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## **Doing things by the book**

**How three global giants worked with Condeco technology to reduce their spending on travel and accommodation, room bookings and hospitality**



## Background

The world of work is changing. And modern workers know it. More than half of employees in the South East of England now say they want to work flexibly on a more regular basis according to a survey by Vodafone, which also found that almost a quarter not only claimed that they had changed their normal working arrangements during the Olympics but that had achieved better productivity as a result.

Companies too want to implement more flexible working styles not only to serve the needs of their employees but to meet their own objectives. The implications are profound. Research from Citrix of 1,900 senior IT decision-makers across 19 countries was published at the end of September 2012 and produced some remarkable findings including:

- *By 2020 organisations are set to reduce office space by almost a fifth.*
- *The workplace will provide just seven desks for every ten office workers..*
- *A third of people will no longer work from their traditional office.*
- *A quarter of organisations have already adopted new ways of working. By the middle of 2014, that will be 80 percent.*

Of course, as work changes so too will the places we need to do it and the infrastructure needed to get us there. Offices will undoubtedly continue to get leaner, supporting more people from the same or less space, their essential relationship with people will remain. They will still provide the glue that binds people to the organisation and to each other.

The bonds will be looser however. We are now past the point where it is possible to conceive a world in which many organisations micromanage the timing, location and nature of people's work. Human Resources magazine recently polled senior HR professionals on their ideas of what a head office of the future would look like, and found that by 2014 around 23 per cent of respondents hope for a more decentralised approach to head office power and 14 per cent hope for a 'virtual' head office, staffed by flexible workers, homeworkers or global workers. No wonder that, according to UK Government statistics, around a quarter of staff already work from home at least some of the time. The need here is for a shift away from physical infrastructure to technological infrastructure to support staff as they work in different locations. People should never feel disconnected from the organisation and the ability to book space quickly, easily and remotely is essential.

These changes will not only have a profound effect on the people who work in them but also on the environmental performance of both the organisation and the building it calls home. For most organisations the total operating cost of their property currently runs at between 10 and 20 per cent of their annual operating costs. A significant fall in the scale of the building they inhabit will have a profound effect on their operating costs but will also offer a number of important environmental benefits not least in terms of lower energy consumption, fewer raw materials and a significant reduction in the number of journeys made by employees. Cost savings and environmental benefits go hand in glove.

## The Challenge

Managing space more effectively is the key focus of the FM function. Organisations are keen to understand how often a desk is used, what their meeting room utilisation is, where flexible working could be successfully deployed, how to deal cost-effectively with hospitality, how to reduce travel costs and record when booked resources are not used.

For most organisations the total operating cost of their property runs at between 10 and 20 per cent of their annual operating costs.

While the proportion of this budget that is taken up by meeting rooms clearly varies with each organisation,

it is possible to create a 'typical' organisation based on average statistics. A firm with 350 employees which specifies two board and conference rooms (each of 30 m<sup>2</sup>), six team meeting rooms (18 m<sup>2</sup>) and 15 small meeting rooms (13 m<sup>2</sup>), plus a number of other public areas including break-out space, restaurants, receptions,

Research shows that workstations in many organisations are typically unoccupied for 80 per cent of the time.

According to the Wharton Center for Applied Research, the average chief executive officer spends about 17 hours in meetings per week, while senior executives spend an average of 23 hours and middle managers 11 hours in meetings per week.

Condeco's own survey shows that typically around 20 per cent of meeting rooms booked out are not being used.

A recent survey published by Actium Consult highlighted that an average meeting room in

London costs around £25,000 a year. This coupled, with the fact that most organisations operating with a desk occupancy rate of just 45% and a meeting room occupancy rate of 60%, organisations need to better understand how available space is used. As a result, they are turning to the latest in technology to help plan and manage their real estate.

## Solution

To solve these issues, Condeco continually developed new workspace management technology, which provides businesses of all sizes with the ability to manage the everyday aspects of an office in an intelligent but simple and flexible manner.

The Condeco suite of products and services offers a fully scalable online business tool that allows the booking of multiple resources through one comprehensive web-based platform. The system is completely flexible to ensure that the provision of each service is tailored to match your requirements.

Condeco empowers users to book a wide variety of shared resources including meeting rooms, desks and car parking spaces. The system allows additional factors - such as audiovisual equipment, hospitality and visitors - to be managed as part of the booking process.

The system offers a seamless service which automatically confirms bookings to resource users by

email and invites other attendees to the meeting. The visitor management system logs whoever is entering and leaving the building and prints relevant security passes.

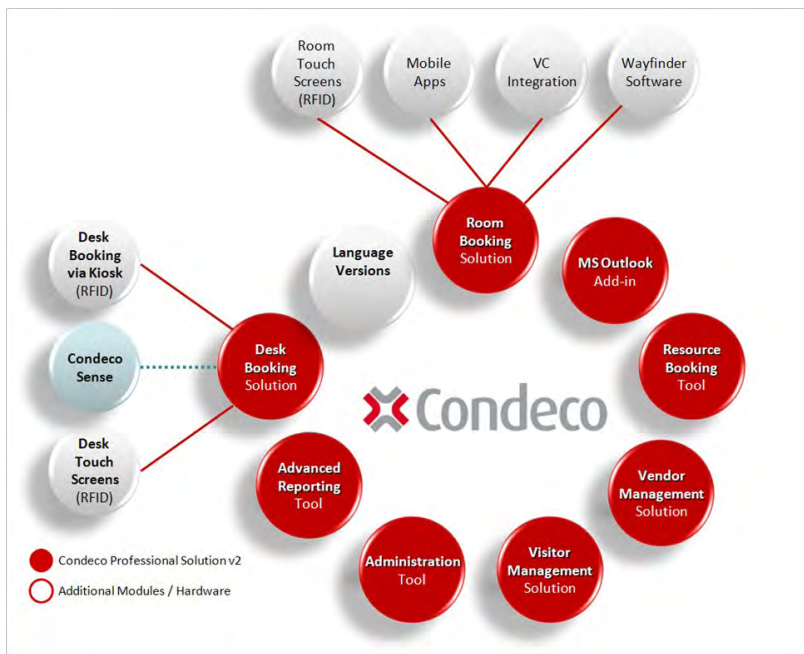
System administrators can also monitor resource and service delivery against preset Service Level Agreements.

The TMS Module within the Condeco

system allows the user to book end to end videoconferencing using the latest technology. When needed, the Condeco solution communicates directly with the Videocall Eagle software platform making it easy for each user to manage their video calls.

The system integrates itself seamlessly into virtually any organisation either as a stand-alone system or integrated with existing applications such as Active Directory, LDAP, MS Outlook and Lotus Notes

We also understand how important it is for you to have access to detailed information so Condeco provides a complete audit trail of bookings and uses inbuilt reports to monitor trends such as usage, resource activity and room utilisation.



## In Practice

### Case Study 1—Financial Services

One firm that has identified the issue in its own property portfolio is a major London based bank which found that no-shows had become a particular problem at its headquarters, with staff routinely complaining that there were rarely any meeting rooms free even though over 200 rooms were available at the location. The problem had been compounded by people booking costly external meeting space because they believed that no space was available within the building.

The firm identified three possible solutions: Increase the number of rooms available in the building, make more external meeting space available or find ways to make better use of the existing space. Based on its own evidence, it decided that this was largely a problem of efficiency. They concluded that no-shows were making it appear that there was no space available when there clearly was. The solution was to address this core issue, not increase the numbers of rooms.

The firm had been working with Condeco since 2006 and they soon became an obvious choice for the bank as it began looking for ways of managing the problem of no-shows. Working closely together, Condeco and the firm developed a solution that manages to deal with the issue head on. At the heart of the solution was an upgrade of the static digital meeting room screens mounted outside each room that display all details of who has booked the room, for how long and so on. The interactive screens already allowed people to extend the duration of meetings and make additional bookings.

The innovation was to incorporate something known as autobump technology into the software. This meant that users had to confirm the start and end of each meeting by pressing a single button on the screen. If they didn't confirm the start of the meeting in this way, the software assumes that it is a no-show after 15 minutes have elapsed and the room is recorded as available on the system and an email sent to the named host to inform them that the meeting has been cancelled. Similarly by pressing the end button when the room is vacated, it becomes available for other users.

In addition, the associated reporting systems meant that it was possible to develop detailed information about the way rooms were being used, identify those individuals most responsible for no-shows and then establish why that was the case, recharge for hospitality and make more intelligent decisions about the way to use the space now and develop it in the future.

Following the software installation during its first month of operation, a total of 5000 meetings room hours were released for use by other people.

Improved meeting room availability by 17 per cent, the equivalent of an extra 31 meeting rooms per month. Based on an average annual cost of around £25,000 per meeting room in a London office, this gives them a return on investment within six months and ongoing yearly cost saving of some £750,000, a figure which doesn't even include the cost of renting external meeting space.



## Case Study 2—Vodafone

As part of Vodafone's commitment to delivering exceptional levels of customer service and communications, Condeco was asked to provide a fully integrated solution for around 250 meeting rooms in multiple locations offering a range of features including; room booking, visitor management, catering management, videoconference booking, interactive room booking displays, equipment booking and room layout management. The solution is a direct response to the demands of a contemporary organisation with a mobile workforce working across the UK.

The Condeco solution was specified to meet a number of significant objectives. Firstly it consolidates what were the previous two systems for Vodafone UK and Vodafone Group allowing for greater teamworking across the whole organisation and providing composite data and reports for strategic decision making and real time information for the day to day management of property and empowering staff to use buildings in a more productive way.

Secondly it was used a sprat of a management drive to reduce and mitigate the significant costs and disruption associated with no-shows for meeting, not least in freeing up valuable meeting space for other personnel and making everybody more aware of the availability of rooms and utilising them more effectively.

Thirdly the system would be used to improve the scheduling of videoconferencing, simultaneously improving communications while reducing the cost and environmental impact of unnecessary travel.

Condeco was selected as the provider of a unique and sophisticated suite of software providing a tailored global solution for managing and booking rooms, reporting on usage, managing no-shows, scheduling

videoconferencing and obviating the need for excessive travel.

The solution is flexible, fully scalable and helps Vodafone to make its real estate more cost-effective, productive and environmentally friendly. It is web based with intuitive user interfaces at both local and remote level, empowering individuals to make informed decisions.

The Condeco solution not only makes it easy for managers to communicate quickly and effectively, it empowers individuals within Vodafone to make bookings directly ensuring they receive exactly the rooms and services they need. This is particularly important in terms of the booking of videoconferencing facilities and equipment.

In addition, digital signage has been specified outside rooms which provides users with instant information about the use and availability of rooms. The screens are fitted with RFID sensors to help with the management of space and people. The sensors detect the presence of users with chipped security cards to instantly highlight no-shows and the end of meetings. The integrated centralised booking system provides important information to managers about room utilisation, helping them to make fully informed strategic decisions about what to use and what to lose.

The project was developed in partnership with Vodafone, facilities management provider MITIE and IT consultant Vodas over a project timescale of 9 months. The system was initially developed in pilot form to test its performance and develop the final product to provide the best possible solution.

As well as providing custom developments to the software and hardware to reflect the needs of Vodafone and its property portfolio, it was possible to customise a screen colour scheme specifically for Vodafone to convey their corporate image.

A full service and support package included a standardised training programme for admin staff, PAs and support services teams including catering and the Vodafone front of house team. In addition Condeco staged a number of drop in days and workshops to help people to understand the capabilities of the new system and facilitate its integration into the corporate structure of Vodafone.

Staff were kept fully informed as the project rolled out, both through internal announcements from



Vodafone and a series of movies from Condeco describing the features of the new system.

As expected, the results were felt almost immediately. In terms of no-shows there was an immediate reduction and a greater take up of freed up space as a result of the access individuals had to information about the availability of rooms.

No-shows were also reported directly to senior managers to allow them to communicate with staff about the problems associated with the issue and to make decisions about how to manage it.

There was an immediate improvement in the ordering of catering and other resources, reducing waste and encouraging staff to enjoy a wider range of services in meetings.

The initial utilisation reports led directly to a reallocation of space between departments and helped Vodafone to improve its visitor management processes.

The reports generated by the new system have also driven future developments, notably a greater emphasis on scheduling videoconferences and measuring carbon savings to feed information into statements about Vodafone's corporate social responsibility reporting.

### Case Study 3—Diageo

Diageo, a FTSE 100 global drinks company with over 20 000 employees wanted the complete Condeco package for their UK offices, including room booking, desk management and help desk module. In addition, they needed a specially created car park booking module for their London headquarters.

The initial requirement was for a room and desk booking module to be installed in 21 UK locations. The previous software was not tailored to requirements and failed to meet all the company's needs.



They wanted a specialist solution to replace the old system that would be web based, centrally accessed via their intranet and included a professional visitor management module.

The client also had a specific requirement to build a car park booking module for use at their headquarters. They needed it urgently to comply with a deadline commitment from the local council to lower the company's carbon emissions. As well as this, they were experiencing major over-crowding problems with the car park as there were 300 car park spaces for over 600 users.

They wanted employees to have the ability to manage car parking spaces through a single online solution by booking available spaces via a web interface. Fortunately, the Condeco team's experience within the bespoke software development market meant that they had the skill set to build the car park booking solution to the clients outlined specification. They created a system where staff who use the car park must choose to be in one of four schemes and their car park booking is governed by whichever appropriate scheme they have entered into.

The four schemes are:

- The Reserve scheme, allowing members of staff to reserve a free car parking space via Condeco in the reserve scheme area of the car park. People in this scheme are only allowed to book a maximum of 12

spaces per calendar month. Once their monthly allocation has been reached staff in the reserve scheme will no longer be able to book a space unless they release one or more bookings for the month.

- The Rota scheme, allowing members of staff to choose four days of the week that they require a parking space. The fifth day is designated as their 'Green Day' and they cannot park on that day.
- The Lift-Share scheme, only open to members of staff who share cars. Car shares must contain at least two members of staff with no maximum number in a share (although this is limited by the number of people in a car). Members of the Lift-Share scheme are guaranteed an allocated space every day. Each member of the Lift-Share scheme is allowed a number of days with single car occupancy per month.
- The Mobility Scheme, where members of staff who have either permanent or temporarily impaired mobility are allocated a parking space and may use the space for as long as it is allocated to them.

The room booking part of the solution focused on a managed web based system where users can submit their own room requests to the concierge desk, who then checks if the room is available and processes the booking. The system has allowed the client to tie in their vendor process and service delivery,

ensuring better work efficiency for both parties. The visitor management system has been enabled so visitor security passes can be printed out when visitors arrive, eliminating the hassle of signing in and out, making the company look professional.

The visitor pass system is running well and makes the business look professional and run efficiently. The car park scheme has improved functionality and provided much better management of the available spaces. The scheme encourages people to travel and work more flexibly by reducing the number of parking days available to each member of staff, thus promoting car sharing and smarter working.

The outcome has been a reduction in car use by almost 50% and carbon emission reduction targets have been reached. A short delivery time was requested, and as this was a large project, implementation and development of the car park booking module took approximately 6 weeks. Installation of the software to going live with key team users was less than one week as the system was very intuitive to use. Following that was intensive training to the remaining user groups lasting around two weeks. Initially group training was held for the floor concierges. The facilities team was then trained who filtered the information to the end users.

## About Condeco

Condeco Limited is an enterprise software company dedicated to the development of workplace management software, services and business intelligence solutions. Its award-winning Condeco Workspace Management software suite provides large enterprises, SMEs and public sector organisations with the ability to maximise the potential of their real estate, reduce costs, improve efficiency and encourage a greener workplace.

Condeco offers a recognised and unique global workspace management solution that

combines meeting room management, visitor management, desk booking integrated digital signage and business intelligence solutions within a single application.

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