

**VERGE
SENSE**

Transforming Technology Workplaces with Occupancy Intelligence

Introduction

For years, the tech industry has operated in a dynamic work environment with evolving workplace strategies and fluctuating in-office mandates. Recently, however, tech companies are stabilizing around more consistent in-office policies. According to JLL's [Markets Perspective: Technology Industry Report](#), all Fortune 100 tech companies report a hybrid policy of two to three in-office days per week. The percentage of fully remote job postings in the tech sector also dropped from 21.1% in October 2022 to 12.1% in March 2024, marking a definitive shift towards hybrid work as the new standard.

This steady transition to hybrid work is not without its obstacles. JLL found that while 80% of tech employees appreciate the flexibility of hybrid work, 60% of employers are concerned about the potential impacts on collaboration and productivity. As hybrid work models become the norm, tech companies face the challenges of optimizing office spaces to support flexibility while fostering a strong company culture, enhancing team collaboration, and maintaining overall productivity.

Meanwhile, the [2024 National Office Report](#) from CommercialEdge indicates that vacancy rates in major tech hubs in the US surged in 2023, with San Francisco leading the way with a high of 25.4%. These underutilized office spaces actively contribute to major inefficiencies and unnecessary expenditures.

Leveraging occupancy intelligence for data-driven decision making is crucial for optimizing hybrid work environments. Occupancy intelligence empowers tech workplace leaders by providing the most accurate workplace data and AI-powered recommendations to support better, faster real estate and workplace decisions. This approach enables workplace leaders to make informed decisions that enhance office layouts, reduce unnecessary costs, and ensure that workplaces can support the dynamic needs of hybrid work.

For the tech industry, this means making strategic decisions that not only improve space utilization, but also transform office spaces into efficient, cost-effective environments that support the workforce's needs, and drive overall business success. By effectively balancing flexibility with productivity, companies can better navigate the challenges of the modern work landscape and maintain a competitive edge.

Here are five ways VergeSense can help tech workplace leaders reach their workplace goals.

#1

PORTFOLIO EVALUATION

Gain Insight Into Office Space Utilization

Gain Insight Into Office Space Utilization

As hybrid work becomes the norm, many tech companies struggle to accurately track when employees are coming into the office, which has resulted in suboptimal utilization and wasted resources. Compounding this issue, the 4th edition of the [Occupancy Intelligence Index](#) reveals that the average capacity usage for the tech sector in 2024 was around 7%, much lower than pre-pandemic levels.

Before the pandemic, office vacancy rates in major U.S. cities averaged around 9.5%, according to [JLL](#), but today, [Commercial Edge](#) found that cities such as Boston and other key tech hubs are experiencing vacancy rates between 12% and 23%. This decline in demand for downtown office space, despite some businesses scaling back remote or hybrid work, has depressed property values across these urban centers. As a result, tech firms are increasingly focused on reducing their office footprints and optimizing the cost per seat to adapt to this new reality.

To address these challenges, tech companies must ensure the right mix of spaces to support employee working preferences – whether that’s in collaborative areas, quiet zones, or remote workstations. Creating environments that support employees' work styles not only boosts productivity but also strengthens company culture, which is essential in the hybrid era.

By reducing the office footprint and cost per seat, workplace leaders can increase space utilization and improve employee experience. For instance, occupancy intelligence can help companies adjust space function ratios, ensuring that the mix of space types aligns with actual demand. This approach not only reduces costs, but also [enhances office effectiveness](#) to better support employee needs and preferences.

Occupancy intelligence empowers workplace leaders in the tech industry to identify underused spaces and make informed portfolio right-sizing decisions.



Occupancy intelligence enables tech workplace leaders to reach their goals:

Make portfolio right-sizing decisions and adjustments to workplace strategies and policies **based on accurate and comprehensive space usage data** at the building and floor levels.

Eliminate excess capacity or identify expansion opportunities by understanding occupancy trends, peaks, and averages over time.

Gain Insight Into Office Space Utilization

REAL WORLD EXAMPLE

An **IT service management company** wanted to better understand global usage trends across their satellite offices as they considered consolidating their footprint. Leveraging the Occupancy Intelligence Platform, the company identified and eliminated underutilized locations, and created a cost-analysis model for evaluating other satellite offices.

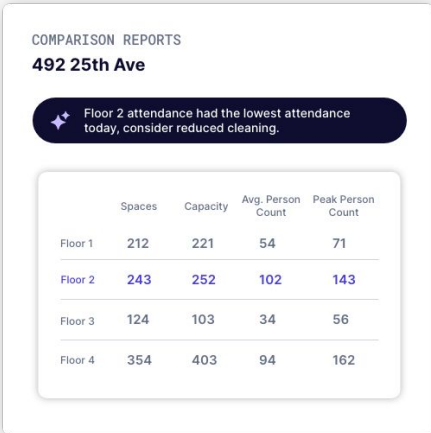


Here are some analytics insights that can help tech leaders understand occupancy trends:



People Count

By understanding the number of people (or peak number) at the building and floor level within a given timeframe, workplace leaders can understand how actual usage compares to capacity to identify and shed underutilized spaces.



Peak & Average Person Count

By understanding the average person count compared to the total number of spaces and stated capacity on each floor, workplace leaders can make decisions about expanding or shrinking portfolio footprint to accommodate actual space usage.

#2

SPACE AVAILABILITY

Create Environments that Enhance Employee Experience

Create Environments that Enhance Employee Experience

According to [Pew Research Center](#), 53% of flexible workers reported that working from home hurts their ability to feel connected with their coworkers, which can lead to decreased job satisfaction and higher turnover rates. This issue is particularly critical in the tech industry, where collaboration and innovation are key drivers of success. The lack of meaningful in-person interaction can stifle creativity and slow down problem-solving, both imperatives for a fast-paced tech environment.

Research from [McKinsey & Company](#) highlights that 74% of workers in the highly competitive tech sector prefer to work remotely. However, this preference can lead to decreased collaboration and mentorship, which may result in lower job satisfaction and productivity. As a result, when employees do come into the office, it's essential that the space promotes collaboration and innovation, enabling teams to easily communicate and build relationships.

Managing space effectively improves the in-office experience by enabling hybrid companies to implement strategies like seat-sharing and flexible workstations, driving higher efficiency and a more dynamic work environment. By unifying space usage data from occupancy sensors, space booking systems, badge data, and WiFi analytics, tech leaders can better understand space availability trends across their floors and make more impactful decisions.

Occupancy intelligence helps tech companies increase space availability and improve employee experience by leveraging real-time and historical utilization data. By understanding these patterns, tech leaders can make data-driven decisions about their space mix, ensuring that offices are designed to facilitate both collaboration and focus work.



Occupancy intelligence enables tech workplace leaders to:

Optimize spaces via design, policy, or amenities changes and increase availability by viewing historical and real-time space usage, understand availability trends, space type popularity, and space shortage patterns.

Increase availability through space booking automation to improve employee experience.

Eliminate costs associated with wasted meeting space through space booking automation.

Create Environments that Enhance Employee Experience

REAL WORLD EXAMPLE

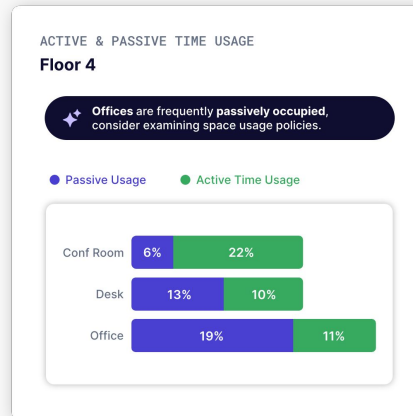
Instead of viewing the office as a place for daily, heads-down work, **Noel and his team at Twilio** adopted an event-focused, hospitality-centric lens. Their goal was to create a workplace akin to the ballroom floor of a hotel, with meeting rooms and breakout spaces that support small and large team gatherings. By closely analyzing **space usage patterns**, they were able to identify and recreate spaces that were in high demand, while repurposing areas that saw less use.



Noel McNulty

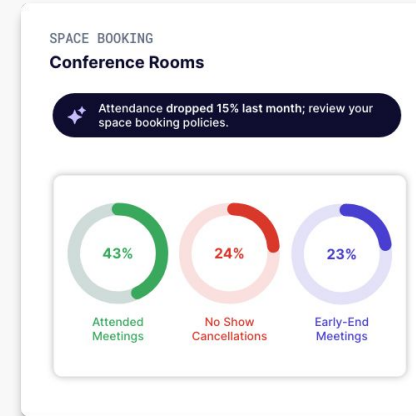
Director of Global Real Estate & Workplace
TWILIO

Here are some analytics insights that can help tech leaders understand and improve space availability across buildings in their portfolio:



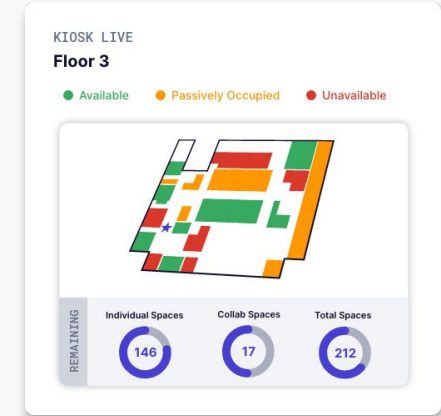
Passive Time Analytics

By understanding both active and passive occupancy and real-time and historical space utilization, workplace leaders can implement design or policy changes to increase space availability and improve employee experience.



Space Booking Automation

By integrating with leading booking systems, space can be automatically booked or released based on the presence or absence of people or objects in a given space.



Real-time Availability via Kiosk

Integrating real-time availability data with booking applications and wayfinding apps can ease space finding on-the-fly.

Create Environments that Enhance Employee Experience

REAL WORLD EXAMPLE

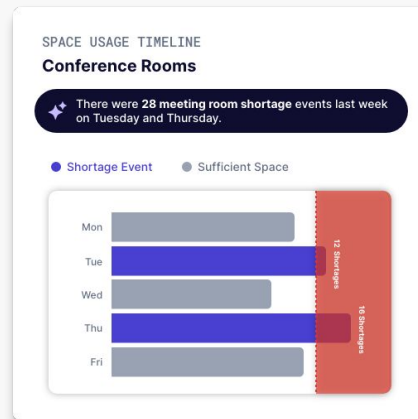
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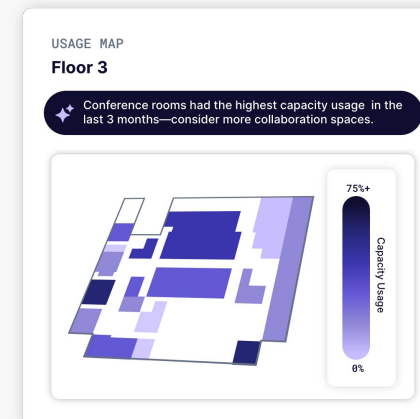
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Space Usage Timeline

Identify availability trends and shortage events by location, time, and space types to make informed adjustments to design, policies, or amenities to optimize availability.



Usage Map

Understand space utilization within the context of floorplan to understand usage compared to capacity and make adjustments to underutilized or overutilized spaces.

#3

INTELLIGENT SPACE DESIGN

Optimize Space Mix



Optimize Space Mix

With the rise of hybrid work and virtual meetings, coupled with the growing demand for quiet, private spaces, the current office space mix is often unable to fully support in-office productivity. Globally, [58% of office space is dedicated to focus work, 50% of which consists of desk space](#). While desks are a mainstay of office design, many of them lack the privacy required for video calls or hybrid meetings, leading to interruptions and reduced productivity.

For tech companies, striking the right balance between different types of workspaces is critical to meeting the evolving needs of their workforces. This is especially true in a highly competitive industry where attracting and retaining top talent is essential. The [Dice 2024 Tech Salary Report](#) found that 52% of tech professionals are considering changing employers within the next year, indicating the importance of competitive benefits and work environments to be able to attract and retain the best talent.



Optimize Space Mix

A well-designed office can foster meaningful interactions, enabling effective team communication and fostering strong relationships, which often leads to increased employee satisfaction. To truly succeed as a hybrid tech company, workplace leaders must ensure that their office spaces are not only functional but also compelling enough to drive collaboration and innovation when employees choose to come in.

In the tech industry, where the nature of work is constantly evolving, having the flexibility to adapt office layouts to meet current and future demands is key. Occupancy intelligence plays a crucial role in achieving this balance. By analyzing how spaces are used, leaders can identify where adjustments are needed – whether that means re-allocating space from underutilized areas to create more private rooms, or redesigning existing spaces to better support hybrid meetings. This data-driven approach allows workplace leaders to make informed decisions that ensure the right mix of spaces – whether it's for deep focus, collaborative projects, or seamless virtual communication.



i Occupancy intelligence enables workplace leaders in the tech industry to:

Make data-driven space design decisions and adjustments to ratios, characteristics, and amenities by understanding how space supply aligns to demands across space type.

Reduce underutilized space and optimize space allocation with insights derived from accurate historical and real-time usage data.

Improve global design standards through better understanding of space usage across job functions, regions, and facilities types.

Optimize Space Mix

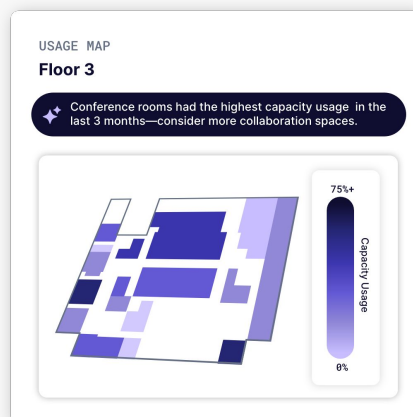
REAL WORLD EXAMPLE

Rapid7 knew they needed to adapt their office design to accommodate employee requests for more conference rooms and collaboration space. VergeSense wireless area occupancy sensors provided the necessary data to understand space usage and employee preferences

Analysis showed a high demand for two-person meeting rooms with Zoom capabilities, which led to the strategic decision to install 50 two-person ROOM Phone Booths throughout the office. This optimized space usage, increased employee satisfaction, and significantly reduced potential renovation costs.

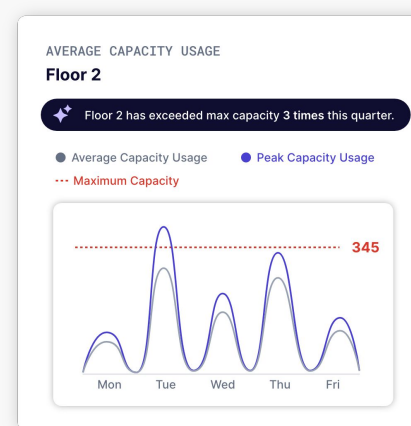
RAPID7

Here are some analytics insights that can help tech leaders understand occupancy trends:



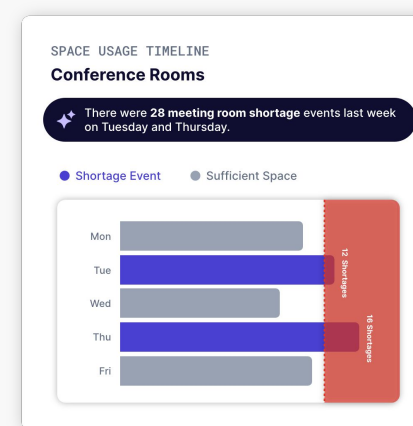
Usage Maps

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.

Optimize Space Mix

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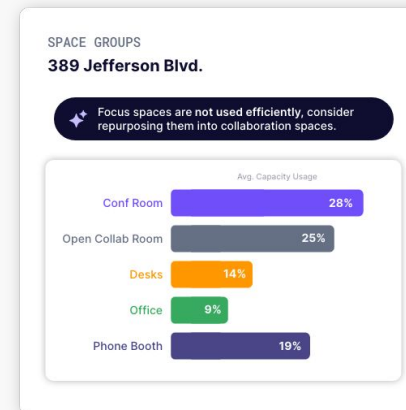
RAPID7

Here are some analytics insights that can help tech leaders understand occupancy trends:



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.

#4

NEIGHBORHOOD PLANNING

Implement Flexible Seating

Implement Flexible Seating

As the tech industry navigates the evolving landscape of hybrid work, workplace leaders are increasingly focused on addressing significant real estate challenges. According to [CBRE](#), despite an overall decline in office leasing, the tech industry's share of total leasing volume has rebounded, rising from 9% in Q4 2022 to 17% by Q3 2023. This demonstrates how tech companies are reimagining their office space strategies to better align with workforce needs and to accommodate shifting attendance trends resulting from hybrid work models.

Neighborhood planning has emerged as one solution to these challenges, which organizes workspaces into zones designed for specific activities. By implementing unassigned seating and flexible work points, tech companies can provide employees the autonomy to choose their workspace based on the task at hand, while providing general guidance for the best place to do so within the context of a neighborhood.

With occupancy intelligence, tech companies can continuously innovate and adapt their office environments. Occupancy data can inform space design, allowing companies to create more efficient, employee-friendly spaces that anticipate and support the dynamic needs of their workforce. With unassigned seating and tailored zones, tech firms can foster a flexible, productive workplace while minimizing underutilized areas, and making the most of their real estate investments.



Occupancy intelligence enables tech workplace leaders to:

Make data-driven decisions when responding to space change requests.

Conduct proactive neighborhood planning with real usage data to align with your headcount planning, sharing ratios, and team needs.

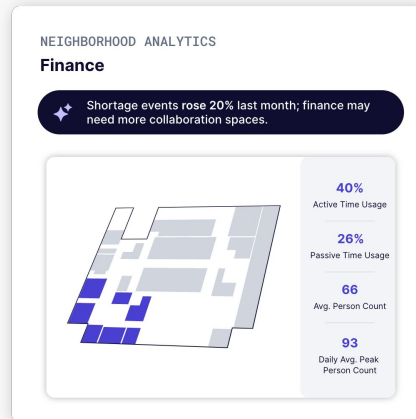
Optimize Space Mix

REAL WORLD EXAMPLE

Rapid7 used badge data, VergeSense data, and employee feedback to examine average headcount, peak headcount, and peak average headcount for trends and insights. Based on their findings they made data-driven decisions to improve workplace experience, including adjusting and consolidating space, while recreating existing popular spaces.

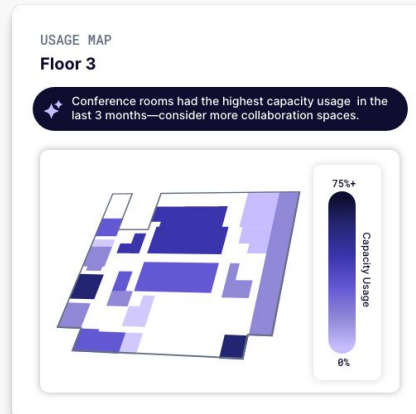
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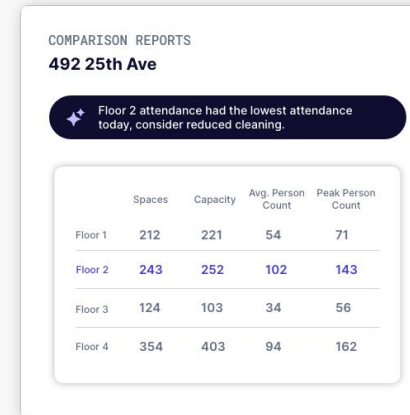
Neighborhoods

Assign spaces to neighborhoods and track utilization to understand how attendance and usage aligns with policies and facilitate data-driven space change discussions.



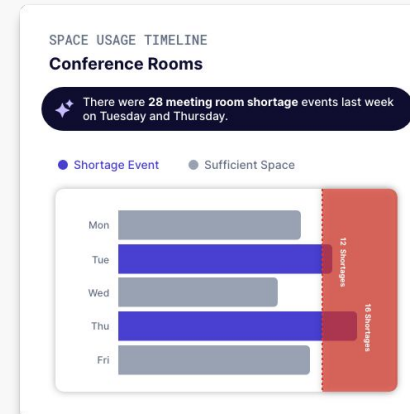
Usage Maps

Understand how a group is utilizing space within the context of a floorplan to make data-driven space, amenities, or policy changes.



Comparison Reports

Compare neighborhood utilization (attendance & capacity) across buildings and floors to balance or update space ratios.



Space Usage Timeline

Examine utilization of space groups over time to validate or negate space requests.

#5

DYNAMIC OPERATIONS

Reduce Office Management Costs

Reduce Office Management Costs

With higher vacancy rates and lower capacity usage (**7% in the tech sector in 2023**) there's an opportunity to streamline workplace operations, **improve sustainability**, and use technology to automate cleaning routes, tasks, and schedules. Hybrid work means dynamic occupancy, which calls for dynamic operations, enabling leaders align operational schedules with actual space usage data.

In a sector where innovation and agility are key, tech companies have a unique opportunity to streamline workplace operations by leveraging technology and data analytics. With occupancy intelligence, workplace leaders can automate cleaning routes, tasks, and schedules based on real-time space usage data. This not only ensures that resources are deployed where they are most needed, but also reduces unnecessary expenditures on operations in underutilized areas.

Occupancy intelligence empowers tech industry leaders to automate and optimize workplace management operations, reducing costs, enhancing sustainability, and improving the overall employee experience. By embracing these technologies, tech companies can maintain their competitive edge while fostering a work environment that supports both productivity, innovation, and cost effectiveness.



Occupancy intelligence enables tech workplace leaders to:

Renegotiate cleaning contracts and reduce resource requirements based on real space usage data.

Automate cleaning routes, tasks, and schedules by integrating space usage data into smart cleaning applications.

Decommission floors on the days they're not heavily used to **reduce facilities costs and carbon impact**.

Analyze additional workplace sensor data (HVAC, energy consumption, etc.) to centralize office data management and analysis and **automate workplace operations**.

Reduce Office Management Costs

REAL WORLD EXAMPLE

The facilities management team at a global financial services firm used VergeSense occupancy sensors to enhance cleaning efficiency. They integrated occupancy intelligence with their building operations platform to update cleaning protocols based on actual occupancy, eliminating the cleaning of unused spaces. This approach enabled them to negotiate a 50% fee reduction with their cleaning contractor, significantly increasing operational efficiency and reducing costs by \$2M annually.

[Learn more.](#)

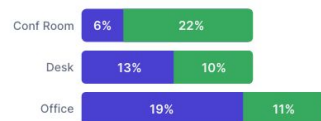
Analytics insights that can help you understand and improve dynamic operations within your buildings:

ACTIVE & PASSIVE TIME USAGE

Floor 4

Offices are frequently passively occupied, consider examining space usage policies.

Passive Usage Active Time Usage



Passive Occupancy

By collecting comprehensive, accurate real-time and historical data on how people are using (or not using) space, companies can automate and create efficiencies for office operations.

USAGE MAP

Floor 3

Conference rooms had the highest capacity usage in the last 3 months—consider more collaboration spaces.



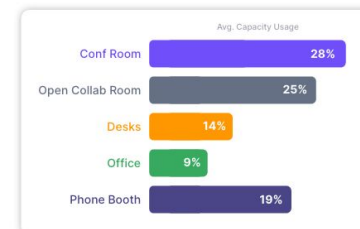
Usage Maps

By sharing usage maps with facilities teams, companies can inform and optimize cleaning processes.

SPACE GROUPS

389 Jefferson Blvd.

Focus spaces are not used efficiently, consider repurposing them into collaboration spaces.



Space Groups

By assigning spaces to business units, neighborhoods, or other segmentations, companies can track utilization and decommission unused spaces.

SPACE USAGE TIMELINE

Conference Rooms

There were 28 meeting room shortage events last week on Tuesday and Thursday.



Space Usage Timeline

Daily usage summary to understand which spaces were used and for how long to drive operational efficiencies.

#6

ARTIFICIAL INTELLIGENCE

AI for Strategic Workplace Operations and Planning

AI for Strategic Workplace Operations and Planning

Artificial Intelligence (AI) is already being adopted across teams at tech companies for critical functions such as software development, cybersecurity, and IT infrastructure management. Leading tech companies like [Google](#) have highlighted how AI-powered solutions are optimizing cloud operations by automating system monitoring and improving predictive analytics, leading to enhanced performance and reliability.

The strategic use of AI extends beyond core technical functions, and presents tremendous opportunities to streamline workplace environments and [improve operational efficiency](#). AI-powered solutions like [Workplace Assistant](#) enable tech workplace leaders to harness AI-driven insights to enhance facility management, ensure compliance, and improve overall operational outcomes.

The screenshot displays the VERGE SENSE Workplace Assistant interface. On the left, a sidebar shows 'Conference Rooms' and 'Thread Dataset' with filters for '548 7th Ave.' and 'Apr 1 2024 - Apr 30, 2024'. Below this are 'Example Prompts' like 'Peak Trends Over Time', 'Availability (Time Usage)', 'Efficiency (Capacity Usage)', and 'Passive Occupancy'. The main area features two AI-generated insights from the 'Workplace Assistant'.

Workplace Assistant

Almost all of your conference rooms are approaching or exceeding 80% active usage.

Workplace Assistant

By implementing space booking automation, you could **recoup 90 hours** in wasted meeting space per month.

Conference rooms **Oak, Elm, and Beech** are **occupied passively 24%** or more of the time. Consider a policy change to improve their efficiency.

Lounges and phone booths were mostly available and could have been utilized (average meeting size was 1.8 people).

V Workplace Assistant

What would you like to know about your workplace?

What changes can I make to free up more available conference rooms?

Analyze the impact of increasing my in-office policy from 2-3 days a week.

Do I have enough desks to support a 20% planned headcount increase?

AI for Strategic Workplace Operations and Planning

REAL WORLD EXAMPLE

A biotechnology company uses Workplace Assistant to optimize workspace efficiency. By leveraging sensor data, the team systematically examines conference room usage, enabling them to analyze usage patterns and refine space design. This AI-driven approach has not only streamlined decision-making but also empowered this biotechnology company to adapt their workspaces dynamically, creating more agile and efficient environments. [Learn more.](#)



Analytics insights that can help you understand and improve dynamic operations within your buildings:



Accelerate Your Speed of Decision-Making

and capitalize on optimization opportunities through an intuitive, natural language interface. Using generative AI, Workplace Assistant analyzes occupancy data to identify trends and provide strategic suggestions to enhance workspace efficiency.



Feel Confident in Decisions

Supported by AI-powered analysis of comprehensive occupancy and space usage data. Think of Workplace Assistant as a personal real estate, strategy and occupancy analyst.



Enterprise-Grade Security & Privacy

With a strong emphasis on privacy and security, Workplace Assistant ensures that all data remains protected, giving users peace of mind.



Streamline Decision-Making

with recommendations integrated with VergeSense analytics dashboards.

Enhance the Workplace with Occupancy Intelligence

The shift toward hybrid work creates a unique opportunity to optimize real estate and workplace strategies in response to the complexities of flexible work environments. Leveraging occupancy intelligence, tech firms can make data-driven decisions to right-size their portfolios, streamline operational costs, and enhance employee satisfaction.

By leveraging AI-powered solutions like Workplace Assistant to analyze real-time occupancy data, tech companies can dynamically adjust space usage and policies to better align with employee needs. This allows for smarter space utilization, whether through optimizing collaborative zones, automating cleaning schedules, or reducing the office footprint. Companies that embrace these strategies will not only reduce inefficiencies, but also foster environments that support collaboration, innovation, and long-term sustainability.

Workplace leaders in the tech industry must prioritize data-driven decision-making to address space inefficiencies, improve employee experiences, and achieve long-term success. With occupancy intelligence, they can transform their workspaces into dynamic, cost-effective environments that promote productivity, collaboration, and sustainability.

Want to learn more about using VergeSense to optimize your workplace?

[BOOK A CONSULTATION TODAY](#)

