Blind decisions lead to expensive real estate expenses

A large, worldwide consumer beverage company wanted to understand exactly how their collaboration spaces were being utilized.

With over 100 offices worldwide and a 60,000+ employee base ranging from remote to in-office — each with their own collaborative needs — the company needed to understand exactly how their 1500+ spaces were being used in order to effectively plan for the future.

After meeting with Vyopta, it was apparent that the organization needed insight into its' spaces. Vyopta was able to implement **Workspace Insights** and begin the data collection process in less than three days. Vyopta then customized and configured which rooms the company wanted to monitor and obtain data for, based on their needs.

The Challenge

- Each campus and building are **built out the exact same way**, regardless of respective department needs.

- The company had **never gathered real data**, building out space primarily on presumptions and biases.

- The need to **save on cost per square foot**, since the largest expense to the company is real estate.

The Solution

- Workspace Insights allowed the organization to determine that finance **doesn't have the same collaborative needs** as marketing, and that the company could **spend their money on investing in collaboration technology for the marketing department**, rather than a team that didn't need the technology to begin with.

- Workspace Insights provided insight that a 14-person, collaboration technology heavy conference room was not being used efficiently, as **90% of the meetings that took place didn't use the technology at all**.

- Workspace Insights provided **analytics based on real data** — not opinions — which has allowed the company to **maximize the ROI on their 825+ endpoint collaboration technologies**.

With Workspace Insights, the company is maximizing the ROI for their real estate build outs and technology needs.

The Summary

Prior to Vyopta, the company had been making real estate decisions blindly, based on assumptions, which is the largest expense for the business. Using Vyopta has allowed them to make data driven decisions in an effort to save potentially hundreds of thousands of dollars in unnecessary real estate spend.

By implementing Workspace Insights, each team involved in the organization's real estate decisions (design, construction, people teams and branding experts) now have complete visibility into room utilization at the company, allowing decision making based on what works best for each space — saving time, money, and ultimately enforcing a collaborative and productive work environment.

Make decisions based on real data, not opinions

People
Discover how people are using spaces in and out of scheduled meeting times, and correct undesirable booking behavior
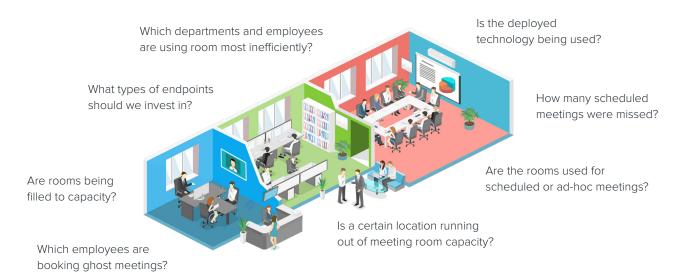
Space
Identify trends by site, room type, department or geographic location, and take action to grow adoption

Technology
Understand how deployed technology is being leveraged across the organization, in and outside of calls

Which departments and employees are using room most inefficiently?

Is the deployed technology being used?

What types of endpoints should we invest in?

How many scheduled meetings were missed?

Are rooms being filled to capacity?

Are the rooms used for scheduled or ad-hoc meetings?

Is a certain location running out of meeting room capacity?

Which employees are booking ghost meetings?

Learn more at vyopta.com