

## CASE STUDY

# Portfolio Evaluation & Space Design

## Objectives:

Fishbeck wanted to identify opportunities to optimize real estate spend and align workplace strategy with employee working preferences. Before they rolled out large-scale changes across other buildings, they wanted to understand the impact of potential changes on occupancy trends, employee experience, and costs in their Novi offices.

## Solutions:

By employing VergeSense at their Novi offices, Fishbeck gathered actionable insights on how office spaces were actually being used. This data became the cornerstone of their strategy to rationalize their real estate footprint and to adapt their workplace strategy to align with their vision by:

- Encouraging cross-functional collaboration by consolidating offices.
- Showcasing their workplace design expertise to clients as a model of efficiency and innovation.
- Initiating discussions on new space applications, amenities, and flexible work policies.
- Identifying opportunities to reduce footprint, avoid expansion, and save costs (\$500K savings identified.)

## AT A GLANCE

**Challenge:** Evaluate the usage of assigned spaces to drive real estate cost savings, enhance workplace policies, and adapt design standards.

**Impact:** Occupancy intelligence enabled Fishbeck to evolve their workplace strategy to support employee preferences and future vision.

## Benefits:

Occupancy intelligence delivers powerful insights to Fishbeck so they can understand the true capacity of their offices to find ways to support more employees without impacting experience. It also allows them to transform their workplace strategy to support employees, attract and retain talent, and achieve their future workplace goals.

“Cultivating a workplace environment that optimizes space use isn't just about maximizing our footprint; it's about creating an ecosystem that inspires collaboration, innovation, and brings our teams together to do great work.”

**Rob Terpstra**, Fishbeck Director of Facilities and Real Estate

**Features:**

With VergeSense, Fishbeck was able to understand key trends across their Novi location such as:

**People Count** - understand the number of people (or peak number) at the building and floor level within a given timeframe to know how actual usage compares to capacity and stated office policies to identify and shed underutilized spaces or make updates to office policies.

**Floor Level** - compare average person count to the total number of spaces and stated capacity to make decisions about expanding or shrinking their portfolio footprint to accommodate actual space usage.

**Usage Maps** - identify most popular vs. underutilized spaces within the context of floorplan to make design adjustments or incorporate into future office design plans.

**Capacity Usage** - understand inefficient space usage to inform space redesign decisions.

**Space Usage Timeline** - track which space types are running out and when to understand where more of a space type might be needed and make design adjustments.

**Comparison reports** - understand how space types are being used to create optimal ratios for size, ratio, and number of workspaces.

**Space Groups** - experiment with and monitor the impact of aligning amenities or space types within individual areas; understand space usage by neighborhood to support allocation decisions.

