

## What does INSITYOU do?

It revolutionises how we work in the physical realm by putting the right people in the right place at the right time to drive real estate efficiency and business innovation.

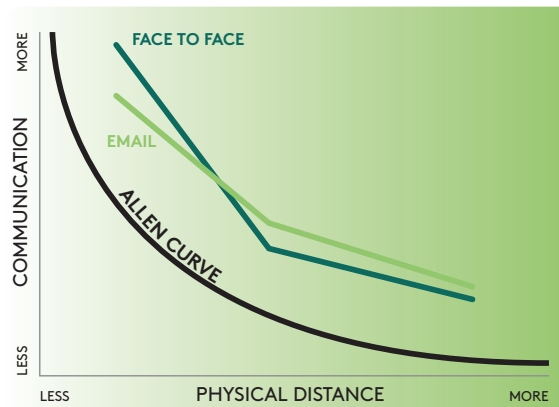
## How does it do that?

INSITYOU combines facilities data (floor and seating plans), HR data (skills and expertise), communication patterns (real time user data) with forward looking strategic planning and project management input.

## But isn't the workplace of the future virtual?

Despite the advent of new communication technology, research continues to prove that out of sight is out of mind.

Physical proximity, to enable both face to face and virtual communication, is still the most important driver in promoting efficiency and innovation.



### Workspaces That Move People

Waber, Magnolfi, Lindsay  
**Harvard Business Review**  
October 2014

*'As distance shrinking technology accelerates, proximity is becoming more important. Studies show that both face to face and digital communications follow the Allen curve'*

## Isn't this just another Big Data tool? How is INSITYOU different?

We weave savings-driven data, profit-driven data with physical space to allow strategic decision makers to not only see how their business physically interacts but to strategize on how best to spatially arrange it to support their top of the line corporate goals and objectives.

## We already have a leading-edge space planning strategy.

### Our new offices are going to promote chance encounter and drive innovation. How can you help us?

INSITYOU does not propose a new 'style' of workplace. Whether you espouse a traditional office layout or a flexible activity based zoned workplace, INSITYOU will enable you to physically manage your workforce in an entirely new way. INSITYOU helps you intelligently situate people, not furniture, day in and day out.

## Our internal space planning team has decades of experience and knows our business better than any consultant. How can you offer anything new?

INSITYOU is an interactive tool which is even more powerful in the hands of knowledgeable users. Your internal space planning team can use INSITYOU to create new departmental and project team arrangements and quickly receive feedback on proximities and performance at all scales of the organisation.

## Is INSITYOU only useful for companies with a majority of dynamic workers? We are a law office and only our junior staff works dynamically - how can INSITYOU help us?

INSITYOU supports project based work. Even if only 25% of your staff uses non assigned seating, INSITYOU will help you realize more billable hours by placing these employees in the right place, next to the right teams on a day to day basis. This will save you countless hours spent aligning schedules, booking meeting rooms and will allow you to focus on your clients.