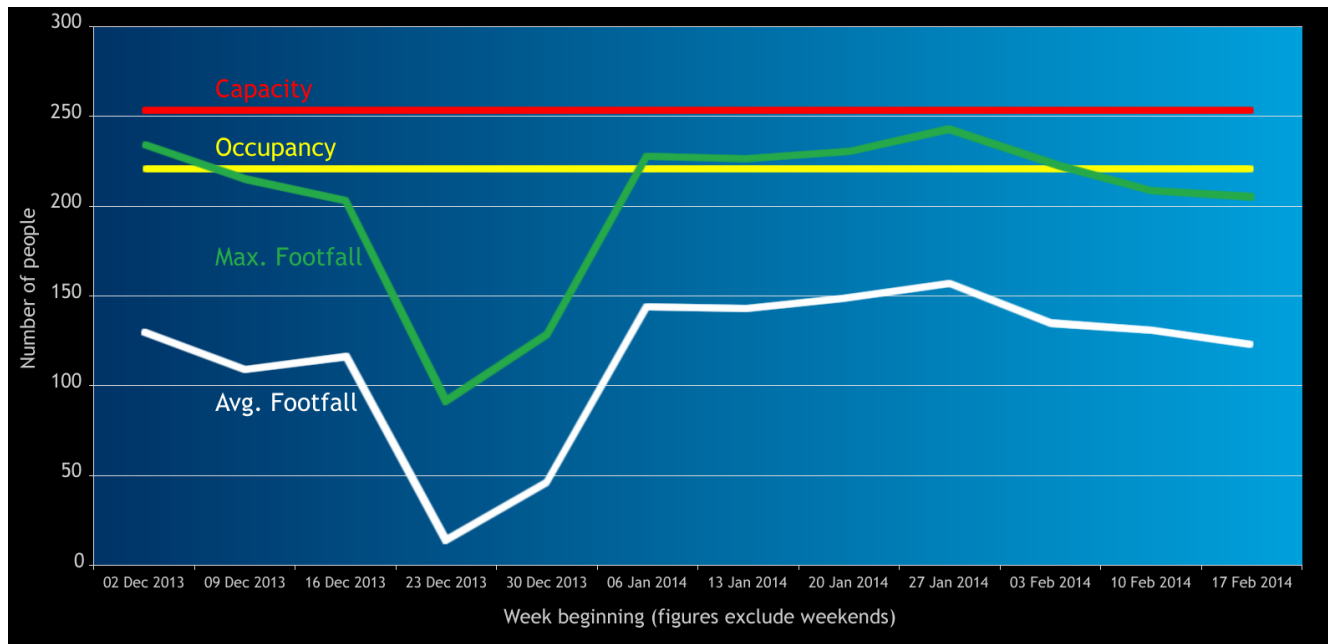


Video-based counters identify people passing beneath.



The importance of quantity data

Standard Chartered need to understand how a floor/building is being used.
Adherence to local and international codes and policies is essential.
E.g. to validate numbers for Fire Officers.



Bring back data in a language that people can understand

Why would my organization need footfall monitoring technology?

Technological advancements and ever increasing client requirements mean that decision makers can now use footfall sensor technology and expertise to answer the three ever-present CRE/FM questions of:

Do we have
enough space?

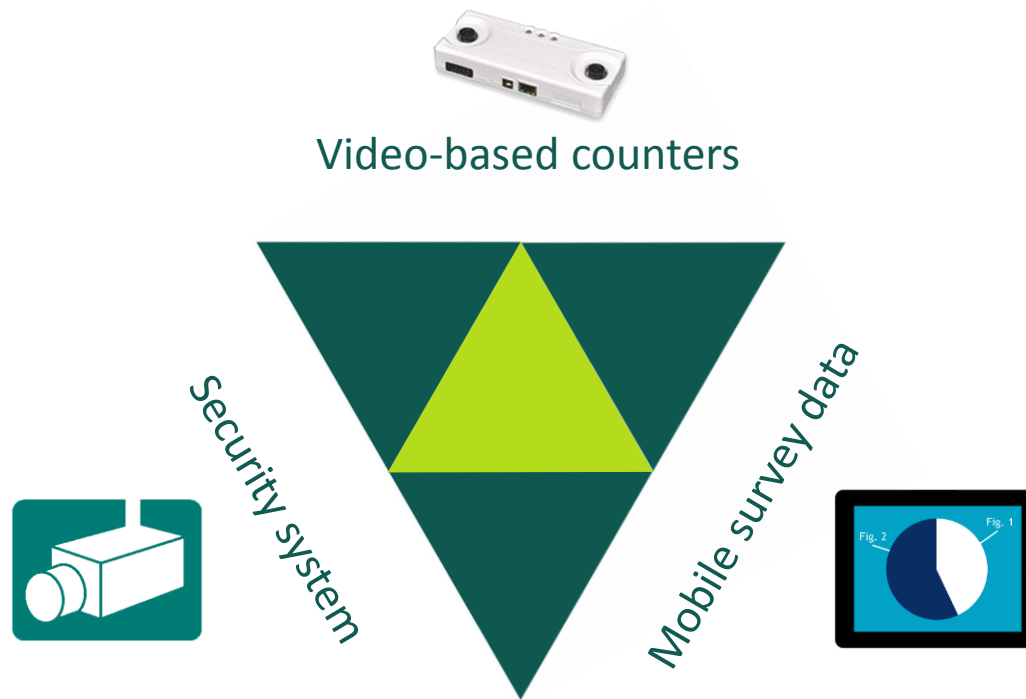
Do we have
too much space?

Can we reconfigure
to meet demand?

Immediate bottom line savings

- A 10-15% vacancy could represent huge potential annual savings
- Every 100 desks reduced saves big \$'s

Technology triangulation



Pick and choose the technology to suit where you are and where you need to be in your business development and strategy.

Reconfiguring layouts, adjacencies and location planning

Maintaining space, managing adjacencies and stacking of the flow is a necessary task for space planners.

- Banks require careful management between public and private areas
- Functions like HR may need to be located in a more private, low traffic area

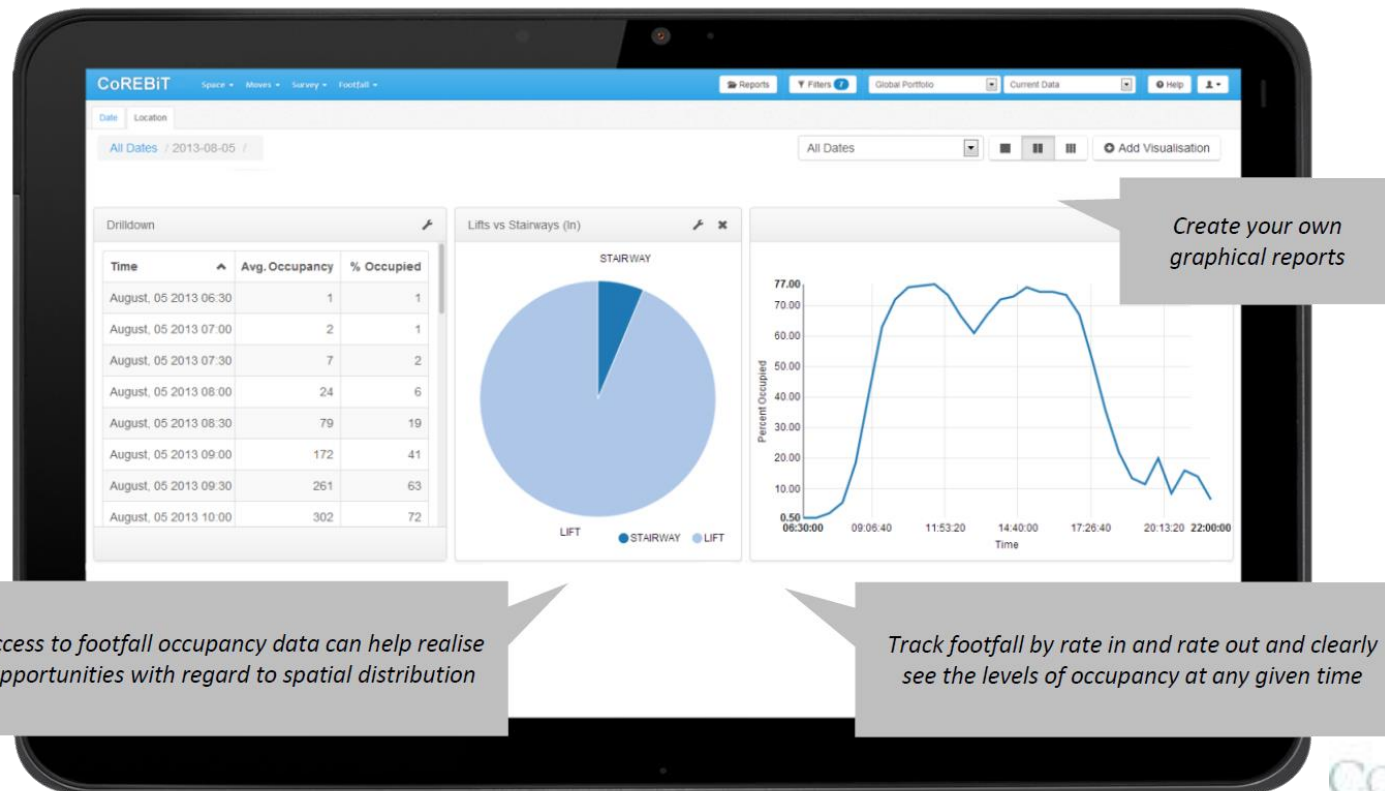
A landlord would not locate a coffee shop in a low footfall area and office workspace needs to be thought of in the same way.

Workplace tracking

CHANGING THE CONVERSATION
FROM CO\$T TO **VALUE**

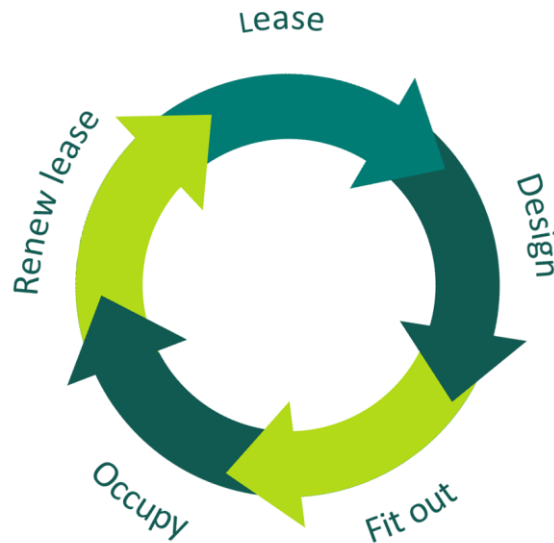
It's all about the data

Footfall monitoring sensor technology is just the delivery mechanism - the data it uncovers can influence how you manage your space.



Using workplace tracking tools in evaluating the lifecycle of a property

Organizations need intelligent, actionable data. A key driver for Standard Chartered using workplace tracking is utilization and evaluating the building lifecycle.



Workplace tracking tools can be used at all of the phases of the lifecycle to help make buildings perform more efficiently.

10 key benefits of workplace tracking technology

1. Save money by repurposing and right-sizing your building portfolio
2. Compare static and agile floors and forecast for the future
3. Real-time information on how and where workers go
4. Analyze utilization to inform lease renewal decisions
5. Reduce energy usage and increase sustainability
6. Tap into existing data sources or retro-fit
7. Encourage cross-team collaboration
8. Instant access to your portfolio data
9. Gain insight from detailed metrics
10. Identify trends, patterns and spikes

The employee and customer experience

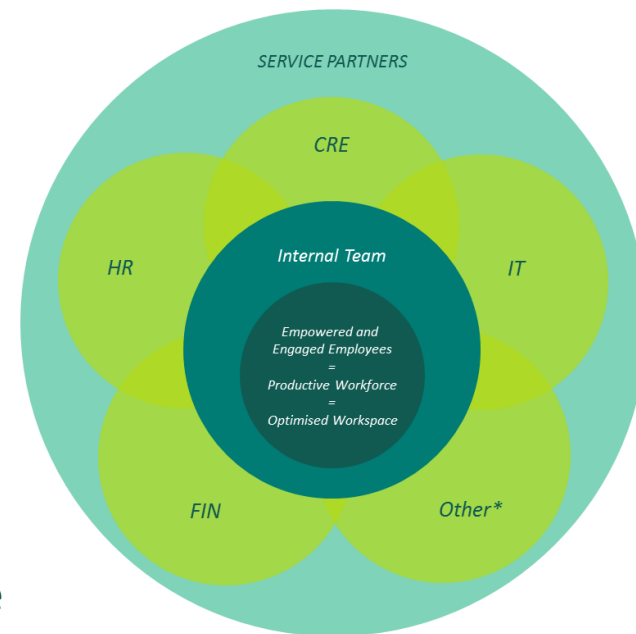
- Consider employees experiences on a day-to-day basis
- Ask about their needs, requirements, expectations, challenges, aspirations
- Give them the right tools and training to do their jobs well
- Keep the right staff and attract new talent
- Align CRE data with overall business data
- Speak the same language to improve ROI and cost/income ratio
- Improve the customer experience – stay connected
- Keep existing customers and gain new ones

Summary - universal business truth

Improving efficiencies through the use of relevant **technology** maintains a universal business information truth, meaning greater **knowledge** and more effective communication and **collaboration**.

Improvements can be made faster, providing the opportunity for:

- Organizational alignment and partnerships
- Influencing and supporting change management
- More meaningful conversations with stakeholders
- A positive impact on ROI and the bottom line
- A stable platform for future targets/ambitions
- Increased confidence, reduced costs and added value



* Might include building engineering, purchasing, legal, security, communications, etc.

Any questions?



CHANGING THE CONVERSATION
FROM COST TO **VALUE**

Download the CoreNet Global Summit App

Visit the **Google Play Store** or **iTunes** to download the CoreNet Global Summit App.

- Schedule your sessions
- Complete Session Evaluations
- Connect with your peers
- Participate in polling



Evaluations

Please complete your evaluation on-site using the **Summit App**.

- Quick
- Easy

*...and **prizes** will be drawn from completed evaluations!*



Follow Us on Twitter

[#CNGSingapore](#)

Use the hashtag #CNGSingapore in your Tweets to join the real-time Summit discussion.



www.corenetglobal.org