



SMARTSPACE
SOFTWARE

SmartSpace case study: UBM

How UBM achieved
huge real estate savings
including £3m in capex

A SmartSpace case study

In summary:

Armed with our desk and meeting room management and analytics, we enabled UBM to make the very best choice for the new home of their London team and then go on to make huge real estate cost savings, generate real estate revenue and demonstrably improve employee satisfaction.

- New sub-leasing revenue stream:

c £1.5m per year

- Desk space cap ex savings:

c £3m

- Workspace running cost savings:

c £1.5m

- Desk ratio reduced from

1:1 to 1:1.4

So successful was the implementation that UBM have gone on to roll the SmartSpace solution out across 5 sites in total, and across more than 1100 desks - with more sites to follow.



The business real estate challenges

UBM are a world-leading international media and business event company with over 3500 staff globally, across multiple global sites.

When UBM first engaged with us, they were facing 2 immediate buildings and work space challenges:

Firstly, they needed to find new London offices for their 550 staff.

UBM wanted flexibility for growth, but with London property prices among the highest in the world, they didn't want to waste money on space they weren't going to use.

So UBM faced a further challenge:

They needed to understand exactly how their old office was being used, so they could use this intelligence when sourcing and setting up their new premises.

And because they needed to build in future-proofing flexibility, they also had to understand and predict future space usage requirements in their new building.

In short, they needed a workspace technology partner who would:

- Show them how their staff behave and interact with their building
- Show them how their meetings rooms and desks were used
- Enable them to source and configure new office space to optimise space usage
- Empower them to maximise user uptake and employee engagement and satisfaction with their new workplace

So they chose SmartSpace.

“When people saw the tech and saw the benefits, they felt they were ready to move. We generated a buzz.”

Head of PMO, UBM



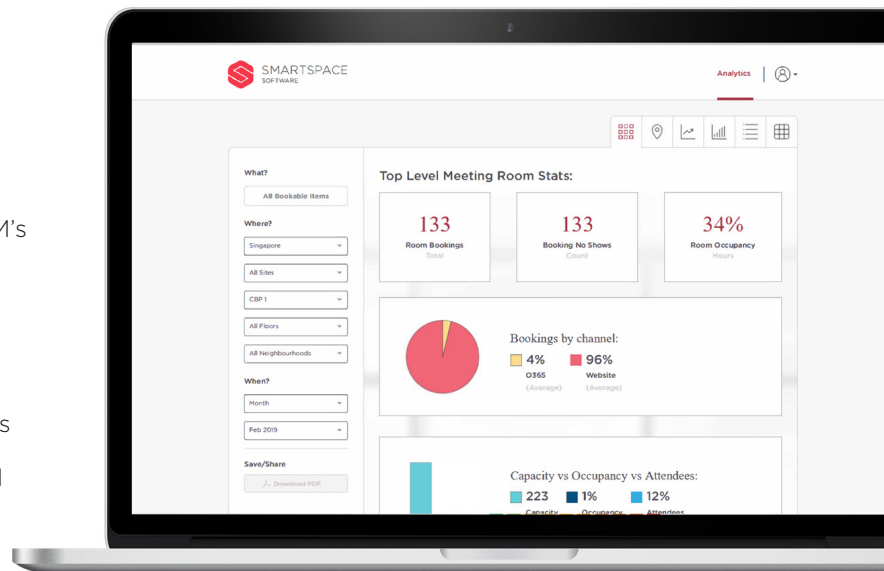
The SmartSpace solution

Data insight and analysis

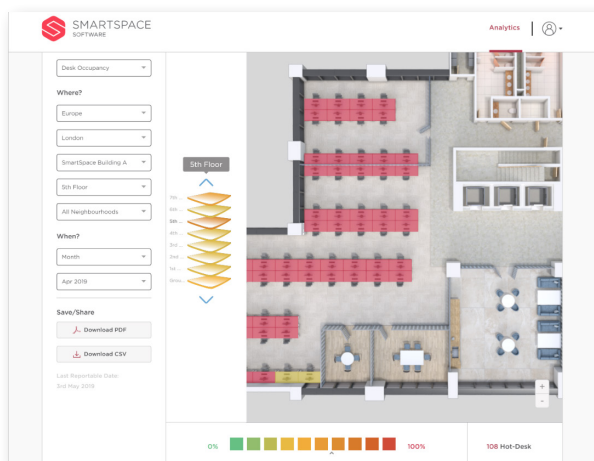
To understand how UBM employees behaved and interacted with their workplace, and the desks and meeting rooms they used, we carried out a comprehensive time utilisation study.

SmartSpace 'soft sensors'* allowed us to map UBM's building utilisation dynamically and identify:

- Where were the hotspots
- Where were the pinch points and pain points
- Where were the unused spaces and empty desks
- What was the average utilisation of an individual space or meeting room?



SmartSpace sensor-driven analytics reveal desk and space usage patterns, pain points and opportunities.



SmartSpace heatmapping analytics reveals critical occupancy pain points and opportunities across workstations and entire floors.

The discoveries

So often, our space utilisation analytics reveal eye-opening insights that present huge opportunities for our clients. UBM were no exception.

Our initial space usage and occupancy measurement and analysis enabled UBM to discover that its real estate was significantly under-utilised.

More profoundly, it showed that despite the apparent abundance of real estate, UBM's most creative and digitally-native staff were still struggling to use the space flexibly.

Revealed – desk occupancy as low as 50%

Our analysis showed that desk occupancy was as low as 50% – accounting for a huge amount of office space being paid for that simply wasn't being used.

The solution

Based on the data, intelligence and insight SmartSpace analytics provided, UBM were able to make a highly informed decision on the choice of their new London office.

The spectacular new workspace on London's Blackfriars Road were chosen and the SmartSpace meeting and desk management modules were rolled out, along with Smart Lockers, room panels and kiosk screens – to deliver an truly agile and insight-based working environment.





Smart lockers at UBM have reduced storage space usage and costs, and helped to deliver a truly agile workspace.

Proven efficiencies and impact

So successful was the implementation and so well received by the staff that UBM have gone on to roll the SmartSpace solution out across 5 sites in total, and across more than 1100 desks, including their New York and Amsterdam offices and London's Blue Fin Building - with more sites to follow.

"We now have a solution that meets our needs for intelligent data to make future business decisions for enhanced employee involvement."

Richard Bowers, Head of Estate Management, Informa

The outcomes

Revenue generation

The insights gained through deploying SmartSpace Workplace allowed UBM to rationalise seven floors of expensive London real estate into just five.

They emptied 2 whole floors of their new building and sub-leased it - generating an income of around £1.5m per year over the 25-year lease

Costs savings across 5 key areas

With average desk space costs in London running at £15k per year, the capital savings made by UBM's SmartSpace deployment add up to around £3m.

What's more, with average fit out costs in London at £70 per sq. ft. the business is set to benefit from additional potential saving of £1.5m.



Ramping up energy costs savings

Associated energy and running cost savings through floor space reductions add further to the bottom-line benefits of the SmartSpace solution for UBM.

For example, SmartSpace's flexible desk management module is generating real time energy savings for UBM, by actively cutting the power to desks that aren't being used.

And by allowing staff to work more flexibly, the need for costly supported desk moves was reduced to near zero.



Employee engagement and satisfaction

With SmartSpace, rather than employees having a single, exclusive desk – which was vacant much of the time – staff can now visit the touch screen kiosk when they arrive in the UBM building, and book a free desk of their choice.

SmartSpace's single profile record understands the staff and their roles, automatically grouping departments together in the relevant area of the office.

So, hot-desking becomes a satisfying, community-based experience for UBM employees.

“SmartSpace Workplace is changing how we work at UBM, with a solution that employees can truly interact with.”

Richard Bowers. Head of Estate Management, Informa

Meeting room happiness

One crucial outcome of the SmartSpace deployment for UBM was that their reduction in desks allowed for more meeting rooms nimble working spaces.

With meeting spaces in high demand, this crucial space reconfiguration helped boost employee satisfaction even further.

Plus, SmartSpace Workplace helps staff find their colleagues with real time wayfinding.



“We have been able to configure the workplace for great employee satisfaction and demonstrate that as a modern business that we are open to innovation.”

Richard Bowers. Head of Estate Management, Informa

Find out more

If you'd like to know more about how SmartSpace Workplace can help your organisation benefit from the cost savings, efficiencies and employee motivation we helped UBM deliver, then:

Call us on **44 (0) 845 0945 686**

Visit and book a demo at **smartspaceplc.com**

Or email the team at **enquiries@smartspaceplc.com**



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