

PTC
Seaport Headquarters
 Boston, MA

Project Partners

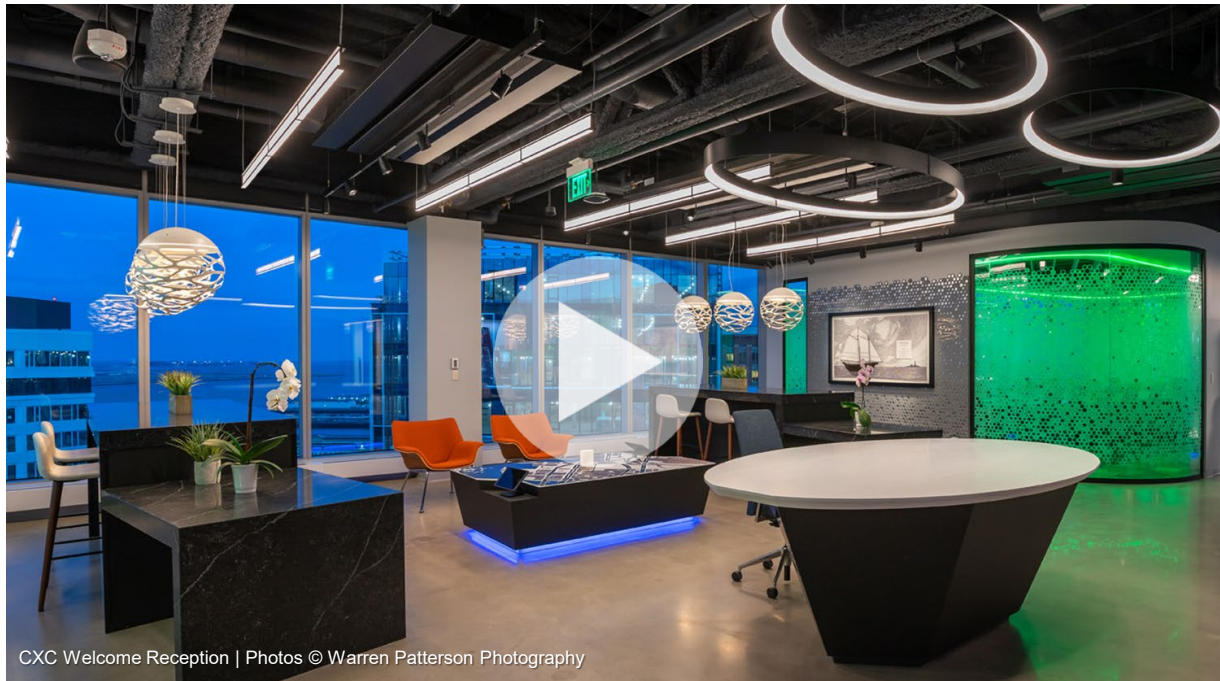
Margulies Peruzzi Architects
 Communication Design
 Associates (AV Consultant)
 Cresa
 Gilbane

Trends

Attract + Retain
 Brand + Culture

Solutions

Furniture
 Technology



CXC Welcome Reception | Photos © Warren Patterson Photography

Technology Innovator – Living Their Brand

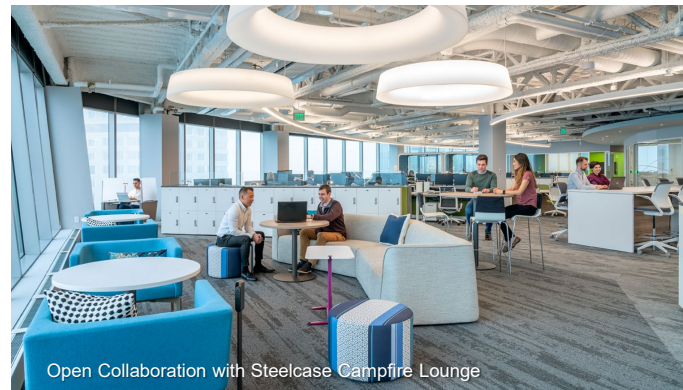
PTC is a global provider of technology that transforms how companies design, manufacture, operate, and service things in a smart and connected world. PTC relocated their headquarters from Needham, Mass. to a newly constructed 17-story building in Boston's Seaport District. The move to the Seaport is about reconnecting with the city and being part of an epicenter of innovation. The company's digital and workplace transformation is the catalyst for energizing PTC's brand and culture. The 250,000 SF technology-rich headquarters serve as a premier destination for employees, customers, and partners to experience PTC's capabilities. Employees are all free-address, choosing activity-based work settings and collaborating with the most advanced and intuitive technology in the city.

AV and IT Converged in the Cloud

The new headquarters is one of Boston's first AV over IP enterprise wide technology implementations. The Crestron DigitalMedia NVX platform provides a completely flexible and scalable solution that configures, deploys, and maintains audiovisual technology on PTC's IT network. This platform allows PTC to distribute content to any display throughout their headquarters. Given the size and complexity of this initiative, it required months of planning and coordinating network configuration, security, and bandwidth requirements with the IT team.

Old and New Worlds Collide in PTC's Boardroom

During the construction of the building, the remains of a two-masted schooner dating back to the 19th century were uncovered. To pay homage to the shipwreck, the boardroom table was crafted from the restored wood, and designed in a shape that's reminiscent of a ship. The old world craftsmanship of the boardroom is just part of the story. PTC executives collaborate effortlessly with the latest Cisco Webex Room Kit, Webex Board and a 2x2 Planar video wall. Audio conferencing microphones are seamlessly integrated into the custom table. A Crestron touch panel provides simplistic control and a consistent user interface with all 140 meeting spaces throughout the headquarters.



Open Collaboration with Steelcase Campfire Lounge



Boardroom with Planar video wall and Cisco Webex board

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Huddle rooms with Steelcase Room Wizards and Cisco Webex Boards

Employee-Centric Workplace Transformation

PTC began the workplace exploration journey with a six month pilot, building out a mini neighborhood in their old space. The proof of concept pilot had individual workstations and group collaboration settings with single and dual display Cisco Room Kits and Webex Boards applications at lounge, desk and stool seating heights. Employees were surveyed on topics ranging from ease to start a Webex meeting and interface with the far end, to meeting room seating height and adjustable worksurface preferences. To generate excitement for the new headquarters, over 30 employee workshops were held to unveil the headquarters' design intent and worksetting applications that support the new activity-based workplace strategy.

With the open office design concept, Boston Harbor and downtown Boston views are maximized with conference rooms and meeting spaces around the building core on each floor. With no private offices and no assigned seats, employees can now work where they want to, shifting to alternative work settings depending on the type of work being done. There is a 1:1 ratio of employees to workstations, each outfitted with an adjustable height worksurface and adjustable dual monitor arms. The Big Tables with stool height seating and casual lounge furniture offer a variety of postures and alternatives for heads-down work and impromptu collaboration. Throughout the 11th – 16th floors, the open seating collaboration areas and touchdown spaces are anchored on the north and south ends, arranged in a radial fashion that aligns with the building's oval shape.

Space Management Technology for Maximum Utilization

Looking for a place to work or hold a meeting? With the installation of 141 Steelcase Room Wizards and Workplace Advisor software, PTC's employees reserve spaces in advance or ad hoc by referencing the Live Map visual on each floor and the RoomWizard displays located outside each meeting space to view real-time occupancy. The sensor data will support informed decisions on actual space utilization so that future space changes or allocations can be made to best serve employees.



Open collaboration, Big Table and medium conference room



Work zone with Steelcase Live Map by Workplace Advisor

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CXC X-factory

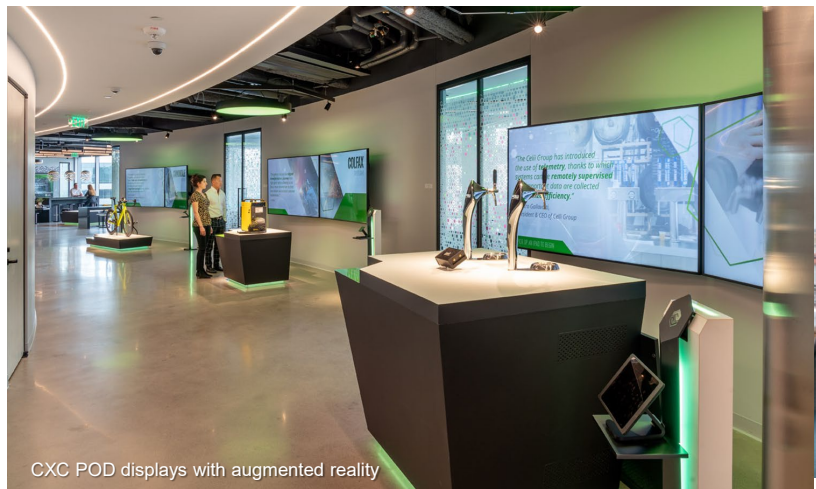


Virtual reality ride-on experience

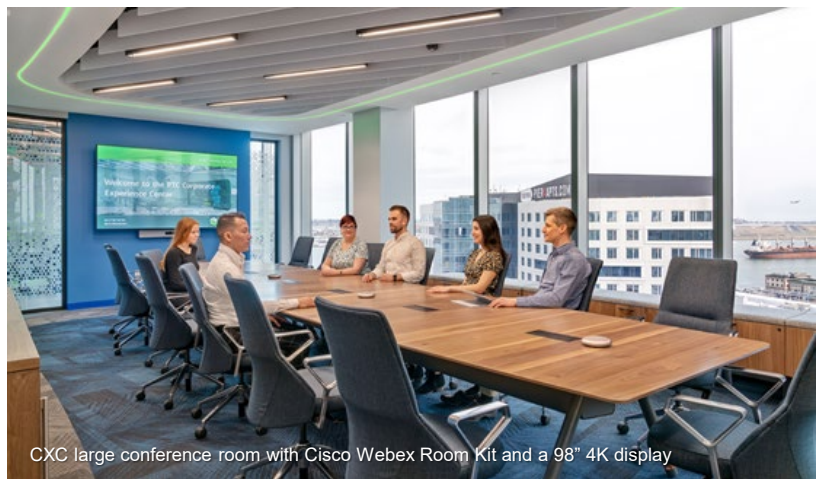
CXC – Corporate Experience Center

The 17th floor is at the forefront of PTC's new headquarters design, converging the digital and physical world, with a layout that encourages employees, customers, vendors, and investors to co-mingle. The world-class CXC provides visitors with a customized, hands-on tour to experience a world powered by PTC's industrial internet of things, augmented reality, product lifecycle management, and 3D CAD technologies. This is made possible through a combination of state-of-the-art meeting space and more than 20 experiential exhibits showcasing customer and partner innovations. These exhibits dynamically demonstrate PTC's technology through augmented reality, virtual reality and even a ride-on experience to bring the solutions to life. In addition, an adjacent R&D lab and makerspace allow customers to engage with PTC engineers as they develop the next generation of innovative technology.

A large café called "The Common", on the other side of the CXC, provides plenty of seating for employees and visitors. For large scale events, two 3x2 video walls placed opposite the views of the Boston Harbor provide a dramatic backdrop for an immersive visual experience for local and remote participants around the world.



CXC POD displays with augmented reality

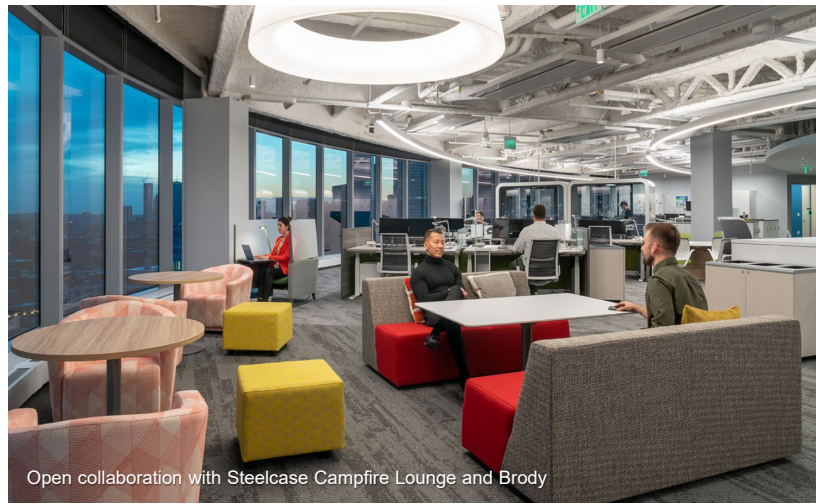


CXC large conference room with Cisco Webex Room Kit and a 98" 4K display

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Huddle Rooms with Steelcase Room Wizards, Cisco Webex Boards, casual lounge seating



Open collaboration with Steelcase Campfire Lounge and Brody

Collaboration Technology

More than 140 technology-enabled collaboration spaces support PTC's activity-based workplace. Regardless of which sized huddle or conference room you choose, the user experience is consistent and seamless. Over 126 Cisco collaboration room systems make remote calls and content sharing as easy as 1-2-3. To maintain a consistent user experience, those spaces with Crestron touch panels were customized to emulate the Cisco control interfaces.

The Hives

Each floor features a themed work café/coffee space dubbed "The Hive," offering employees a diverse experience for casual meetings, socialization, and quiet time. They can grab coffee or a healthy snack and have inspirational impromptu conversations with co-workers across departments and disciplines. Each tech-enabled break room has an 84" display with integrated digital signage, keeping employees engaged and informed on PTC news.

Project Team Collaboration

The project team's co-design and implementation rhythm was fast and iterative. With the technology project complexity and compressed timeframes, a daily scrum meeting with representation from all stakeholders, allowed us to identify issues early and minimize time to resolution, keeping us on track for completion. Given detailed coordination and discussions required with PTC's IT/Security and Network Designers for the AV over IP technology, the scrum meetings were critical facilitation method. Side-by-side furniture design meetings eliminated any back and forth changes, and allowed for the planning of anticipated changes upfront. This unconventional working relationship was built on trust, common goals, and a desire to make this project one of the best in the Boston Seaport.



Hive with garden theme



Themed Hive

Technology Stats

- 103 Cisco Webex Boards
- 23 Cisco VTC room systems
- 240 Crestron NVX Digital Media
- 84 Planar displays
- 7 Planar video walls
- 141 Steelcase RoomWizards
- 200 Dante audio devices