



# Building regional strength through co-working space | 2degrees and INNOV8HQ

2degrees is one of NZ's largest telecommunications providers with over 1 million customers, offering both personal and business mobile and broadband services.

Since bursting on to the scene in 2009 and slashing costs for Kiwis to text and call, 2degrees has continued their mission to Fight for Fair for Kiwis for the last 10 years. Whether they're delivering market leading roaming offers for their business customers, broadband to the country, or launching groundbreaking products like Carryover Data or shared Pool Plans, 2degrees is here for the people and businesses of NZ.

2degrees has invested close to \$1 billion in their national network which provides coverage to over 98.5% of the places Kiwis live and work.

The team has over 1,200 people across the country, a national store network and NZ-based call centres in Auckland and Christchurch.

In the highly competitive national market, many corporates and government organisations have chosen 2degrees as their preferred partner. In the Health, Government and Education sectors 2degrees has gained market share by focusing on premium SIP, Calling, Internet, WAN,

LAN, WiFi, Mobile, Telephony and Managed Services.

The Dunedin business team covers the lower South Island with clients from Invercargill to Oamaru and across to Queenstown.

Local business growth is heavily influenced by client referral, affordable quality and professional customer services

We caught up with Shane Cohen - 2degrees Corporate Business Manager for the lower South Island, to get his insights on building regional strength through relocation to a co-working space.

*Why did 2degrees consider relocating to a coworking space?*

**SC:** "2degrees views Otago and Southland as an important regional hub. Our primary goal is to support our local customers and allow both local support and long line as required to remote offices. We have a small team of three people that perform roles in 2degrees business sales. Roles include Regional Manager, Senior Client Success Manager and a Business Development Manager.

With our commitment to growth, we became cognizant of limited

office capacity to grow the current team. The previous physical location was in the retail hub of Dunedin on George Street. We wanted a physical environment that reflected the 2degrees values as an industry leader and innovator. We were looking for a space that increased staff collaboration and engagement and somewhere you'd be proud to host clients and prospects."

*What were 2degrees' biggest challenges in relocating to a co-working space?*

**SC:** "In 2019 we had been working hard to develop our local business brand as we planned for growth into the new decade. At the management level, we had concerns about creating a great modern workspace for the 2degrees team as well as being authentically immersed in the local business community."

*What due diligence did you complete to scope your relocation options?*

**SC:** "We started by visiting a few Dunedin co-working spaces to get a feel for each one. All the sites are thoughtfully designed and each had its own flair. We also tried to identify the location and spaces that enabled a natural sense of intimacy and community. This became a critical factor in our choice of location."

Want to learn more?  
[innov8hq.com](http://innov8hq.com)  
[2degrees.nz](http://2degrees.nz)

**INNOV8HQ**



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*Why did you end up choosing INNOV8HQ as your co-working home?*

**SC:** “An aspirational goal for us was to become part of the business ecosystem rather than outside influence. This means growing our brand from within through authentic credibility rather than selling from the outside. INNOV8HQ has a unique blend of open plan, internal offices and meetings rooms that allowed us to instantly become part of the resident community while retaining our own identity and autonomy. An added bonus is the monthly networking activities that encourage and sustain the resident vibe.

Heidi Renata, INNOV8HQ’s co-owner and onsite manager, was also very collaborative and flexible toward our technical requirements which meant upgrading the entire site to

corporate-grade fibre which is 10GB capacity and 1GB wireless WiFi. The combination of this resulted in a premium co-working experience to support staff, service clients and host prospects.”

*What are the key results 6 months down the track?*

**SC:** “Our new environment is fantastic. The INNOV8HQ experience takes care of daily resident pastoral care and the rental investment works well for a small regional team.

The team and management have been impressed with the high level of professionalism that the INNOV8HQ partnership brings to the local 2degrees brand.

What has been really powerful is the authentic business relationships that have developed by being part of a co-working community. This is a space and community we want to be in and be part of.

Our clients and partners have loved the easy access and great meeting facilities at INNOV8HQ. In our previous location, we were isolated with poor parking and difficult client access.

As we grow and hire INNOV8HQ is also a differentiating advantage for recruiting new staff. Interviewing onsite is a great teaser for their future!”

INNOV8HQ Ltd is Dunedin’s premier co-working space designed to support and grow start-ups, SMEs and regional corporate teams. Founded in 2016 and wholly owned by the Renata family it is located at 123 Vogel Street the modern hub of Dunedin’s business precinct.

INNOV8HQ is home to 12 resident businesses representing 10 sectors and a growing cohort of non-resident co-workers, training and event guests. The space offers over 373sqm of resident space, 100sqm of hot-desk space, 20sqm of meeting room space, 11sqm kitchen and 9sqm of fully equipped rest facilities. Co-share services range from 10GB fibre capacity with 1GB wireless WiFi, online web service support to printing, photocopying, and refreshments. Residency 24 hour access is secured via SAITO swipe technology and building access managed by Dunedin Security.

“With over a decade of experience in the telecommunications sector, I have huge appreciation and admiration for 2degrees’ high tech solutions. Co-working with a disruptive technology provider is a perfect synergy. We’re really enjoying the challenge of remaining agile and client-centric in this fast-moving sector.”

- Heidi Renata, CEO and Co-Owner INNOV8HQ



Steven and Heidi Renata - Co-Owners of INNOV8HQ

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