

The ultimate smart office with iotspot



We had the opportunity to talk to Mark van de Logt, Sales Managing Director at iotspot, about how data collection can lead to a better working environment in the modern office.

Hybrid working is the new norm for office workers. What are the day-to-day challenges of not being in the office every day?

Well, firstly, for many companies, hybrid working is indeed 'here to stay'. When implemented well, it offers many practical and structural benefits for both employees and employers. To name a few, we see that hybrid working contributes to **greater flexibility and work-life balance**. The ability to work from home helps employees manage their personal responsibilities, reducing stress and improving overall mental health.

It has been shown to increase employee **productivity** by avoiding common office distractions such as noisy colleagues or frequent interruptions. Fewer days in the office means less time spent commuting, freeing up additional working hours or time for personal or family activities. There are also significant cost savings, such as reduced overheads for office space and utilities.





CONNECT WORK COMMUNICATION

At the same time, there are several risks and pitfalls that need to be identified and avoided if they are not recognised and monitored. For example, in terms of **communication**, without the right balance between working from home and at the office, employees risk missing out on the spontaneous conversations and quick check-ins that often happen organically in corridors or coffee kitchens. Employees who work primarily remotely may feel less included or heard in hybrid meetings than those who are physically present.

Collaboration and team dynamics can also be a challenge. Setting up meetings and synchronising work for remote and in-office workers can be difficult, especially across time zones or schedules. Limited face-to-face interaction can weaken team bonds over time. The key is to make it easier for team members to coordinate in-office days to maximise collaboration. This is where the iotspot Hybrid Work platform really shines.

In addition, there are some challenges that may not be as obvious but can be quite impactful. Working remotely can blur the lines between work and home, making it harder to disconnect. This can lead to overwork, as some remote workers may feel the need to prove their productivity, resulting in longer hours and burnout.

The key to making hybrid work work and benefiting from it is to find the right mix. It should be considered from the perspective of the individual worker, within teams and for the supporting organisation. The aim of the iotspot Smart Workspace Platform is to provide employees and organisations with several means to achieve and maintain this balance.

How have these challenges changed the ,classic' office?

In summary, the ,classic' office is no longer just a place ,where work happens'; it has become a hybrid-friendly hub designed for collaboration, connection and creativity. These changes reflect a wider shift towards flexibility, inclusivity and technology integration to support different working styles and ensure hybrid teams can thrive. Many organisations are facing the challenge that their historically designed office space (focused on providing a ,place to work' for the individual worker) no longer meets these modern, ,hybrid' demands. The result, for example, is that office capacity is largely under-utilised on some days of the week, making it inefficient, costly and unsuited to today's ,team and collaboration' requirements. Many companies have already recognised this and have redesigned or are preparing to redesign the office to accommodate the ,new way of working'.

Some companies want their employees to be in the office more often, but now realize that the office layout does not meet their needs. Could data prevent this scenario and help right-size the office?

Yes - in the era of hybrid work, ,office data is key'. With hybrid work, the traditional 1:1 ratio of one desk per employee is behind us. So, what is the ,right capacity'? How do you right-size the office and keep up with the constant changes in the business? Without actual data and trends on how the office is being used, the company is flying blind, left to guess how the office space is performing and meeting the needs of the changing

daily demands of the business. The data provided by the iotspot Office Analytics platform provides our customers with data and insights that enable them to make confident, fact-based decisions on issues such as:

- Which areas of the office are under-utilised (and why?) and what are the options?
- Which teams should we allocate more space to avoid capacity problems?
- How long can the business grow before we run out of space?
- Is it safe to close some floors on slow office days to save on overheads?
- Do we have enough meeting rooms, with the right capacity, and how are they being used?

With the rising costs of rent, electricity and heating, the potential for savings is growing. How can data collection help improve offices in this regard?

Well, with a European average cost of €9500 per workspace, per FTE, per year*, detailed data on how the office is being used on a day-to-day basis can provide many valuable insights into potential optimisations. Data collection and insight from iotspot's intelligent workspace sensing platform has helped many customers save money by, for example, closing off parts of the office or even an entire building.

buildings completely and move the remaining users to a third building, which showed that there was sufficient capacity available. This data-backed move resulted in a six-figure annual saving in rent, utilities and services.

Looking to the future: AI automation is getting more powerful. What are the possibilities for iotspot?

Yes, AI is making its way into the Smart Office. As part of the 'iotspot Lab', we have been experimenting with the possibilities of AI for the past year and have identified some very promising use cases that are already in development. Using AI, we will be able to support users even more intuitively in bringing teams together more effectively, supporting 'meaningful office days' and optimising the hybrid workweek for collaboration and productivity.

Secondly, AI is very well suited to support occupancy analytics and provide insights and suggestions for further optimisation. Here we expect to be able to offer even more advanced dashboards and reports using AI suggestions.

Thirdly, we are also focusing on AI to help users get the most out of all the features our platform has to offer, with proactive suggestions and notifications about new and existing features. Finally, AI will improve the overall experience for administrators by providing advanced search capabilities in the available documentation and tutorials.

COLLABORATE MEET SHARE AMAZE

In other cases, the data confirmed the suspicion that on the slower office days, only a small proportion of people were working, but they were spread across several floors, still requiring heating, lighting, cleaning and maintenance on each floor. By structurally closing off the top floors and providing workspace on only one remaining floor, significant savings can easily be made on these issues.

Another recent example came from a company that was experiencing a decline in some areas of its business, which was reflected in the occupancy rates of its offices. The use of iotspot occupancy data gave them the confidence to close two



* Source: Colliers Report "Occupier Cost Index". (Report Dec. 2023)