

# Are Your Strategic Portfolio Decisions Based on Reliable Data?

Confidently make informed decisions about **downsizing or growth planning** of your global/regional portfolio with **Locatee Workplace Analytics** offering the true picture of your **occupancy and utilization**.

## Workplace Managers are Ready, But the Challenge is Data

**Portfolio decisions** are highly strategic and oftentimes costly decisions. Rightsizing your portfolio ensures you have the right **office capacities** to accommodate **business growth or downsizing**.

According to research firm **Verdantix**, portfolio optimization is the **top strategic objective** for organizations. Their **Global Corporate Survey 2021** found that:

### Respondents reported:

They are looking into real estate portfolio downsizing activities

55%

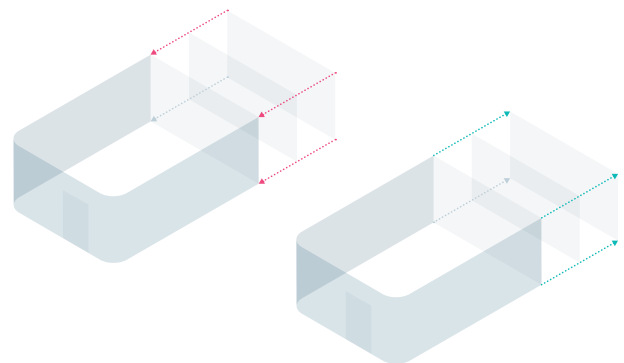
They were trying to utilize early lease exits

54%

They were looking into subleasing surplus space

60%

Taking such portfolio decisions without the right data, can present a **business risk for the company** because typically real estate ranks as the second largest expense. Data needs to be translated to actionable insights to bring decision making away from opinions and assumptions. Workplace managers can get it right by taking into account all possible information around **lease conditions, business needs**, and the best available **building and floor utilization data**.



## The Locatee Solution

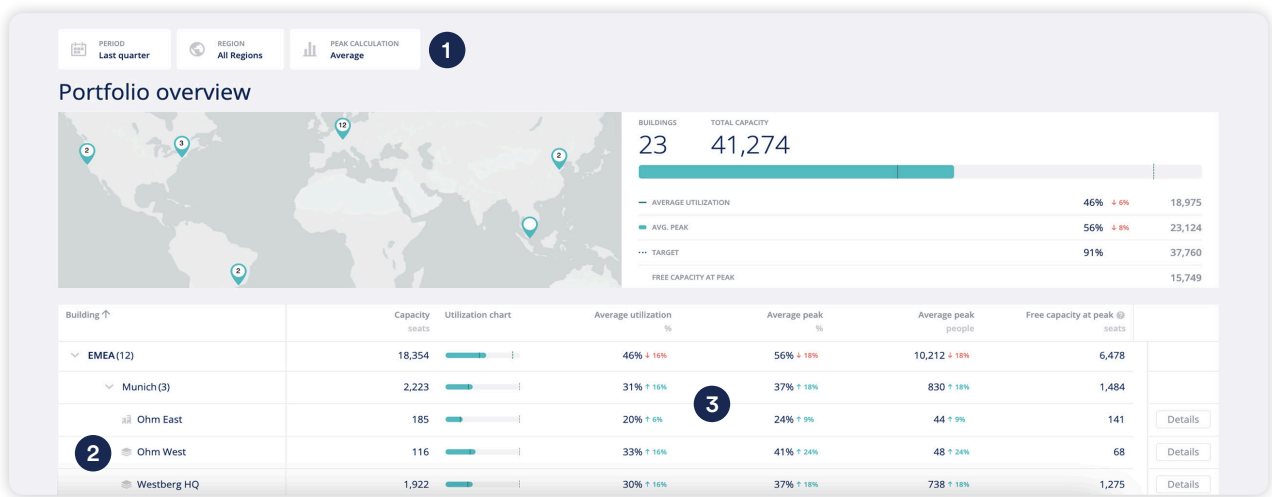
The traditional methods for **capturing utilization** were static, incomplete, and worst-case inaccurate. These methods included **observations, manual studies and snapshots, badge data, booking data**, as well as **gut feelings**. For this reason, the industry is moving toward decision making based on **utilization data**.

The **true and comprehensive picture** of a company's utilization comes from **network analytics** (i.e. Wifi, and Ethernet) and **sensors**. However, rolling out sensors over an entire site or even portfolio comes at a certain cost and maintenance effort.

**Locatee Workplace Analytics** enables companies to start capturing **highly accurate and dynamic utilization data** with **cost-effective** and **scalable network analytics**. Additionally, Locatee allows the **flexibility and adaptability** to **integrate sensor data** when use cases require it and when it's the right time for the business.

# How to Use Portfolio Utilization Data to Drive Strategic Decisions

- 1 Go to the overview of your whole portfolio and select the relevant time and calculation method. Set the peak calculation to “average” for more aggressive optimization goals or “absolute” for more conservative.
- 2 Drill down to buildings and sites with upcoming lease events. In this example, two buildings in Munich fit that criteria—Ohm East and Ohm West.

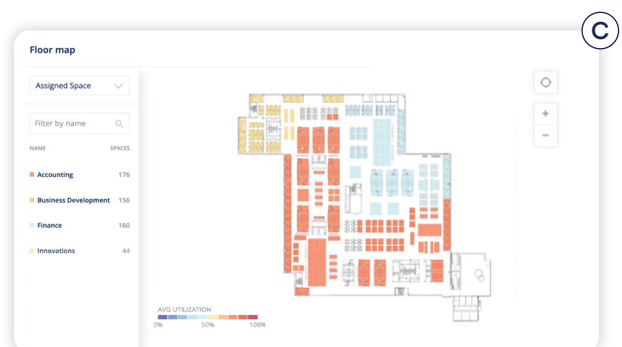
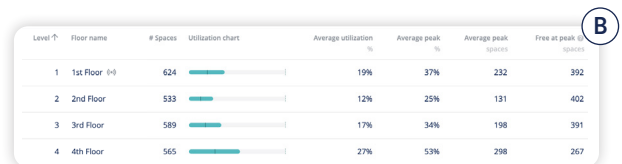
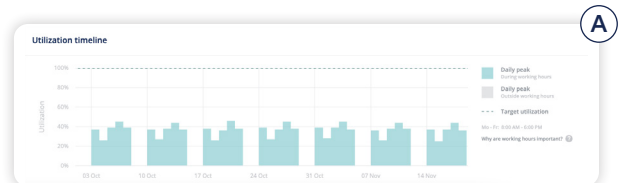


- 3 Review the following information for these buildings: “Capacity”, “Average utilization”, and “Free capacity at peak” to find potential for downsizing underutilized space, consolidation of buildings, or to determine if there’s room for growth within the existing buildings.

In this case, both Ohm East and Ohm West have consistently low utilization and when you compare that to Westberg HQ, also located in Munich, you can see that there is potential for moving the employees of those two buildings into Westberg HQ.

- 4 For further discussions and decisions, there are even more detailed views for each building, e.g.

- A Utilization timelines: How frequently do peaks occur?
- B Floors utilization: Which floors are over- or underutilized?
- C Floor details: Which zones or neighborhoods are most or least busy?



---

## Benefits of Locatee Workplace Analytics

---

- Scalable and cost-efficient technology for your entire portfolio using already existing IT infrastructure (WiFi, Ethernet, and sensors if and where needed)
- Overview of portfolio including historical and current data as a solid base for decisions – no more gut feeling
- Long-term cost reduction by optimizing across the whole portfolio and spotting opportunities

**Locatee Workplace Analytics** provides the real picture of portfolio occupancy and utilization so you can avoid costly decisions based on inaccurate data. Our technology is both economical and highly granular for portfolio-wide assessment.

**Are you ready to step your workplace analytics game up?**

Contact us to find out how Locatee can support your portfolio and cost optimization plans.

[hello@locatee.com](mailto:hello@locatee.com)

[www.locatee.com](http://www.locatee.com)



Locatee AG  
Albisriederstrasse 243a  
8047 Zurich, Switzerland  
+41 43 508 52 23

Locatee USA Inc.  
134 N 4<sup>th</sup> St Brooklyn  
NY 11249, USA  
+1 917 877 0197

