



Cisco Smart+Connected Personalized Spaces: Creating Future Workplace

High Corporate Real Estate Costs

Cost of corporate real estate (rents and facility services) have been high (especially for quality class A commercial space) and have started rising again after a dip in recession. As workforce expectations of work environments rise in the knowledge economy, these costs will only go up.

Millennial Workforce

Gone are the days when employees would work in fixed hours and stay in one location. The modern workforce is increasingly mobile and values flexibility in terms of hours and location. With increasing specialization the need to collaborate across multiple functions in the organization has been on rise. This means that employees work from home, spend more time in meetings – collaborating with colleagues and partners – and less time sitting alone in a fixed location working on their own.

Dynamic Growth Environment

Another notable trend is the increasing variability in growth of knowledge driven businesses. It is much harder to predict business and hence workforce growth. It is becoming increasingly difficult to manage a real estate portfolio from planning perspective.

Low Utilization of Workplace Resources

While the changing business environment and the new millennial workforce call for flexible workplace, most organizations continue with fixed allocations of seats. A direct result of that is low utilization of desk and office space, leading to the waste of expensive corporate real estate, limiting organization agility and negative employee experience.

Adoption of Flexible Workplace

In attempting to create a flexible work environment, where desks and offices are not allocated on a fixed basis but reserved and used as and when needed, facility managers need to ensure that workforce experience is positively impacted, so they adopt the new ways of working. This can happen only with a complete solution that addresses not just the goals of costs savings but also workforce satisfaction.

Cisco Smart+Connected Personalized Spaces

The Smart+Connected Personalized Spaces solution addresses these challenges by allowing reservation of desks, cubicles, and office space and personalizing the office space according to the employee's preferences. Dynamic allocation of seats based on reservations leads to higher utilization, reducing effective per employee costs of corporate real estate on an ongoing basis. Reservations that are based on users' preferences of location and workplace personalization lead to positive employee experience and hence adoption. The solution (Figure 1) builds on Cisco's leadership in unified communication, digital signage, and media technology along with its ability to be integrated with diverse building systems. The solution also provides facility managers with increased visibility into how the corporate real estate is being used so they can optimize on an ongoing basis.

The architecture for Cisco Smart+Connected Personalized Spaces integrates mobility, collaboration, and digital media to deliver a comprehensive set of features in areas of reservations, check-ins, personalization, and administration. The solution is flexible and extensible to allow varying degree of personalization, which is suitable to customers' environments.

Target Segments

Enterprise

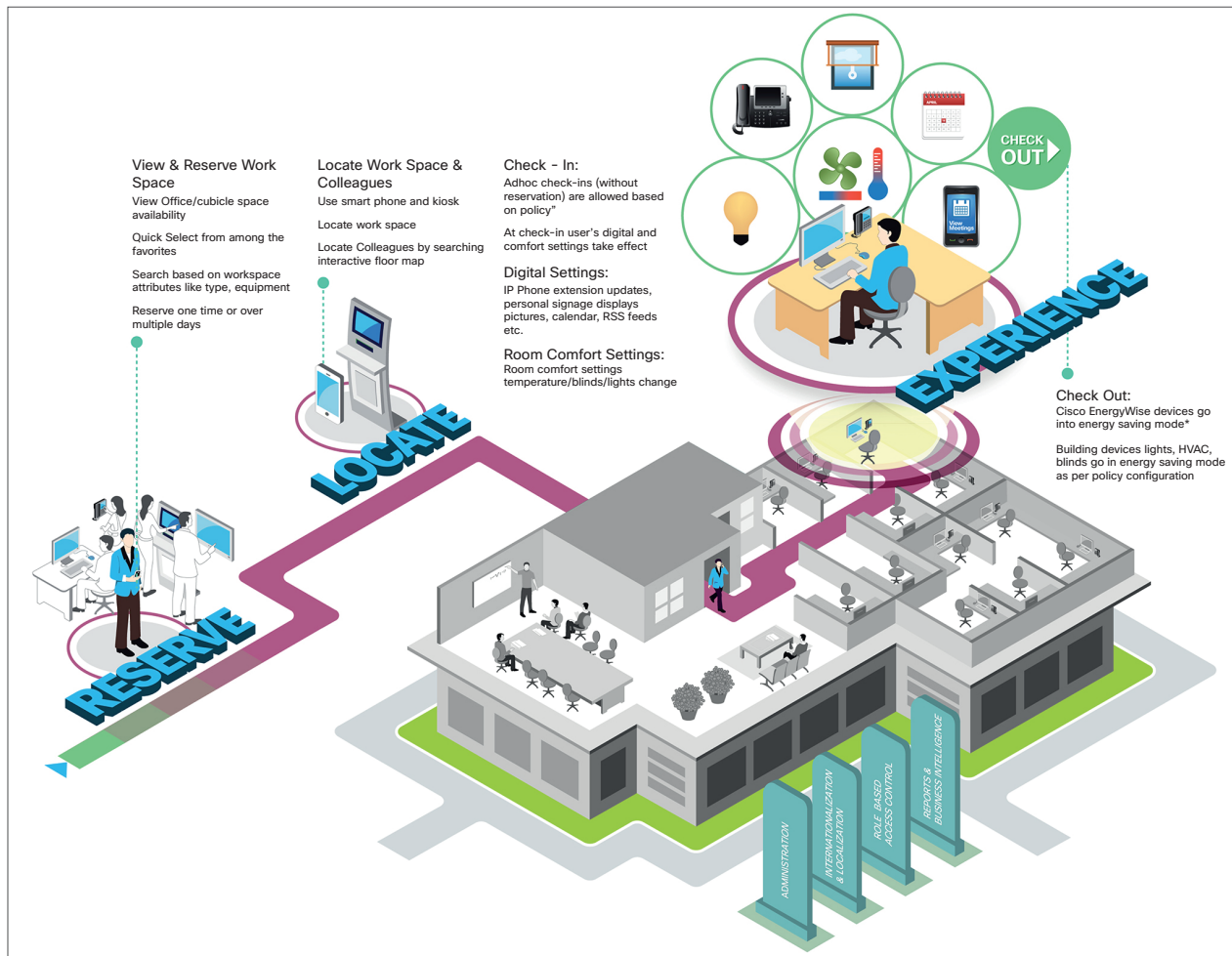
- Save corporate real estate costs by allowing reservations of desk and office space
- Enhance workforce experience by allowing personalization

Public Sector

- Enable operation of satellite multi-tenant work centers around the city
- Meter and bill customer organizations based on actual spaces usage
- Reduce commutation and load on infrastructure

Smart Work Center

- Meter and bill customer organizations based on actual spaces usage and services consumed
- Differentiate the service offering from competition



2. Enable flexible workspace by personalization of digital profile (extension mobility, personal signage etc.)
3. Enhanced personalized experience in managing room resources (HVAC, Lights, Blinds, A/V) through the IP phone
4. Enhanced experience through personalization of the room environment
5. Visibility into space utilization for continuous optimization
6. Single window for administration of rooms across the enterprise locations

Cisco Smart+Connected Personalized Spaces Solution Components

Cisco Smart+Connected Personalized Spaces Solution combines unified communication, web technologies, digital signage, and integrated network architecture, built on a platform that can quickly and efficiently add new personalization elements:

- Cisco Smart+Connected Personalized Spaces application: A web-based application with which the end users can reserve a workplace for a specific day and time range or on a recurring basis. The application is available on mobile and kiosks as well.
- Cisco Unified Communication: End users check in to their desks or offices using Cisco IP Phones. Cisco interfaces with building systems (HVAC, lighting, blinds, etc.) through building gateway to allow users to control their environments from the convenience of an IP phone and enable energy savings.
- Cisco Digital Media Player and signage: Robust, configurable, and remotely manageable digital media player, which works as a personal signage, displays users' pictures, calendar, RSS feeds, etc.

Benefits

Cisco Smart+Connected Personalized Spaces to enable the corporates to save real estate costs while enhancing employee productivity and comfort. It provides following benefits to the customers:

1. Lower real estate costs per employee through improved utilization of cubicle and cabin space by enabling reservation of the space



- Cisco Unified Computing System (Cisco UCS®) server: All Cisco and third-party software components in the solution run on Cisco UCS (and similar third-party server platforms).

Why Cisco?

Cisco, a world leader in networking, also brings leadership in digital signage technologies, along with end-to-end solutions for video, cloud services, and collaboration, all delivered on secure converged network architecture. Cisco also brings a world-class services and support network along with extensive technology and solution partners that offer diverse capabilities. The solution brings together these capabilities in an integrated manner that alleviates the challenges faced by enterprises and public agencies in providing consistent and interactive end-user experiences and reducing operational expenses through remote management and deployment. This powerful solution helps improve customer experiences and increases operational efficiency.

For More Information

For further information contact your local Cisco account representative or authorized Cisco partner, or visit www.cisco.com/web/strategy/smart_connected_communities.html.