

Cambridge Savings Bank Case Study

Introduction

A commitment to building and strengthening relationships is a guiding principle at Cambridge Savings Bank (CSB). It is a foundational element that has kept the bank in business since 1834. In 2019, CSB consolidated three back-end operations locations, including workers from its iconic Harvard Square building, into a new 76,000 sq. ft. office building in Waltham, MA. It was vital the new space was designed to support their deep commitment to building relationships and improving collaboration. This project carried a significant impact in regard to the company brand and how to best utilize their space moving forward. More than 200 employees from three different offices were to converge into one building. CSB deliberately invested in more conference rooms and other formal and informal meetings spaces in order to allow the company to seamlessly transition to their new structure and put their talented employees in the best position to succeed. With the right technology surrounding their employees, CSB could continue to enhance collaboration throughout the company.

“A lot of workers went from offices to works stations and that made it necessary for us to have more places for them to go for collaboration and privacy. In addition to traditional meeting rooms, there is a lot of open-air collaboration spaces as well.”

Dan Fraine

The Challenge

While building a new collaboration environment, CSB needed to carefully consider three goals for the space:

- 1** | Collaboration technology needed to be easy to use and reliable.
- 2** | Ability to get the most out of the new real estate by using the technology effectively and make spaces flexible
- 3** | A transition to open workspaces from traditional offices necessitated the need for a “privacy” solution

The Space

The new location has 28 spaces custom-built for collaboration. The newly outfitted building provides a simple, user-friendly, and consistent way to leverage technology to improve communication. A 1-on-1 meeting and a team-wide meeting of 18 now use the same technology to collaborate effectively. There were many important upgrades made to the space. Sound-masking technology was installed throughout the space to offer an important layer of privacy, eliminate background noise, and increase worker productivity. The boardroom was outfitted with a 135" diagonal direct-lit LED video wall as well as wireless charging capabilities at the boardroom table. Wireless mics and presentation connectivity are now present throughout the facility.

There are several multifunction rooms with divide or combine functionality that provides the flexibility to accommodate different events. The rooms can be easily configured for a single presentation across the combined space or divided for multiple presentations to happen simultaneously. There is also the option to share audio to overflow spaces. Even the outdoor patio, with multiple HDMI ports, can support portable display cart connections.

The Results

Adtech was able to design and deliver an integrated collaboration solution for CSB that empowers its employees to work together, hold impromptu meetings, and generate new ideas. Coworkers that were previously spread across three separate locations are now collaborating face-to-face in real-time, utilizing their new beautiful spaces. CSB is able to get the most out of its real estate and technology investment with multiple configurable rooms.

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