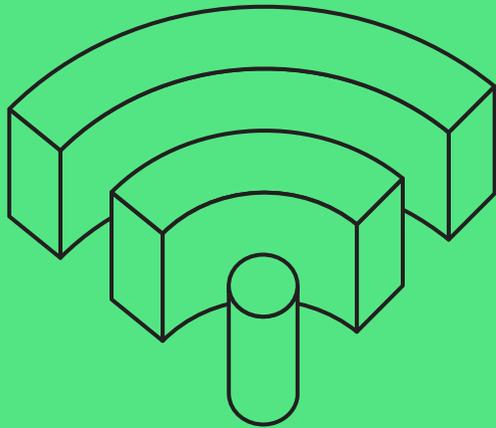




Whitepaper

# Smart technology for the workplace of the future



Turn your office into a catalyst  
for growth as a CEO or COO

# Foreword

As a CEO or COO you pay – or rather, you paid before corona – almost 10.000 euros for an employee to work in the office for a year. Have you been questioning that investment now that the pandemic has shown that office workers can easily work from home? Cross out those question marks again. Because by making smart decisions, your office will become a wlyst for business growth.

The office is the place to be when it comes to collaboration. And where activities such as coaching, building relationships with clients and colleagues, making crucial decisions and issues around innovation and creativity can take place much more effectively than at home.

Businesses with a sophisticated workplace strategy increase the well-being of their people, are a magnet for talent and turn employees into fans. Deloitte, for example, has received 400 percent more job applications thanks to its new office building The Edge, which is filled with smart technology to get the best out of employees.

In this whitepaper, we will be focusing on smart innovations for the workplace of the future. We will explore the role of the office in the post-corona era, explain how smart offices lead to better performances and argue why technology is crucial in future-proof workplace strategies.

The future of work will be hybrid, you often hear. And I couldn't agree more. Whatever the future beholds, smart office technology will play a crucial role in our workplace strategies in the coming decades.

**Are you ready for the next chapter of work?  
Then dive in and enjoy.**

**Sander Schutte**  
CEO of Mapiq



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# The office: still useful after corona?

The average cost for European companies to have a full-time employee working in an office for a year (in the pre-corona era) was [€9.695](#). What are you paying all this money for as a business, now that, thanks to corona, we know that office workers can also work perfectly well from home?

Thirty years ago, you couldn't do your job at all if you weren't in the office: all technology was location specific. Thanks to a wide range of ICT innovations, it no longer matters whether we are in the office, at the kitchen table or in Timbuktu. But what location do we choose in the end? Exactly, the location that offers the best work experience and where we can be most productive.

And – at least part of the week - that will be the office. The office is different from a Starbucks: it's much more than just a pile of bricks with Wi-Fi and coffee. It's above all a hub where we work together and meet with both colleagues and business associates. We feel the corporate culture, take training courses and participate in mentoring programs.

## The four best reasons for your employees to come to the office post-corona:



### Belonging

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They experience a sense of belonging that they cannot find anywhere else.



### Education

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Young people, in particular, like to work at the office because it's a better learning environment and more valuable social interactions take place.



### Productivity

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Maximum productivity. Offices are designed to be productive, home environments are not. Studies show that we would much rather come to an office which is optimized for productivity than work in a less-than-optimal home environment.



### More effective activities

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Research by [McKinsey](#) shows that a lot of activities are much more effective when carried out face to face. This can include aspects such as mentoring, building relationships with customers and colleagues, negotiating, making crucial decisions and activities relating to innovation, problem solving and creativity.

# Future-proof workplace concepts

The corona pandemic has clarified that, as a business, you must be ready for change. Agile businesses, which quickly anticipate change, held themselves together during the crisis. Agility must be a core value in any strategy – including your workspace plans. Assume that nothing in the office is fixed or permanent and make sure that the concepts you draw up offer full flexibility so that you can easily implement new ways of working.

What will the office landscape look like in the post-corona era? That is difficult to predict. One thing is certain, according to research specialist [Anja Jamrozik](#): we cannot simply go back to how things were. After all, so much has changed and

we have become used to so many new things. It is better for companies to start with a clean slate, she says. The best thing to do is take stock of all activities first and then design a workspace and an experience around them.

Inspired by the current revolutionary changes in the office world, [Studio Banana](#) has come up with four hybrid working models:

1



## Flagship store

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This workplace attracts people and encourages collaboration and innovation. Compare this to a real-life flagship store: nowadays you can order everything online, but in a flagship store you experience things that you cannot experience on your smartphone or laptop. It's a true relationship-builder where you can feel the company culture.

2



## Grand bazaar

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A place full of inspiration and excitement, with a touch of chaos where necessary. As in the bazaars of Istanbul and Cairo, transactions are central to this model. Employees come to the office to exchange knowledge, work together and create new things. This type of workspace has all the necessary tools, technologies and facilities that people do not have at home.

3



### The school

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This model posits the workplace as a learning environment. According to this view, employees are not only paid in the form of salary, but also in terms of intellectual progress.

4



### The spa

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In the spa model, which focuses on the well-being of employees, most work is done at home. When do you visit a spa? When you are exhausted and want to recharge your batteries. In the past, you went home to relax after a long day at the office, but in the spa model, this is exactly the opposite. Employees go to the office to relax, socialize and connect with colleagues.

## The future is hybrid

Most experts predict that hybrid working – working partly from home and partly in the office – will become the norm after corona. A [Forrester survey](#) revealed that 60 percent of businesses said they are moving toward a hybrid concept. Hybrid combines the best of both worlds: working and being with colleagues is done at the office, focus work is done at home.

As a manager, it is worth bearing in mind that the way people want to apply hybrid working differs enormously. It therefore makes sense to personalize the work experience as much as possible. This pays off immediately in higher employee well-being and in the long run in competitive advantages.

play a crucial role in supporting hybrid working. In achieving collaboration, social interaction, creativity, innovation, the ultimate office experience and the perfect work-life balance. And, not least, in taking the next step towards a thriving and future-proof – digital first – working environment.

It is difficult to predict exactly how hybrid working will work out. However, we can say with certainty that smart office technology will

# Well-being is key for business growth



In recent years, the well-being of people has been on top of management priority lists. And there are some very good reasons for this. Employees with a high level of well-being enjoy going to work and feel energetic, productive and appreciated. A greater sense of well-being in the workplace therefore increases productivity, engagement and reduces absenteeism. It's also a powerful tool for attracting talent and, above all, retaining it.

An [American study](#) even found that employers get a return of \$3.80 for every dollar they invest in the well-being of their employees. As a result, many companies are now realizing that the well-being of employees is the key to maximizing productivity.

Neglect of well-being and work experience leads to low employee engagement. And this costs businesses a lot of money. The damage for American companies caused by lack of engagement –

which manifests itself in poor productivity, high staff turnover and a poor image – is about \$7 trillion annually.

A flattening productivity, which is partly due to the high number of burn-outs, is one of the most disturbing work trends of the past two decades. This is probably due in large part to low well-being.

# The contribution of the office to well-being

Four factors determine the well-being of employees: social interactions, the content and ancillary aspects of the work itself, the physical environment and technology. The office plays a key role in all four factors. It's therefore lucrative for businesses to invest in an optimal workplace experience, which is subject to two requirements:



## Sense of autonomy:

We can decide for ourselves where and how we work.

Research by [Leesman](#) shows that focused work, scheduled meetings, regular breaks, ad hoc meetings and productive collaborations create the ultimate workplace experience.



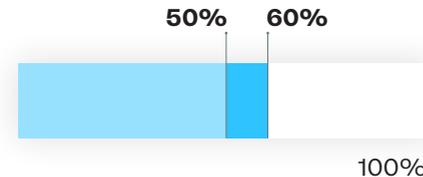
## Seamless work experience:

We don't experience stress regarding unnecessary friction such as finding a place to work or meet.

# Turn employees into brand ambassadors

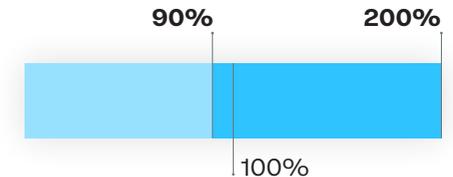
Employees are your most important asset. They make your products or perform your services, know everything about the organization, are in contact with the customers and represent your brand to the outside world. Satisfied employees are your best brand ambassadors.

On the other hand, dissatisfied employees result in high absenteeism and staff turnover. And that can cost organizations a lot of money. [Research](#) has shown that the cost of replacing an employee is about 50 to 60 percent of one annual salary. If indirect costs are also taken into account



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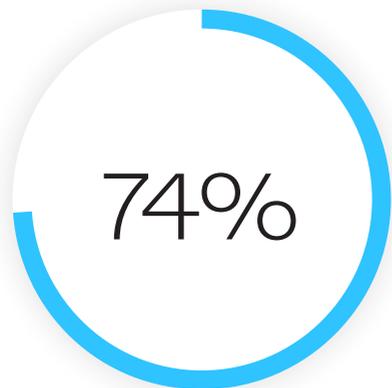
(such as the loss of knowledge about the organization and the deterioration of relations with clients), you even end up at 90 to 200 percent of an annual salary. It's therefore important, including from the point of view of well-being, to invest in turning your employees into fans.



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# Turn the office into a talent magnet

Nowadays, it's officially a proven fact: we consider our work environment one of the most important factors when looking for a new job.



For example, 74 percent of employees say they would be willing to give up salary in exchange for an ideal work environment. And that makes sense, as we spend a lot of time there, so it makes a huge impact on our mental well-being.

As we will explain later, technology helps to create the perfect workplace. This ranges from collaboration tools to finding the ideal place to work. We all like to having some technological support at work. However, millennials and Generation Z, who grew up as digital natives in a fully digital world, expect more.

Do you want to win the war for talent? Empower your office with smart technology, that supports employee needs and provides the ultimate workplace experience.



# Deloitte's The Edge: 400 percent more applications

One of Deloitte's main goals when realizing their new office building The Edge was to attract and retain talent. Since there are twice as many employees as workspaces, everyone must be able to easily book and find available workspaces.

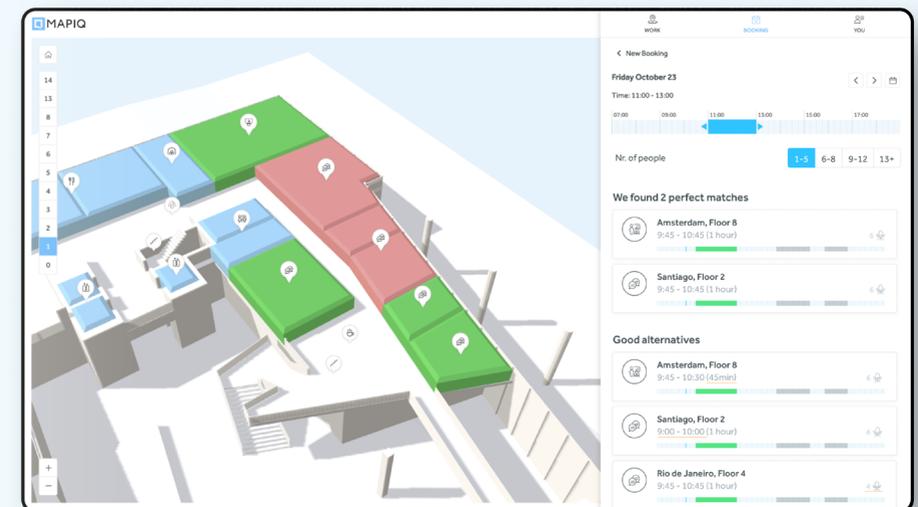


Deloitte asked Mapiq to develop a smart office platform that supports the activity-related way of working and in which all data is collected centrally. The Mapiq system connects all other building systems as well as 23,000 sensors and iBeacons, and provides the input for [Deloitte's Mapiq platform with interactive floor plan](#).

This smart office platform allows employees to easily navigate through the building, locate

colleagues, find available workspaces and book meeting rooms. They can also use the app to control light and temperature.

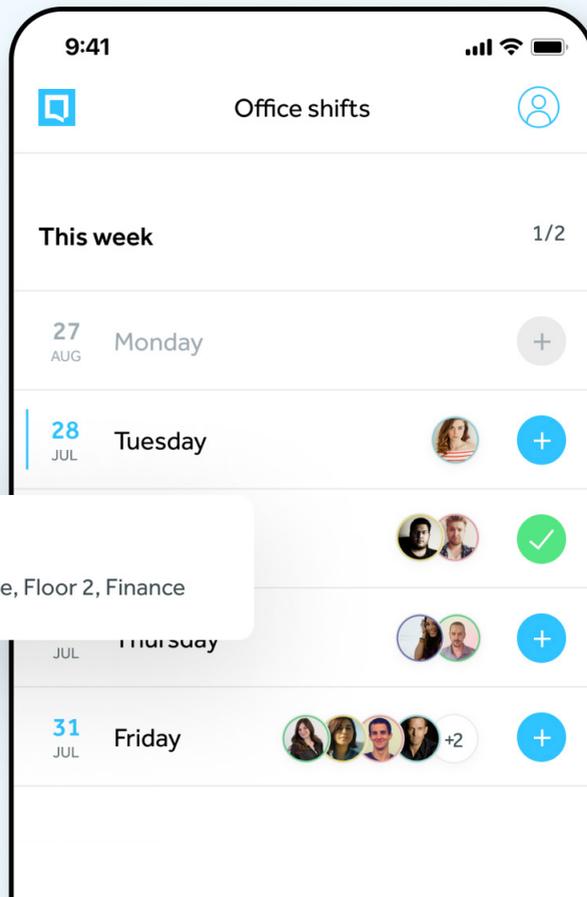
The results are impressive. Thanks in part to the Mapiq platform, The Edge has become one of the most innovative buildings in the world. It has led to a 400 percent increase in the number of job applications, 40 percent less sick leave and the highest BREEAM score ever: 98.4 percent.





# The benefits for employees

From scheduling office shifts and locating colleagues to instantly booking meeting rooms and algorithms that match you with any colleague to socialize, many smart office tools can make our daily working lives more productive, easier and more fun.



## Employees can, for example:



Find the perfect workspace for a certain activity, such as desks for individual work, meeting rooms for collaboration, call booths or quiet areas.



Book the days at the office that align with their team members.



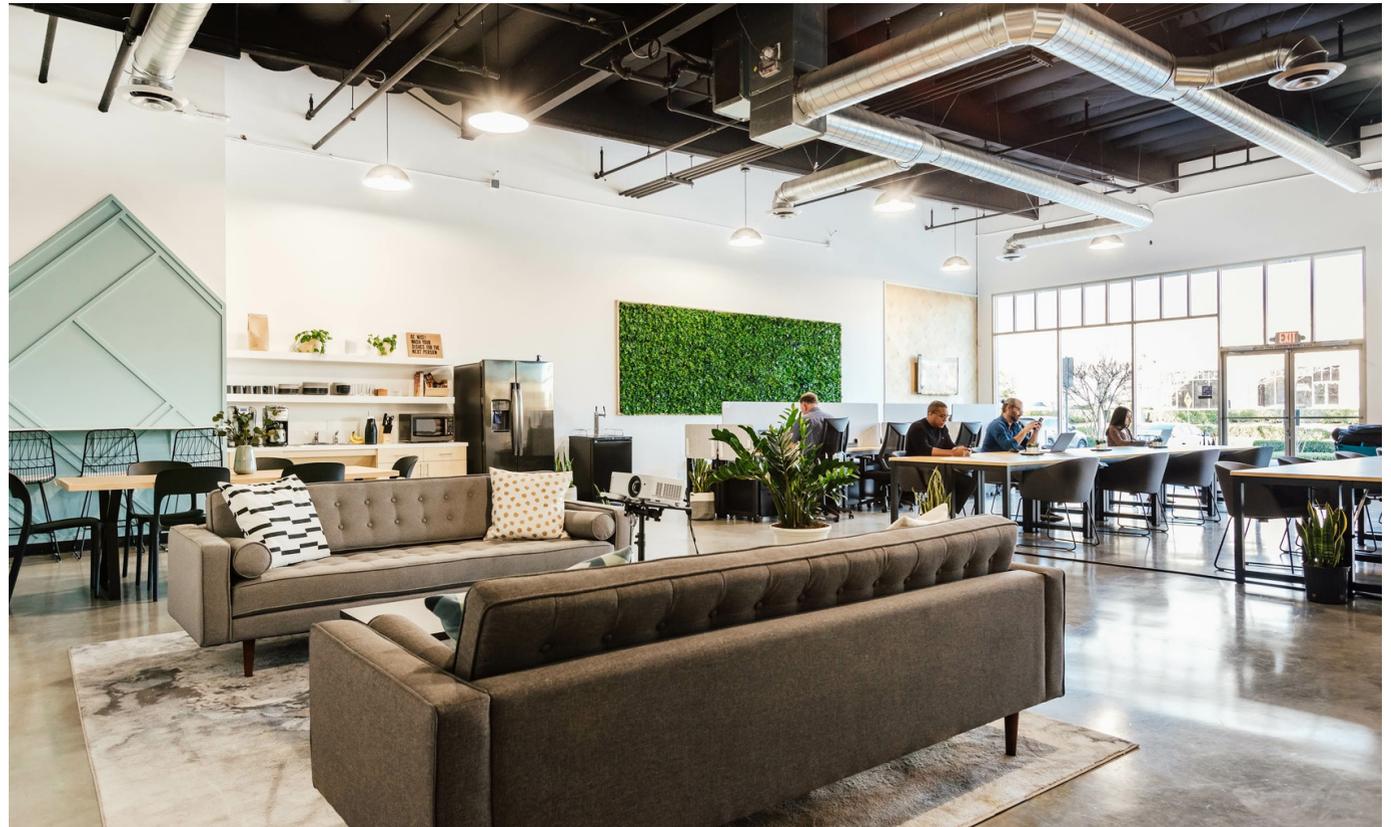
Set light and temperature to their personal preferences.

Smart offices make both hybrid- and activity-based working possible. Both the autonomy and flexibility

employees experience in this new way of working, creates the best workplace experience.

# Smart technology boosts business growth

The link between the working environment and productivity, creativity and innovation has long been clear. Whereas the infamous cubicles seemed like a good idea in the 1960s to save on expensive office space, we now know that the limited space, oppressive setting, noise pollution and lack of daylight are disastrous for employee well-being and productivity.

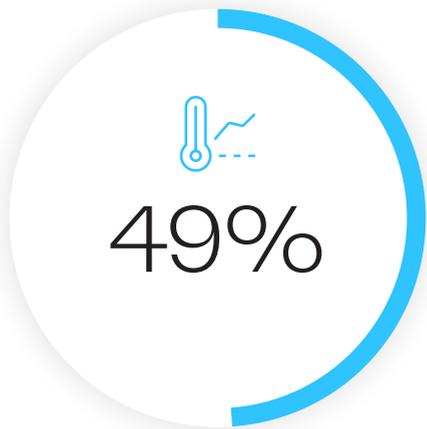


At the other end of the spectrum are offices such as Deloitte's The Edge: the building ensures that light and temperature are always exactly as required. You can choose between sitting and standing desks, work booths, meeting rooms or

concentration areas. These types of buildings bring out the best in people, promote cooperation, make employees happy and attract the best talents.

# Autonomy and the ideal office experience

People consider basic needs such as Wi-Fi, air quality, temperature and light extremely important in the office. It is therefore remarkable that research by [Savills](#) revealed that only 49 percent of those surveyed were satisfied with the temperature and air quality.

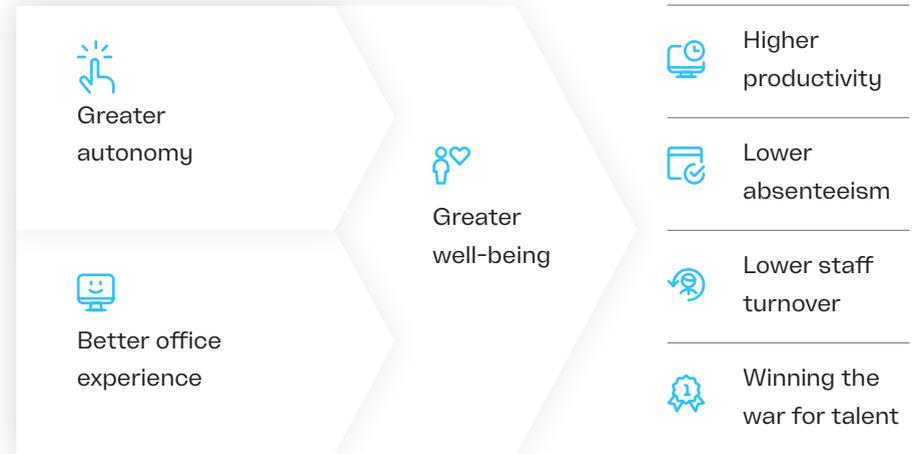


A smart office gives you autonomy: you decide where you work and how bright and warm it is. This gives you the feeling that you can tailor your working day to your needs and that you have control over your working environment.

Choose from different work areas, book meeting rooms quickly and easily, find colleagues for an impromptu meeting: smart offices ensure a stress-free and seamless working day and deliver the optimal office experience.

Meanwhile, we know that companies with a strong digital culture are more innovative and productive. A smart office contributes to a digital culture.

# ROI of smart office technology



Greater autonomy and a better office experience for employees lead to greater well-being. And that, in turn, results in higher productivity, lower absenteeism, lower staff turnover and winning the war for talent.

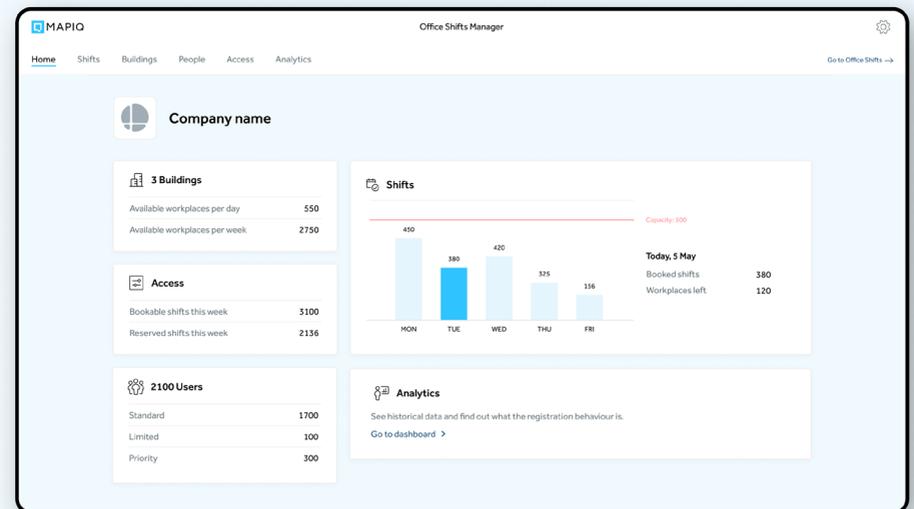
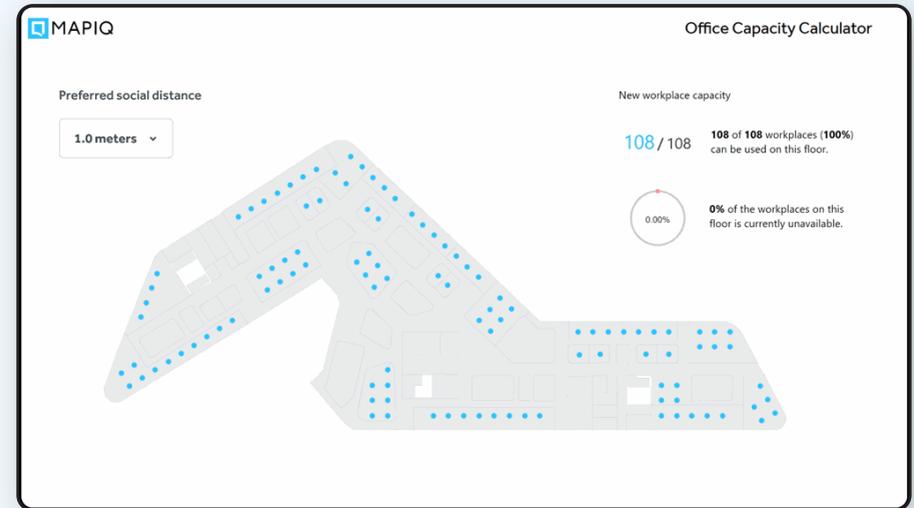
Moreover, with smart offices you can make data-driven decisions about how to optimize spaces. This allows you to get by with less office space and saves on real estate and facility costs.

Finally, smart offices offer organizational benefits. With the help of technology, you can steer employees in the use of space. For example, teams can be encouraged to sit together and work as a group. Or you can opt to have the marketing department work in a flexible way, but allocate IT a fixed location.

# Space optimization through data and insights

In a smart office, sensors and (anonymous) data from users give you insight into almost all the different aspects of your office, such as:

-  Occupancy trends & peak-times
-  Workspace availability
-  Booking behavior
-  Spontaneous versus pre-booked meetings
-  The average availability of meeting rooms.



The data is visualized in dashboards, where you can easily monitor all KPIs. Using this data, you can increase occupancy rates, reduce operational costs and

calculate your ROI. Combining the insights with user feedback enables you to adapt spaces to employee needs in near real time, and draw up smarter cost-saving strategies.

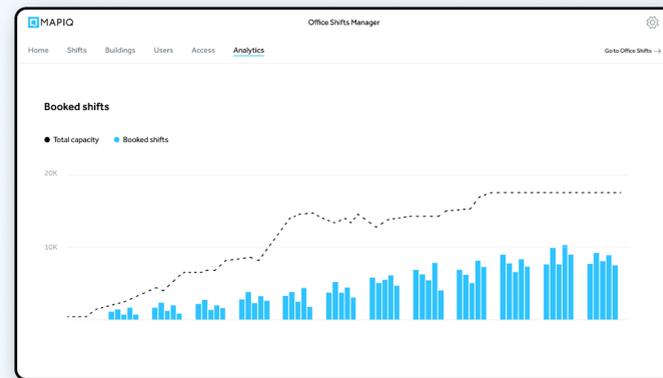
“Lately we have often heard the statement that the office will soon become a coffee shop where we will only come to socialize with colleagues. Social interactions with colleagues can strengthen relationships at work, have benefits in terms of unstructured learning and give us a sense of belonging. But the office is more than that. Employees still need workspaces that support them in their daily work needs, such as collaborating with teams, relaxing and working in a more private setting. This is the perfect time to create great working experiences for our people. Do workspace insights help us better understand how employees use the office? Then we can create not only collaborative workspaces but also highly productive ones.”



**Gideon van der Burg**  
Managing Director Benelux at Leesman

## A cost-efficient office

What are the hotspots? And what are the dead zones there's nobody to be found? A smart office creates transparency.

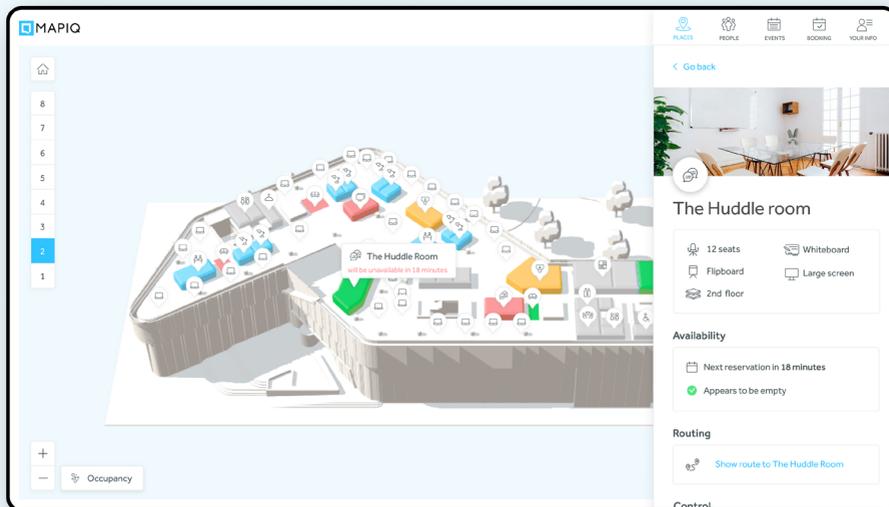


These insights enable you to eliminate the right square meters without limiting the office experience. For example, you can decide to rent fewer square meters, thus saving on real estate and facility costs. You can also choose to redesign your office to improve its performance. Based on the actual use of space, you can also minimize energy

consumption. And the best part is: all this is possible without reducing your employees' work experience.

The mix of smart office technology and comprehensive insights ensures that the needs of employees, spaces and facilities are in harmony. Which means employees feel great and perform even better.

# Mapiq's Smart Office Platform



Simple, smart, social: these are the three pillars of Mapiq's smart office platform, which supports hybrid working and enables you to get the most out of your office. A 3D map of your office building at the heart of your platform; from there, employees and managers have access to functionalities including:

-  Setting maximum office capacity
-  Booking days in the office in advance
-  Spotting an available workspace
-  Selecting the best workspace based on its equipment
-  Instant reservation of desks and meeting rooms
-  Seeing when colleagues plan to work in the office
-  Seeing where colleagues are located
-  Analyzing the busy and quiet places in the office
-  Controlling light and temperature in a workspace

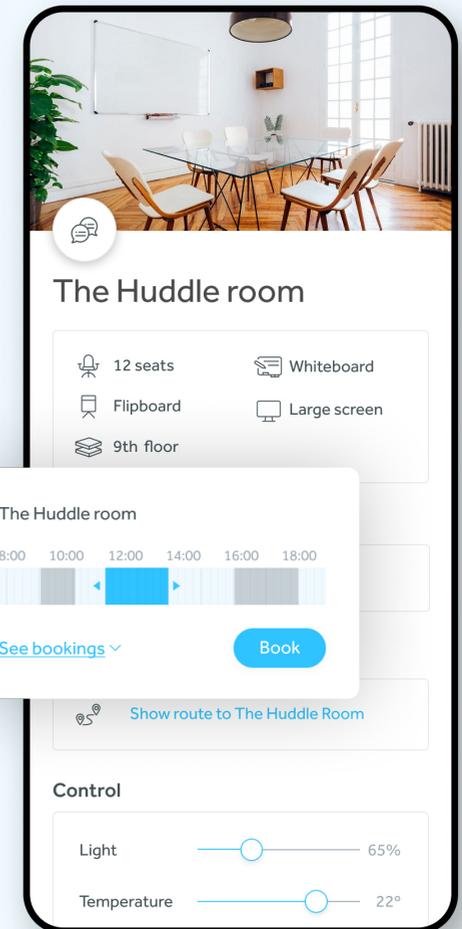
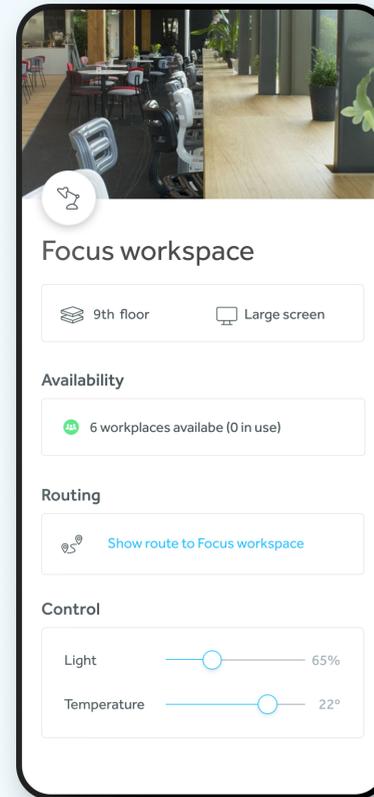
Technology such as sensors allow you to monitor real-time occupancy data in your analytics dashboard and make fact-based decisions, anticipating the employee needs.

Mapiq can be integrated with numerous building management systems, devices, applications and

sensors. And because Mapiq is Software-as-a-Service, updates take place automatically so you don't have to worry about local servers. Its success is already experienced by well-known businesses such as [Deloitte](#), [Danone](#), [Unilever](#) and [ENGIE](#).



Mapiq helps The Edge in Amsterdam be one of the most innovative buildings in the world.



## Get in touch

Find out how you can build the smart office of the future with Mapiq's simple, smart, and social tools.

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