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THE ESSENTIAL GUIDE *to* SPACE MANAGEMENT SOFTWARE



The workspace landscape has changed dramatically over the last few decades. Cubicles, file cabinets, printed paperwork, and desktop computers were once the norm. Each employee had their individual assigned workspace, where they came in, grabbed their coffee, and got to work. Everyone had their own jobs and collaboration was reserved for the boardroom. Colleague interaction was viewed strictly as a social thing; frowned upon in many settings.

In today's business world, though, the population of employees can represent various age groups and generations, work histories, experience levels, and technical prowess. This diversity has offered companies the unique opportunity to leverage these differences to enhance collaboration and, ultimately, innovation. This, coupled with technological advancements, has led to a shift in virtually every aspect of how we conduct business.

Cumbersome desktop computers and screens have been replaced with laptops and mobile devices. The cloud and SaaS have rendered file cabinets virtually unnecessary, also offering us the added flexibility of changing the nature of how our workforce operates. Census Bureau statistics report that teleworking grew an estimated 79% between 2005 and 2012, predicting at least 3.9 million Americans telecommuting by 2016. Workforce mobility, coupled with the need to offer collaborative and engaging workspaces, has changed the way companies look at their space and how they allocate their resources. Facility managers are faced with the added challenge of how to utilize every square inch of space to its fullest potential; set up in a manner that is conducive to inevitable future changes. For today's FM to find success in this arena, he or she must first understand the elements of proper space management.

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INTRODUCTION

The purpose of this eBook is to guide you through the fundamentals of managing your organization's space.

- What is space management?
- Why is it important and what organizational components affect space management on a daily basis?
- How can you predict future needs?
- What business tools are available to make the most of your company's resources?

THIS EBOOK WILL ANSWER THESE QUESTIONS, AND MORE, SETTING YOU WELL ON YOUR WAY TO DEVELOPING A SPACE MANAGEMENT STRATEGY WITH YOUR ORGANIZATION IN MIND.

WHAT IS SPACE MANAGEMENT?

Space Management, stated simply and in a traditional sense, is the management of a company's physical spatial assets. **This includes the accurate tracking and management of how much space you have, identifying deficiencies, resolving problems for maximized efficiency and effectiveness, managing occupancy information, assisting users with spatial issues, and projecting future spatial needs.**

On the surface this might sound elementary; but in today's complicated and ever-evolving workplace, it is anything but; primarily because office space does not operate in a vacuum. Office space is an integral part of the overall work experience and daily success of the worker. So it is imperative for you to understand the space you have, how it is used, and how it can be maximized to meet the needs of the people and the enterprise.



How your spatial assets should be allocated relies on the specific business practices of your company, as well as the actual space you occupy.

- *Do you have a widely mobile workforce?*
- *Among those mobile workers, how often do they work in-house?*
- *What spaces do they use when in the office and how do they ensure there is a space available when they need it?*
- *Have you made collaborative spaces or meeting rooms available to your employees?*
- *If so, how do you combat potential issues of double-booked space?*


A successful plan must address all the above questions and more:

- **Is your space allocated proportionately and aptly to meet each employee's needs?**
- **Are your spatial assets continuously maintained and monitored?**
- **What mechanism do you have to track assigned and actual use?**
- **When a space comes open or is being misused, what plan do you have in place to identify and reallocate accordingly? How are you notified of the situation?**
- **Are portions of your facility under/over utilized? How are these situations identified? If so, a strategy must be implemented to maximize every inch of space, which helps minimize energy consumption as well as other maintenance and operating costs.**
- **When a new employee comes onboard, who determines the location of their workspace and ensures they have all necessary equipment to get started?**
- **If an individual, or an entire department, must relocate, how efficient is this move process? Remember, every moment of downtime directly impacts the company's bottom line.**
- **How functionally suitable is the space for its intended purposes?**

Historically, FMs have found success through antiquated methods, such as Excel spreadsheets, pen and paper, or emails and phone calls between colleagues, making it difficult to maintain accurate records, share the most current data, analyze gaps within the system, and project future needs. While technological advances are a major contributor to the complex business world we live in today, they also offer the most viable solutions to handling the complexity. Many facilities teams have found success with FM software tools, such as Integrated Workplace Management Systems (IWMS), which tie everything together. Your management tool must have the ability to do more than just track where people sit and how much space is being utilized. It must be able to support your company's overall business needs, with each module complementing the other, as well as provide detailed information to help you make strategic spatial decisions.

WHY DOES YOUR ORGANIZATION NEED A SPACE MANAGEMENT SOLUTION?

Constant change and innovation is the “new normal” for business models. Between the addition of social media, advances in technology, and the unique position of having a varied population of employees under one roof, management has had to dramatically shift their managerial styles in an effort to retain their workforce and keep them engaged.




According to a recent Gallup poll,

over

23 MILLION
U.S. WORKERS

**FEEL
DISENGAGED
IN THE
WORKFORCE.**



Although

**90% OF
BUSINESS
LEADERS**



*understand engagement directly
impacts organizational success*

75% ADMIT

*to having no engagement
plan or strategy!*

Gensler's 2013 U.S. Workplace Survey of

2,035 WORKERS

*revealed that the workplace culture and
environment has a direct impact on
employee engagement and productivity.
Yet only*

**1 OUT OF 4 U.S.
BUSINESSES**



*provide superlative workspaces for
the employees. Those who have found
measurable, long-term success in this
arena will tell you - it all comes down to
space and the tools you provide. Enter,
the space management solution.*

Many companies feel they are successfully managing their facility manually or with disparate databases of information. But investing in Space Management software saves both time and money through the automation of processes. It provides an in-depth look at how your company's spatial assets are being used through accurate and real-time data such as detailed floor plans, occupancy information, and comprehensive room details. This insight provides you the details needed to better manage existing space, reduce occupancy costs, increase overall productivity, predict future needs, and plan accordingly.

AS A RESULT, YOU ARE BETTER PREPARED TO PROVIDE THE PROPER SPACE TO ENSURE THE WORKFORCE IS HAPPY AND PRODUCTIVE.

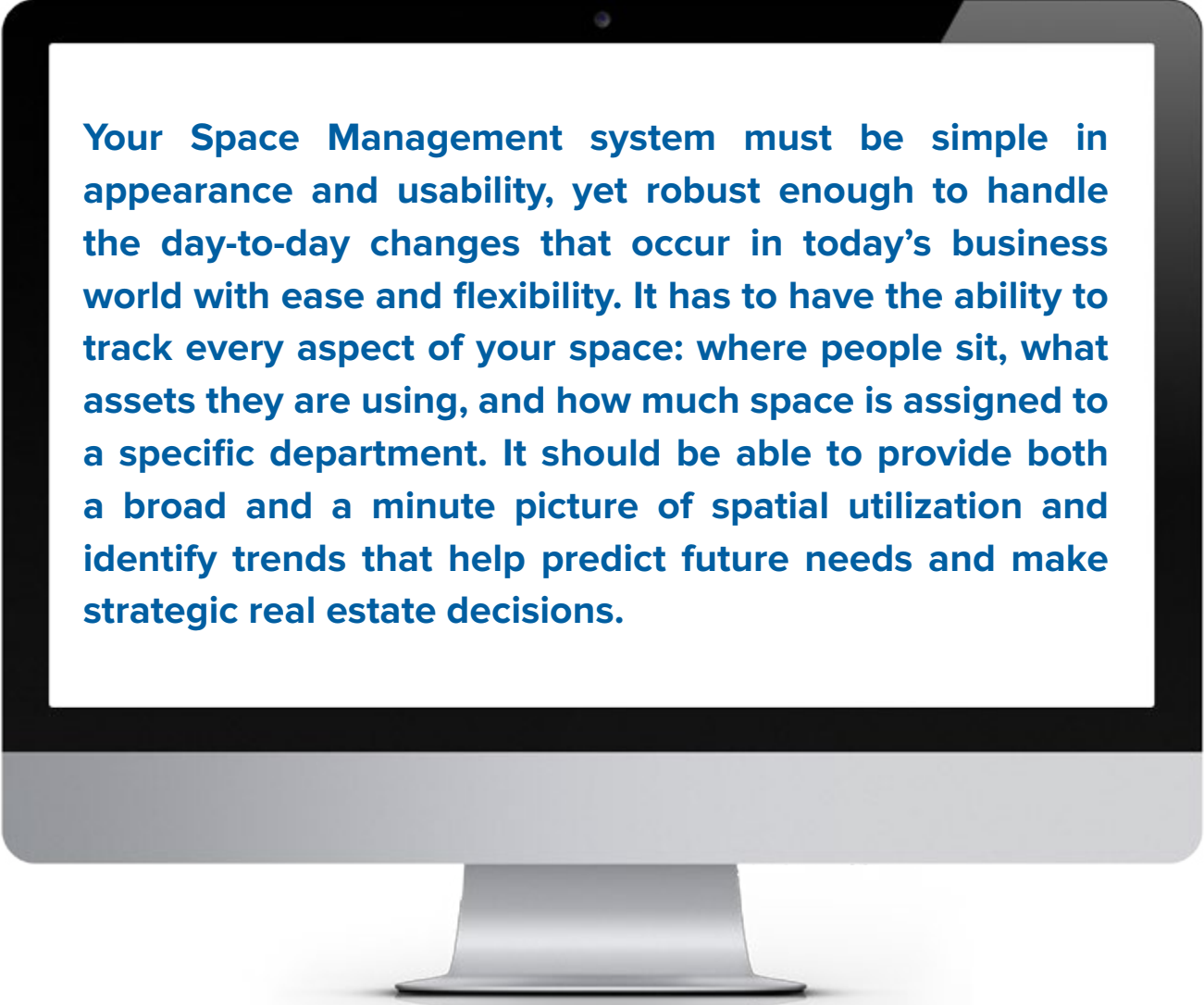


Remember those collaborative spaces and meeting rooms we discussed in Section 1? Your company can avoid the embarrassment and frustrations of double-booked spaces, while ensuring employees have the equipment needed for meetings by coupling room reservation software with space and move management solutions. Users can see what events are taking place, where they are taking place, send out invitations, see the progress of their events, and request needed equipment. Communication is improved across the organization, bringing your workforce together and further enhancing employee engagement.

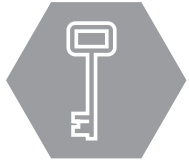
WHAT SHOULD YOU LOOK FOR IN A SOFTWARE SOLUTION?



Deciding to invest in Space Management software is the first in a long line of important decisions your facilities team will make. Now, the fun begins. This is a huge investment - **how do you even get started in identifying which system is right for your company? How do you know what questions to ask and what exactly should you be looking for in a tool?**

A computer monitor with a black bezel and a silver base, displaying a white screen with blue text. The monitor is centered in the lower half of the page.

Your Space Management system must be simple in appearance and usability, yet robust enough to handle the day-to-day changes that occur in today's business world with ease and flexibility. It has to have the ability to track every aspect of your space: where people sit, what assets they are using, and how much space is assigned to a specific department. It should be able to provide both a broad and a minute picture of spatial utilization and identify trends that help predict future needs and make strategic real estate decisions.



To help you identify the tool that will most closely align with your organizational needs, we've compiled a list of **5 must-have capabilities** for Space Management software.

1. MANAGING CHANGE WITH EASE

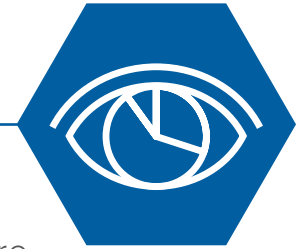


The only constant in today's business world is change. The advancement of mobile technology has forever changed the way we conduct business, leading to opportunities for programs such as hot-desking, hoteling, flex spacing, and increased telecommuting. While beneficial, these innovative programs have redefined how we utilize our real estate, with space and occupancy information in a constant state of flux.

To remain ahead of this continuous change, organizations require a powerful, flexible software tool - one that has the capability to view and manage data and changes both small-scale and via mass edits. What used to take hours to analyze and understand should be available to you in moments.

Along with organizational modifications, your facilities team also has regulatory and industry standards to keep up with. Every business has its own set of space tracking needs specific to its unique business practices. A sound software solution must have a solid framework, yet be highly configurable and easily adapted to handle both your current business needs, as well as those of the future.

2. VISUALIZING YOUR SPACE



Your software platform should be a visual guide to your companies' floor plans. Therefore, the software you choose must be fully integrable with AutoCAD or BIM systems, offering you the most up-to-date visual data for planning. Your team should have the ability to quickly and easily navigate through various scenarios, create stacking diagrams, and access room-by-room, detailed information with ease.

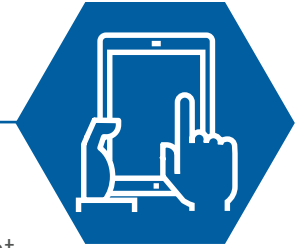


3. A CENTRAL RESOURCE FOR ALL FACILITY INFORMATION

If your company's real estate is spread out across more than one building, managing the space becomes even more complicated. And trying to plan a departmental move with multiple locations/buildings becomes next to impossible without the proper tools. Your management system should be a centralized resource for all your individual spaces, where you can plan, communicate, and collaborate with your colleagues, regardless of location.

For complete access and strategic planning, make sure your software investment has the ability to integrate with the rest of your facility tools and other critical enterprise systems such as HR and Accounting. A centralized tool will allow you to pull data from (and feed information to) multiple resources, such as move management, asset management, facilities maintenance and, room reservation, further enhancing the decision-making process. Information should be updated in real-time, which eliminates manual data processing, redundancy, and inconsistencies.

4. MOBILITY FOR ENHANCED COLLABORATION



Gone are the days where our workforce sits at a desk all day, available for a face-to-face conversation at any moment. Our workforce, and our clients, are constantly on the go, making mobility a necessity in today's business world. Your comprehensive management system should provide users secure access to data, reports, and floor plans where and when they need it, as well as offer mobile solutions for complimentary modules. A SaaS-based solution should be a basic requirement of your investment, so access can be easily gained on mobile devices. Although on-premise or hosted solutions offer mobility, they are more cumbersome to configure and not as reliable.



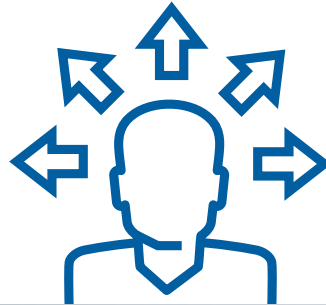
5. METRICS AND REPORTING

Analysis and reporting is how your facilities team can determine how efficiently your space is being used, identify trends, plan for the future, and adjust budgetary spending. Your software solution must be robust and flexible in its space reporting and analysis, allowing you to visualize usage from every angle. Graphics should show real-time facility data, including total occupancy, floor-by-floor analysis, and snapshots of facility performance, including departmental chargebacks and allocations. This will be your most useful tool in making informed decisions at a glance.

Choosing a Space Management system can be an arduous task. There is a lot of information available and everyone will tell you their system is right for you. Make sure you align yourself with a vendor who takes the time to understand the specifics of your business needs - one who will help you sift through the noise and get down to what is really important to you. This is how you make every inch of space count.

DEVELOPING A **SPACE MANAGEMENT STRATEGY**

It is important to remember that improvements in space management go beyond simply implementing a management tool. To truly achieve change, regardless of what type of change you are looking for, you (and your workforce) must change your mindset. An organization's real estate represents one of its most valued investments, second only to its employees. How it is managed defines whether it is an asset or a financial drain.



YOUR SOFTWARE SOLUTION SHOULD BE A PART OF YOUR OVERALL SPACE MANAGEMENT STRATEGY, NOT THE ENTIRE STRATEGY.

To get you started, we have identified a few items organizations must focus on and improve upon for a well-rounded, effective space management strategy.

Start with effectively communicating with leadership and department heads to gain a clear understanding as to where the company is going, including well-defined long and short-term goals, and how this vision impacts the workspace. Properly communicate this vision to your team members and the software vendor. This will help ensure your software system is designed with the end goal in mind and help you determine which metrics you will need to focus on to ensure overall success. The company vision will also help you identify current and future spatial needs, so that they can be tackled on a proactive, rather than reactive, basis.

In taking a proactive approach, it is important to communicate the value of effective space management to the entire staff. If they understand and feel that they are a part of something bigger, they will be more apt to support the changes that are sure to come.

Once the company goals have been defined, your next course of action is to capture basic metrics regarding current real estate usage, so you understand what you have and why you have it. Couple this information with the organization's vision for the future to ensure both are properly aligned. Identify what innovative ideas others in the marketplace have implemented and what can be done to increase the overall value of organizational space.

Establish a space management metrics baseline or you will never truly know if your efforts are working. Build on the initial metrics you gathered, graduating to more advanced reporting as changes are made. This will offer you an in-depth look at how successful your efforts are and where you are going next. Include a timetable target, as well. Make sure this timetable is communicated to the workforce and leadership, so everyone is working towards the common goal.

Communication, planning and teamwork are invaluable in fostering success within an organization. These skills, coupled with the metrics of space, employee prowess, assets and company vision are the basis for advanced metrics, pertaining to the future of the organization, and are what will set your organization apart from the rest.

HOW MUCH IS THIS GOING TO COST?



The objective for investing in any business tool is to enhance processes and save money. And while you must typically spend money to make money, it is critical that you perform an in-depth cost analysis to ensure sound investment. Many company executives are quick to write off software solutions, assuming the cost far outweighs the benefits. This does not have to be the case.

There is, however, no clear-cut answer to the question of overall cost, since every business' organizational needs are unique and varied.



Let's take a look at the **major factors that will determine pricing for your Space Management software.**

1. INSTALLED SOFTWARE VS. SAAS

We previously mentioned the benefits of a SaaS-based solution and how it will better serve your mobility needs. This format also stands to have less of an impact on initial and ongoing costs than installed software.

With installed software, organizations must ensure all existing hardware is compatible with this new software, and new equipment must typically be purchased just to get started. Your IT department is tasked with purchasing a source code, setting up the server, installing the software, and designing a secure system. And this is just to get started.

You then have the ongoing cost of powering the server, vendor customer service, security costs, and routine updates and upgrades. Then there's the cost of lost data and/or downtime associated with a botched upgrade or hardware failure, which can cost your company tens of thousands of dollars. Typically, there are ongoing fees associated with SaaS models, however, SaaS solutions are in a continuous state of improvement. Therefore, you get the benefit of the knowledge and recommended improvements from all the vendors thousands of customers, so the product increases in value and effectiveness over time.

Due to these growing concerns, coupled with the need for increased mobility, many organizations are investing in SaaS solutions. Investing in SaaS means you no longer face high start-up costs associated with source codes, licensing, and hardware costs. Your software vendor serves as the host and handles upgrades automatically, reducing fees associated with initial implementation and ongoing maintenance. Updates are implemented regularly but are done with no impact on daily operations and data is stored (and backed up) in the vendor's database, adding another layer of protection against lost data.

2.BUNDLED VS. MODULAR

Depending upon the vendor, you may be forced to purchase software bundles, which bog your system down with tools that are irrelevant to your specific needs. While bundled software may include modules that stand to benefit your business as it reaches organizational goals, we feel that you should have the option to tailor your software solution specifically to your company's needs. This cuts down on initial costs and allows workforces to focus on familiarizing themselves with what stands to serve their needs now.

3. CONSULTANT VS. IN-HOUSE SUPPORT

The more complicated the software tool, the higher the potential for higher costs. Many vendors offer modules that are highly functional, yet difficult to use and understand, requiring an outside consultant to help with the implementation process. Potential implementation assistance includes IT contractor, attorney, electrician, and/or consultant support; chart conversion; hardware/network installation; and workflow redesign support. These costs vary depending upon overall needs, but can be more effectively controlled by choosing a software tool that keeps UX (User experience) at the forefront of their development strategy. Software that is intuitive and satisfying to use will be more quickly implemented and adopted. In addition, being prepared and setting proper expectations with your team will help you maximize internal resources and/or the relationship with your consultant.

4. DO YOU HAVE YOUR AUTOCAD DRAWINGS ON FILE?

During initial setup, your floor plans will be loaded into the software system. Most Space Management modules rely on AutoCad drawings as the source file, so it is important to have this information on-hand. If you only have a PDF file of these drawings, find the initial source, typically an architect, and they can furnish you with a copy of those files. If you only have hand-drawn floor plans, it is a good idea to seek out the expertise of an architect who can prepare your floor plans into AutoCad format.



Our eBook: *How to Succeed With Facility Management Software: A Change Management Lesson Plan*, outlines all the information you need to know to ensure a positive implementation.

5. DO YOU HAVE CURRENT TOOLS YOU WANT TO INTEGRATE WITH?

Many of our clients are looking for software solutions that can integrate with their existing tools. While integration is something most vendors can accommodate, you will want to discuss this with them before getting started, as it can drive up the price of the software and ongoing costs. Some IWMS vendors, including iOffice, already have API's in place, which significantly reduce integration costs and require less IT involvement.

6. WHAT IS INVOLVED IN THE TRAINING PROCESS?

Even the most advanced system on the market will be rendered useless if your workforce doesn't know how to use it. During the consideration phase, discuss the details of training and ongoing support. Many vendors' training programs involve travel and time away from the office. At the end, investors are left with heavy travel expenses, overwhelmed representatives who are expected to return and train the rest of the staff, lost production time, and a four-inch thick three ring binder to reference when a question or issue arises. Sounds frustrating, doesn't it? Look to partner with a vendor that works with your trainers during the implementation process and provides on-going support as questions and needs arise.

When looking to calculate a final total for space utilization software, there are so many variables from one company to the next that it becomes an almost impossible task. It is important, then, that you include as many relevant bits of information, such as total square footage, workforce numbers, assets and other holdings that will be impacted through the software choice. Having a complete picture also helps in deciding what isn't needed and can be excluded from the implementation. Make sure your vendor is completely aware of all factors that will help make your final decision.

CONCLUSION

Managing physical assets has always been important for businesses, regardless of industry, size, or location. But, what has come to the forefront of the conversation is **the impact of the workspace on the worker**. Business cannot continue to think of facility or space management simply as a function of the built environment.

The workspace directly impacts the well being of the worker and, as a result, the productivity of the entire organization.

THEREFORE, ENSURING THE SPACE IS FLEXIBLE, RESPONSIVE, AND CAN EASILY RESPOND TO WORKFORCE CHANGING DEMANDS IS KEY TO SELECTING A SPACE MANAGEMENT TOOL.





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