

THE **ULTIMATE** **IWMS BUYER'S GUIDE:**

Selling Workplace Management Software to the C-suite



ioffice®

If you took the time to interview every employee at your company—from the part-time entry-level administrative assistant to your CEO—asking them what would make work better for them, we bet you'd receive similar responses. While the motives and context around their answers may vary, nearly every professional is seeking three things:

- **INCREASED EFFICIENCY**
- **ASSISTANCE TO IMPROVE PRODUCTIVITY**
- **A WORKPLACE THAT ACTUALLY MAKES WORK FUN**

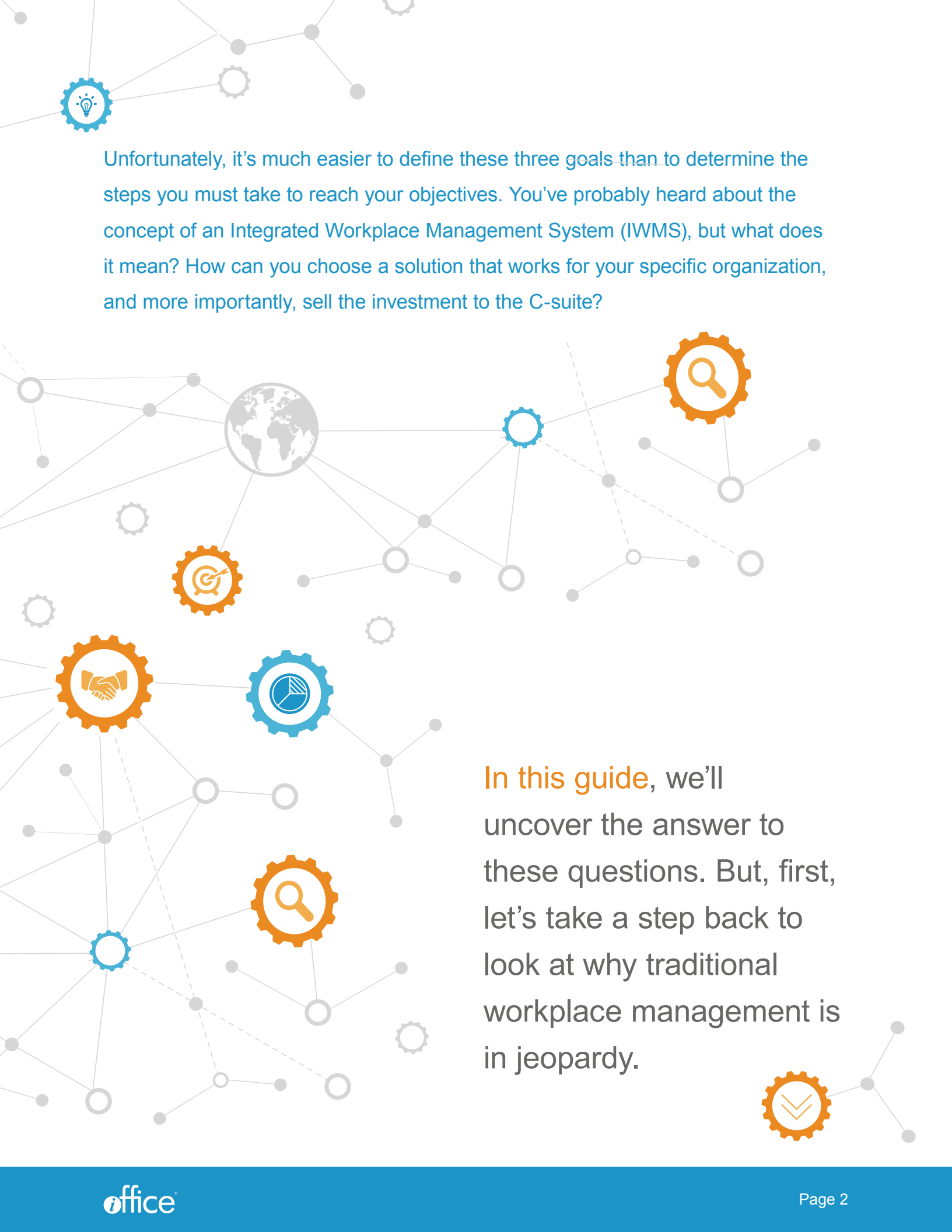


Increased efficiency

means less time spent on seemingly meaningless tasks and more time dedicated to assignments that make a measurable impact.

Improved productivity means less risk of burnout and greater professional growth, and an enjoyable workplace makes for happier employees—which begets happier customers. When combined, these three things yield higher profits.

It's a win-win for everyone.



Unfortunately, it's much easier to define these three goals than to determine the steps you must take to reach your objectives. You've probably heard about the concept of an Integrated Workplace Management System (IWMS), but what does it mean? How can you choose a solution that works for your specific organization, and more importantly, sell the investment to the C-suite?

In this guide, we'll uncover the answer to these questions. But, first, let's take a step back to look at why traditional workplace management is in jeopardy.

THE RISE OF WORKPLACE CONSUMERS

We've all had that moment when you look around at the myriad electronic devices before you and think, "When did this happen?" For those of us who can remember work life before the digital boom, it often seems as though things changed overnight.

One moment you were hauling around a 10-pound box of files, flipping through a Rolodex and referring to your wall calendar for reminders. Today, your files are stored on the cloud, your contacts are neatly arranged in a CRM and your smartphone sends you push notifications for every calendar event. Best of all? Everything you need is always a few touch-screen taps away and fits in your back pocket. Even an early episode of "The Office" seems archaic by today's minimalistic, highly digital work-life standards.

Today, the workplace is composed of well-informed consumers. They want the aforementioned efficiency, productivity and fun workspace, and they're taking strides toward achieving it on their own. They're bringing in their own devices and downloading apps to improve their experience. They reject traditional top-down management and siloed departments in favor of more collaborative settings. They work hard, but they also work smart—striving to enjoy a healthier work-life balance. In other words: If your company is still adhering to traditional workplace management, it's in danger of losing some of your most capable and talented staff. That's something your C-suite needs to know.



So, what can you do?
Let's take a closer look at IWMS.

WHAT IS AN INTEGRATED WORKPLACE MANAGEMENT SYSTEM?

An IWMS is a software platform designed to help organizations optimize their workspace, including infrastructure and facilities assets.



It's a mouthful, we know. But it's much simpler than it sounds.

Gartner, which coined the term in 2004, defines an IWMS as software that integrates five key components of functionality, but are operated from a single platform and database. These five areas include:



**REAL ESTATE AND
LEASE MANAGEMENT**



**FACILITIES AND
SPACE MANAGEMENT**



MAINTENANCE MANAGEMENT



PROJECT MANAGEMENT



**ENVIRONMENTAL
SUSTAINABILITY**



As you compare IWMS products, you may notice that some companies offer all five functions while others offer only two or three. Keep in mind that a company that offers all five isn't necessarily better. For example, a provider may offer a highly sophisticated real estate and lease management tool that complies with the Financial Accounting Standards Board, but only offers a mediocre maintenance management product.

Instead, seek out a provider that is an expert in the areas you need most, offers unparalleled communication and streamlined reporting, but also integrates with tools that perform any additional functions you may need.



WHY SHOULD YOU INVEST IN AN IWMS SOONER RATHER THAN LATER?

How many times have you or one of your colleagues presented a new solution or tool to the C-suite, only to reach a stalemate with the CFO? It's always a challenge to earn approval for a new investment—especially if the executives you're pitching to don't see a hole that needs filling. Often, those in charge of finances operate by a strict "if it's not broken, don't fix it" policy. After all, keeping costs down and revenues up is their primary objective.



Here's the thing, though: If you're not currently utilizing an IWMS, your business is missing out on a major opportunity to decrease operational costs and increase

revenue. In fact, if implemented and used correctly, an IWMS can yield a hefty ROI. You could save your business so much money, you'll be the hero of the board room. We can't guarantee you'll earn a promotion and a generous raise, but it'll certainly increase your odds. Best of all, it'll make your job easier. Let's look at a few reasons why you can't put off an investment in an IWMS.

“

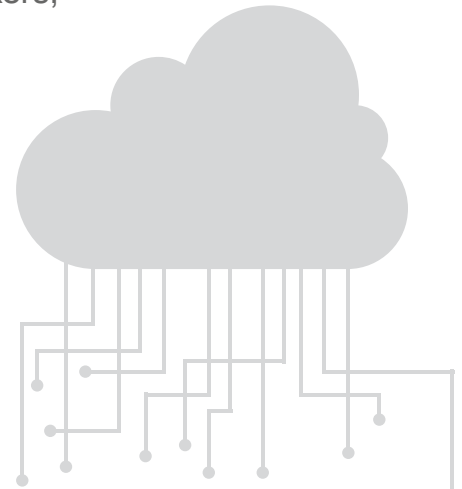
Merrill Corporation had a payback period of 4-6 months for their investment in iOffice.

**JEREMIAH KIMENTO, DIRECTOR,
MERRILL CORPORATION**



THE INTERNET OF EVERYTHING IS HERE.

Remember a few years ago when everyone was all abuzz about the futuristic, space-age idea of the [Internet of Everything](#)? It seemed so fantastical, so surreal—and now it's here. From thermostats to coffee makers, wearable devices to vehicles, Gartner predicts there will be [6.4 billion connected devices](#) in 2016. For many, these items are already an integral part of their daily life. While workspace leaders like you have been using connected items like sensors for quite some time, this trend is expected to grow at an aggressive rate. The amount of data from connected devices will help your company reach unprecedented levels of efficiency when it comes to space utilization and energy consumption.



TOP TALENT EXPECT STREAMLINED WORKSPACES.

We're living in an age where people prefer to work without walls—both literally and figuratively. Gone are the days when people were tethered to their desks for a minimum of eight hours each day. Today's most talented professionals demand an environment that enables collaboration, creativity and flexibility. When a workspace isn't properly managed, it slows them down and keeps them from reaching their full potential. Without an IWMS to help streamline their experience, your best employees may start looking elsewhere—and [attracting new talent](#) will be nearly impossible.



IWMS CAN IMPROVE ACCOUNTING.

When did your company purchase its current HVAC system? For most companies, the answer to this question is in an invoice somewhere deep within the files of accounts payable. If you're lucky (and promise a favor or two to the accounting department) you may receive the answer by the end of the week. An IWMS will help you track these purchases so you know when various assets need replacing and when you can expect to include them in your budget. This way, when your 15-year-old HVAC system goes down, you'll already have a new machine worked into your budget.

GREATER TRANSPARENCY AND VISIBILITY.

As a workplace leader, you wear many hats—each of equal importance for keeping the company on its path to growth. One of these responsibilities is to analyze and reduce operational and maintenance costs. By pooling all available resources and information into one database, leadership teams can gain valuable insight into the day-to-day operations within their facilities. An IWMS offers full transparency, allowing both your team and the C-suite a complete understanding of how assets are being used and maintained. This data ensures a more cost-effective maintenance plan and decreased downtime.



Now that you understand the specifics behind an IWMS and a few of its many benefits, it's time to determine your company's objectives, priorities

**AND WHAT RESOURCES ARE
NECESSARY FOR SUCCESS.**

CONDUCTING A NEEDS ANALYSIS

No pressure, but your needs analysis is the most critical aspect of an IWMS implementation. This is the part of the project in which you determine what you need, your objectives and the internal resources you need to ensure implementation is possible.

Here are **five key questions** you need to ask as you complete your needs analysis:



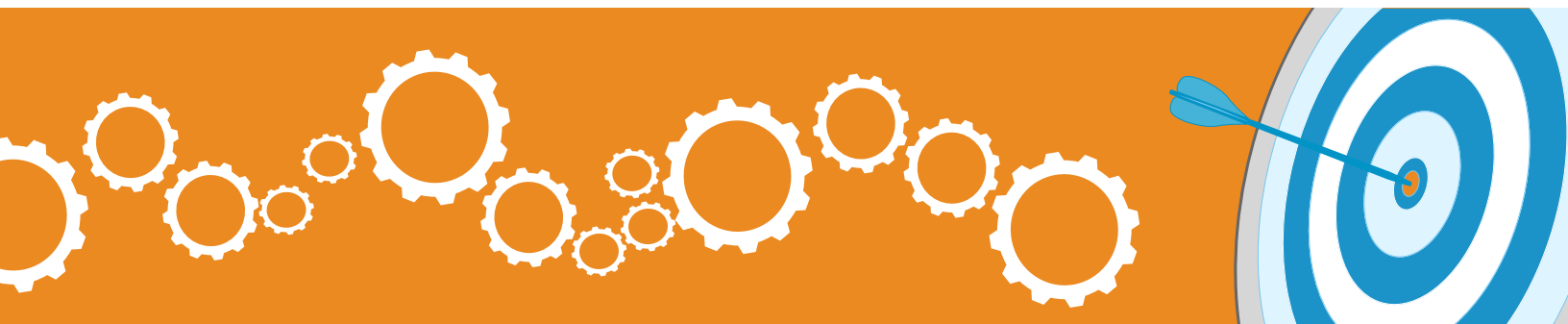
WHO ARE THE KEY CONTACTS INVOLVED IN THIS PROJECT?

This could be you and your team, IT professionals, your chief operations officer and others. Before you begin, identify who will be involved and the responsibilities of each individual.



WHAT ARE YOUR SHORT-TERM AND LONG-TERM GOALS?

What do you hope to accomplish in the next quarter, the next year or the next five years? Be sure to set measurable, quantifiable benchmarks. For example, “Decrease energy expenses by 10 percent year over year.”





WHAT IS YOUR PROJECT TIMELINE?

How much time are you setting aside for rollout? Be sure to include both setup and employee education.



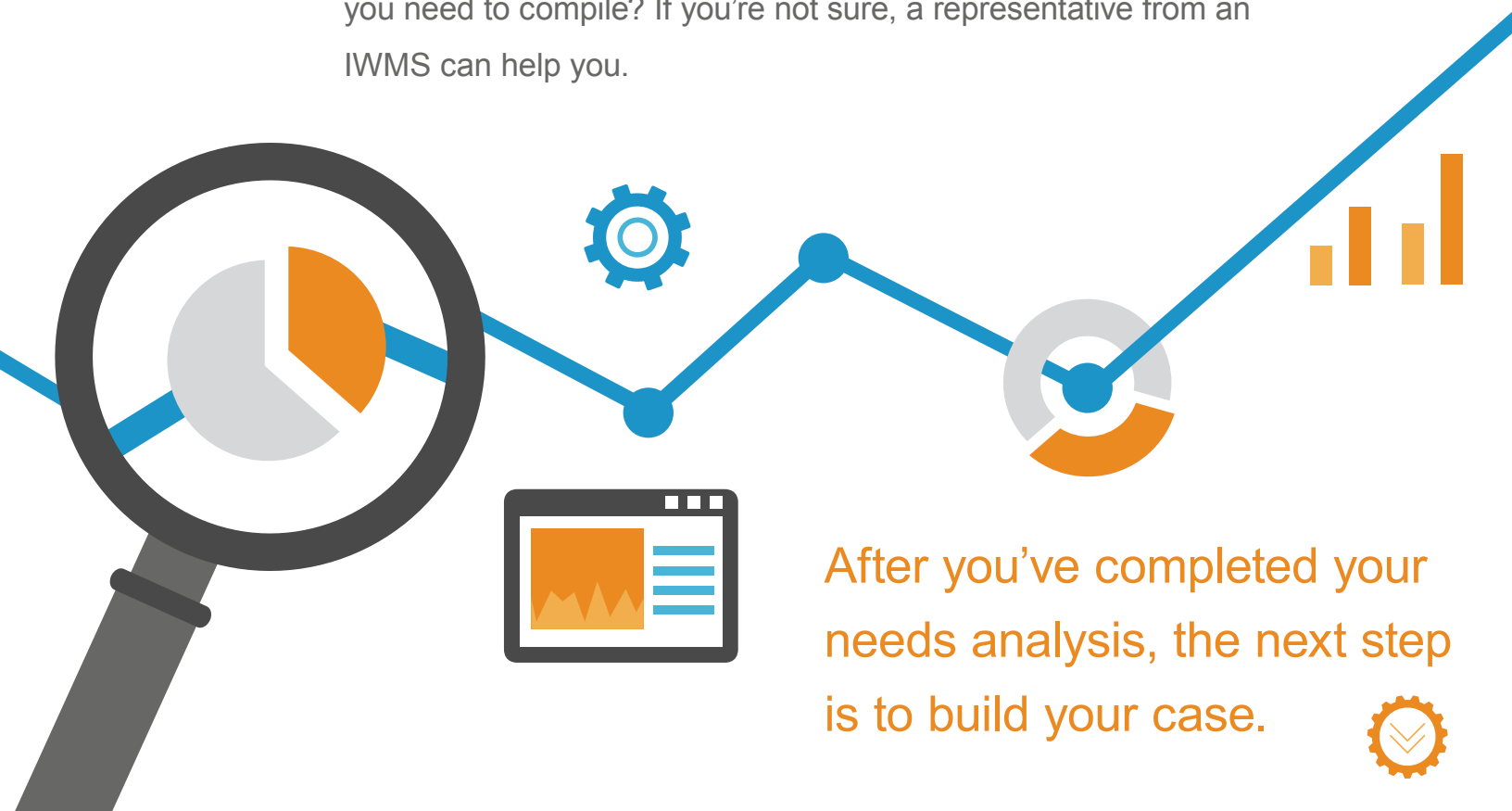
WHICH ASPECTS OF AN IWMS ARE MOST CRUCIAL TO MY BUSINESS?

Rank the five key components mentioned above not only by the most important, but also by which tool will impact your immediate needs most.



WHAT DO I NEED TO COMPLETE THIS PROJECT?

In addition to manpower and time, what key data or information will you need to compile? If you're not sure, a representative from an IWMS can help you.



After you've completed your needs analysis, the next step is to build your case.

BUILDING THE CASE FOR AN IWMS

A business case is a justification for taking on a project based on anticipated benefit. You want to prove to the leadership team, without a shadow of doubt, the solution you're providing is the best option—and you have statistics, facts and realistic predictions to back up your claims.

According to FM Magazine, there are [nine steps to building a business case](#).

WRITE DOWN YOUR VISION.

This should be a cohesive and concise executive summary that makes your idea as easy to understand as possible.

ALIGN VISION AND BUSINESS GOALS.

Look for ways your idea will help the company meet its objectives—especially those held in high priority by the C-suite.

FIND STRENGTH IN NUMBERS.

Find allies who agree with your idea and can support your plan when attackers try to shoot holes in your strategy.

MAKE THE FINANCE TEAM YOUR BFFS.

The C-suite will look at numbers first, ideas second. Finance professionals can make sure your figures and estimations are correctly calculated and properly addressed.

THE iOFFICE SOLUTION

Offering a robust, functional and flexible solution designed to work as a part of your business culture—not against it—iOffice is the only IWMS that ...

- *Is completely SaaS, and includes weekly automated updates*
- *Offers a 99.89% uptime rate for maximum reliability*
- *Provides 10 different modules business can choose from to customize their solution*
- *Can claim a 98% customer retention rate (we like to keep people happy)*
- *Includes unlimited user licensing*
- *Is 100% mobile*



ASK FOR PRE-APPROVAL.

Approach someone who is involved in the approval process and ask them to review your proposal and provide feedback to make it stronger. They know better than anyone which cases make it through and which fail.

PLAN FOR FAST SUCCESS.

Executives want to make sure their investments are yielding fast returns. Make sure to promote every success—even the small ones—to assuage any doubts.



USE ATTRACTIVE NUMBERS.

While it's never a good idea to fudge the numbers, this doesn't mean you can't use the best numbers. Determine which financial measures the C-suite considers most important, and use those.

BE REALISTIC.

You're not going to fool executives with far-fetched estimations. And even if you did, setting the bar too high is setting yourself up for a good chance of failure. Instead, be positive but be realistic.



HOW TO CHOOSE THE RIGHT IWMS (AND AVOID IMPLEMENTATION FAILURE)

You've determined you need an IWMS, outlined your needs and created a business case. You've piqued the interest of the C-suite and you're nearly certain you're going to get the green light. Now comes the fun part: choosing your provider and making sure your project doesn't fall flat.

Here are a few things to consider as you compare providers and prepare for an [IWMS implementation](#):

A GREAT PRODUCT CAN BE RUINED BY BAD IMPLEMENTATION.

Keep in mind that even the best possible software platform can fail, and the reason is generally implementation. To ensure successful implementation of your chosen solution, you have to put processes in place. Refer to your needs analysis when you chose the key contacts. Make sure everyone has a job and is prepared to man their post throughout implementation.

NEVER WEIGH COST MORE HEAVILY THAN VALUE.

This is especially important when you're feeling pressure from the leadership team not to overspend. Instead of choosing the option with the lowest upfront cost, determine which has the best long-term value. An IWMS is like any other investment: You get what you pay for.

ALWAYS ASK LOTS OF QUESTIONS.

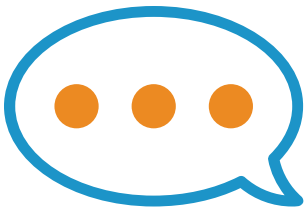
You watched a demo and fell in love with the software. But take a moment to step back and consider whether the product is truly the dream it appears, or if the salesperson is just really good at his or her job. To get a more realistic idea, ask as many questions as come to mind. Bring up your challenges and concerns and see how the provider can help you solve them.

PRACTICE, PRACTICE AND PRACTICE SOME MORE.

Don't make the mistake of assuming your employees are ready to take off running with the new solution. More often than not, they're going to have questions and seek guidance. Take time [practicing your new IWMS](#) with your team throughout the implementation process, and ensure employees understand how to integrate the solution with existing processes. This way, when the site is complete, they'll be ready to get to work.

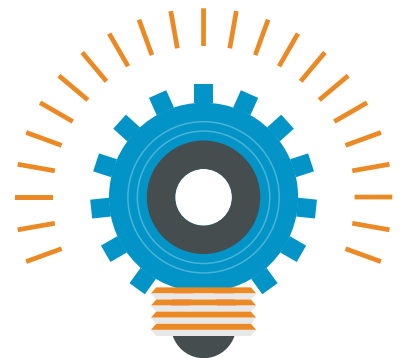
DON'T BITE OFF MORE THAN YOU CAN CHEW.

That is, don't buy more product than you're currently set up to handle. Consider investing in just a few modules at a time, and adding as your teams become more adept.



There are eight things you should look for when choosing a solution. The right IWMS will help you:

- **INCREASE STAFF PRODUCTIVITY THROUGH SIMPLIFIED PROCESSES AND REDUCED TIME**
- **REDUCE REPAIR AND MAINTENANCE COSTS**
- **AUTOMATE BUSINESS PROCESSES, ALLOWING FOR MORE TIME TO FOCUS ON CORE BUSINESS VALUES**
- **IMPROVE WORKFORCE ENGAGEMENT AND SATISFACTION**
- **ATTRACT TOP TALENT**
- **ESTABLISH YOUR COMPANY AS A LEADER IN INNOVATION AND TECHNOLOGY**
- **INCREASE MOBILITY**
- **TRACK SPACE UTILIZATION**



CONCLUSION

As you take time to look around at the proliferation of mobile and Internet-connected devices, a workforce that wants an agile environment, and a leadership team focused on increasing returns and positioning your company as a **leader in innovation**, one thing is abundantly clear: Moving forward without an IWMS will soon become impossible. The right software combined with proper implementation will help you solve the three goals we mentioned at the beginning of this book: Increased efficiency, improved productivity and a fun workplace. Helping the C-suite better visualize this future will ensure a better experience for everyone involved—especially you.



The business world is in a constant state of evolution. The iOffice team will continue to stay on the forefront of workplace innovations and technological trends. Are you ready to learn more about the benefits of IWMS?

GET STARTED TODAY!

REQUEST A DEMO