2023

workplace

predictions

5 worktech trends to watch

eptura™

ROBOTECH
CAD Solutions

Contents

Executive summary

Where and how we work has never been more dynamic or compelling. What began out of necessity for our collective health became a call to action for workplace freedom that many craved and others didn't know they could consistently experience. We've never had as much opportunity to marry the needs of individuals at work with the communal goals of an organization as we do today.

Over the last few years, companies have realized the need to create more certainty in the workplace for their employees. As compelling as work flexibility is for individuals, planning for a future workplace requires skillful operational agility. The systems available to manage the workplace and its capacity are becoming more integrated, more useful, and making it easier to empower desired behaviors and outcomes.

The right worktech gives us the consistent confidence to work more deliberately with each other. It's elastic and adaptive to human needs. Powered by accurate, intelligent information, worktech makes work life easier and more balanced. It reduces complexity allowing you to do so much more with your people, places, and physical assets in the best possible way — in less time and at less cost.

Business leaders are juggling today's pressures while planning for unknown future scenarios. Right now, office demand patterns are hyper dynamic as supply outpaces occupancy. Yet the job market remains steady. Retaining and attracting top talent still matters.

Some organizations are playing catch up with the needs of their people. At the same time, others are experiencing positive outcomes by implementing ways of working that once seemed radical, such as the four-day work week.

In 2023, the goal is to manage through volatility and still find resilience. Right-sizing physical space for a hybrid work world is paramount, along with keeping asset and portfolio costs under control. Companies are walking on a workplace balance beam through a workspace maze.

To navigate each step successfully, leaders will need to understand the policies, practices, and metrics that will most affect the people, places, and assets they manage.

Over the last year, we've heard consistent themes as we've listened to the needs and challenges of customers around the globe. The biggest question we get is around what everyone else is doing when it comes to in-office worker capacity. We've compiled insights to help you understand the emergence of the worktech category and better plan for 2023 and beyond as we continue to see monumental shifts in how people work.

What's worktech?

Worktech is the digital manifestation of people, places, and assets working together harmoniously — regardless of location. Built for global business outcomes, worktech anticipates and delivers desired workplace performance through a single, unified experience to enable everyone to reach their full potential.

Smooth and secure building visits. Easy, reliable workspace booking. Automated energy management. Optimized and accurate utilization metrics. Predictive and proactive facilities, inventory, and asset management. And when it's all connected?
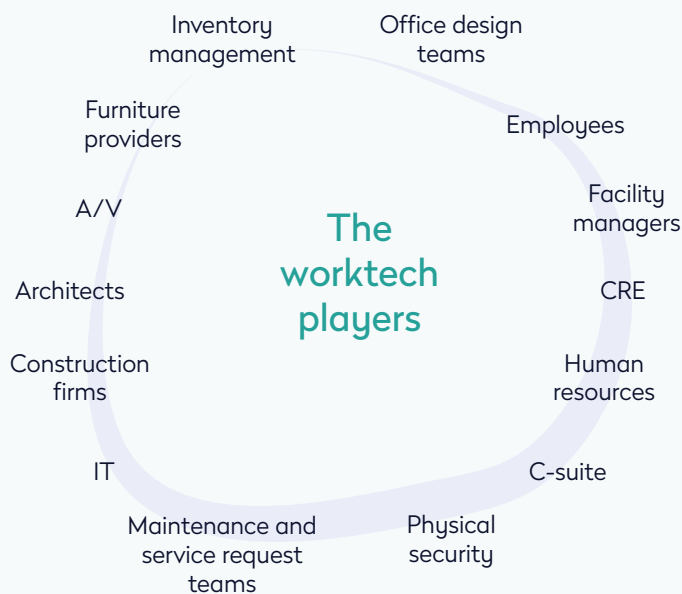That's worktech.

It's modular by design. Integrated for flawless work experiences. Ready to scale on demand.

It's fueled by artificial intelligence (AI) and machine learning (ML) and fronted by human-centered design principles. It's fundamentally easy to use and enables mobility.

Workplace technology and processes shouldn't be fragmented. But when they are, worktech can bring them together to help meet business goals. Isn't that the objective of true digital transformation?

Worktech doesn't exist in a vacuum. It adapts to real-world conditions whether in traditional corporate offices, manufacturing plants, hospitals, hotels, fleets, coworking spaces — wherever work happens.

The pandemic accelerated worktech adoption, but worktech continues to evolve as workplace policies — and ever-changing working behaviors and processes — influence how, when, and where we work.

The worktech players

- Inventory management
- Office design teams
- Furniture providers
- Employees
- A/V
- Facility managers
- Architects
- CRE
- Construction firms
- Human resources
- IT
- C-suite
- Maintenance and service request teams
- Physical security

The value of a worktech ecosystem

Worktech represents a $25 billion market globally, as the two largest expenses for most businesses are people followed by real estate and physical assets.

In a recent market survey, research firm IDC found that firms that deployed intelligent digital tools to manage their workspaces realized significant return on investment, including:

→ 27% increase in revenue

→ 24% increase in profits

→ 22% increase in operational efficiency and employee productivity

Hybrid work
grows up

2023 will be the year of more deliberate and effective hybrid workplace policies.

Go forth and enable flexibility — officially. The work-from-anywhere experiment works. If you haven't updated your hybrid policies (or the technology that supports hybrid adoption), there's room to reap the benefits. Our data shows that companies that update their policies experience positive employee sentiment, which can help with talent attraction and retention.

The balancing act between returning to the office and working from home offices may feel settled for some organizations. But not for every firm.

Office space continues to morph — either by right-sizing for optimal utilization or redesigning for better in-person experiences. The reality is that most office-centric employees are choosing what's best for them. Managers at the department level

are doing their best to retain their teams, but it requires an equitable and empathetic approach. You can't have a policy for all that's only followed by some.

A rocky economy in 2023 may shift in-office policies, but even the most outspoken anti-hybrid CEOs are finding a talent revolt when they establish hard lines. Unconvinced? Ask the major firms in Silicon Valley. Accenture's Future of Work 2022 study finds employees who do not feel they can be productive, healthy, or happy in any work location are nearly eight times more likely to want to leave their organizations. Conversely, workers who can perform their work anywhere are two times more likely to stay.

Industry leaders have reinforced this sentiment in recent interviews on our Workplace Innovator podcast.

" Clearly, for us as employees, [hybrid work] is very positive, and for employers it's helping us reinvent the purpose of the office, **"**

says Dr. Marie Puybaraud, global head of research at JLL.

" We're in need of a new definition of a what an office or workplace can deliver. And for society at large, it's also very positive; we have to become more authentic to the way we live, work, consume, and play. So, it's a necessary change. **"**

Dr. Puybaraud describes the value of a regenerative workplace and "how space can be made into an environment which is supporting the mental, social, and physical health of the workforce."

For organizations to realize these benefits, they will need to rely on two important factors: actionable data to understand behavior, and culturally embedded workplace policies.

Survey:

Employee attitudes to hybrid policies

While hybrid work is here to stay globally, not everyone understands their organization's policies, according to a recent survey we conducted of 6,000 employees. Surprisingly, some organizations — especially in the UK and Australia — still don't have updated hybrid policies, whether it's because they enabled flexibility pre-2020 or simply haven't yet defined a consistent strategy.

The good news is that those who are aware of and understand their company's hybrid policies show a positive correlation with how they feel about their organization. Most employees are satisfied or very satisfied with these policies, which is great news on the talent retention front.

In the US:

Over half (51%)
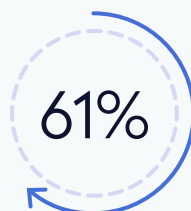of respondents say their workplace has updated their remote/hybrid work policy since early 2020.

28%
say they have a remote/hybrid policy, but it has not changed since pre-2020.

4%
do not have a remote/hybrid policy at all.

Of those with a remote/hybrid work policy:

61% say they fully understand the policy, including any updates, and 29% report they understand it somewhat.

80% are satisfied with their employer's remote/hybrid work policy, while 18% are not satisfied with their policy.

Overall, the experience is similar in the UK, although the number of respondents who reported not having a policy in place was three times higher than in the US.

Over half (54%)
of UK respondents say their workplace has updated their remote/hybrid work policy since early 2020.

20%
say they have a remote/hybrid policy, but it has not changed since pre-2020.

12%
do not have a remote/hybrid policy at all.

There are some other surprising regional differences. Fewer employees in the UK reported understanding their hybrid policies than in the US.

53% say they fully understand their work policy, including any updates, and 39% understand it somewhat.

81% are satisfied with their employer's remote/hybrid work policy, with 15% not satisfied with their policy.

In Australia, where hybrid work was more widespread prior to the pandemic:

Almost three quarters (70%)

of respondents say their workplace has updated their remote/hybrid work policy since early 2020.

8%

say they have a remote/hybrid policy, but it has not changed since pre-2020.

14%

do not have a remote/ hybrid policy at all.

Of those with a remote/hybrid work policy:

71% say they fully understand their work policy, including any updates, while 26% understand it somewhat.

91% are satisfied with their employer's remote/ hybrid work policy.

8% are not satisfied with their policy.

Question

Has your employer introduced a new or updated an existing remote/hybrid work policy within the last 2.5 years?

US office workers
- 51%
- 28%
- 4%
- 17%

UK office workers
- 54%
- 14%
- 12%
- 20%

Australian office workers
- 70%
- 7%
- 14%
- 8%

Legend:
- ● We have updated our remote/hybrid work policy since early 2020
- ● We have a remote/hybrid work policy, but it hasn't changed since pre-2020
- ● We do not have a remote/hybrid work policy at all
- ● Not sure/not aware of one
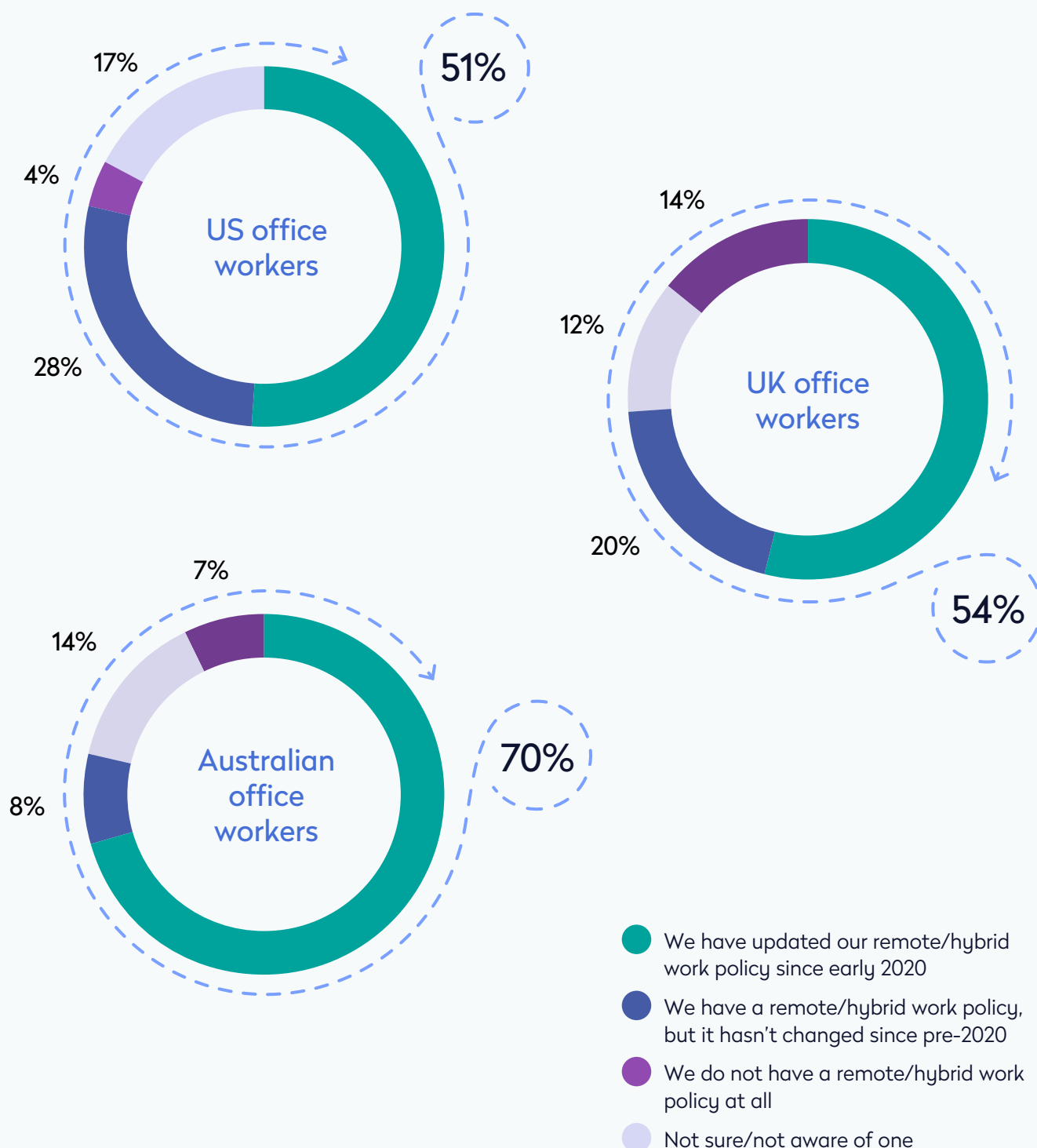
How worktech helps address this trend

Worktech will help organizations refine and employees adapt to refreshed policies by enabling physical, shared workspaces to exist on demand. This gives employees the flexibility they crave while allowing companies to optimize space. By leveraging technology, companies can also make remote and in-office experiences more equitable to increase the adoption of the hybrid model.

Worktech also plays a role in supporting policies related to physical assets, such as employee hardware or parts inventory for systems that keep the building functioning. Improving and monitoring adherence to policies addressing safety and compliance can help reduce risky behaviors and costly anomalies.

Through integrated worktech systems, companies can leverage data to understand if employee behavior matches policy. They can also use the same tools to implement and communicate changes to continually refine their workplace management programs.

Trend 2

Know exactly why you are in the office

It's for human connection. 2023 will be the year to magnetize the workplace with in-person collaboration.

Clear hybrid work policies coupled with formal teambuilding will connect people in companies together by strong, interpersonal bonds. In-person office days are on the rise during the "mid-week mountain" peak occupancy days: Tuesday, Wednesday, Thursday. It's always smart to improve cross-department culture, promote and share innovative ideas, and encourage teams to connect. This year, it's critical.

Many organizations have yet to formalize what it means to be together and have yet to become as purposeful during in-person interactions. It's time to pivot with better planning through intelligent worktech.

A study we conducted earlier in 2022 on attitudes to hybrid working showed an overwhelming preference (85%) for a hybrid

model and a tendency for most people to want to see and interact with others. And our most recent September data reinforces how hybrid has become more deeply ingrained in our experience.

But on which days? Employees tend to prefer to lean into the weekend and ease into a new week from home. We want to finish up work on Friday from the home office and don't like Mondays in the office. We've learned we no longer need to spend time in traffic or on public transport during peak commuting hours. The result? Many organizations have experienced a rise in office occupancy from Tuesday to Thursdays. It took a pandemic and forced seclusion to realize the way we used to work doesn't have to be the only way.

Fringe cases

As much as we're seeing the mid-week mountain in full effect across offices, some companies are encouraging alternate approaches.

Fun Fridays

Within our global customer base, we've seen some organizations select an unusual day for team members to be in the office: Friday. Commute times are low as many offices have shifted to mid-week shifts, and it caps off the week with an opportunity for happy hours or other ways to celebrate the culmination of a great week. Team members continue to flex into the office throughout the week for meetings, but Friday has started to become a space for planned collaboration and much-needed social connectivity.

Motivation Mondays

A few of our customers have designated Monday as the in-office experience day to kick off the week strong. In these cases, human resources teams are generally heavily involved in making Mondays an experience with planned catering and events. Some partner with local restaurants to accommodate large catering since Monday has significantly declined as a revenue-producing day for restaurants that depend on the working lunchtime crowd.

Understanding employee motivations

Whichever day(s) your organization plans in-office attendance, it's not enough to simply issue a mandate. Stanford University research from 2022 finds 20% of employees in the US aren't coming into the office on the set days they are expected to by their firms and managers. So, while 80% are following the policies, there is some inequity in the in-office experience.

Stanford economics professor Nicholas Bloom has publicly depicted today's in-office experience: "Most people, apart from introverts, have complaints about coming in and it being quiet and dead and people shouting into laptops—and what's the point of coming in to be on Zoom all day? This makes things harder now … If you look at the surveys, the key reason by far that people come into work is to see colleagues and work with colleagues."

Bloom's findings are backed by research from Microsoft. Nearly 40% of employees say their biggest hybrid work challenge is knowing when and why to come into the office, according to Microsoft's 2022 Work Trend Index. To address this, consider creating a formal collaboration value proposition with employees to codify and document what it means for your organization.

Additional research from Gallup finds strong correlation between productive business outcomes and strong bonds between coworkers. It finds that employees who have a best friend at work are significantly more likely to:

→ Engage customers and internal partners

→ Get more done in less time

→ Support a safe workplace with fewer accidents and reliability concerns

→ Innovate and share ideas
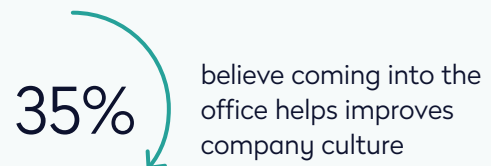
→ Have fun while at work
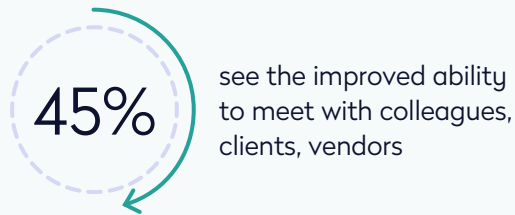
" Listen to the sounds of
deep change around us, "

says Dr. Puybaraud of JLL.

" We don't spend enough time listening
to and watching what is happening
around us. We're in an industry that is
very much reactive: Solving problems.

That's great. That's what facility
managers are: They're problem
solvers. They're troubleshooters. But
when you troubleshoot, shoot deep. "

The value of the office in the US

45% see the improved ability to meet with colleagues, clients, vendors

42% value the office for the opportunity to get noticed by management and help their career

36% believe coming into the office helps improves company culture

35% believe coming into the office helps improves company culture

32% feel coming to the office helps with work/life balance

Source: Eptura commissioned survey

How worktech helps address this trend

Worktech is an essential tool for organizing and inspiring collaborative hybrid working days, and reinforcing team participation. The overarching tactic we are seeing companies deploy is empowering employees with the flexibility to select their own schedules and transparency into others' schedules.

It's human nature to want to know who will be in the office before deciding to come in. Businesses are leveraging worktech to show exactly who will be in the office on what days, and trigger automated notifications to alert employees when their entire team will be in the office. For example, sharing planned in-office calendar information on collaboration platforms such as Microsoft Teams and connecting that directly with workspace scheduling helps make in-person collaboration an easy, viewable task.

No one wants to be left out of a conversation that happens in person after a virtual call ends. With integrated worktech systems, employees can conquer their fear of missing out.

Make the most out of the mid-week mountain

Microsoft's WorkLab offers some guidance to help organizations make better use of in-person time. This covers everything from team building and bonding, strengthening weak ties and in-person brainstorming to the value of one-on-one time in-person and flexible office design. It also calls for experimenting with on-site team time and offers a few specific ways to mix it up including:

1

Two days in the office per week, with one day optimized for team bonding, and one day optimized for one-on-one connections between teammates and broader networks.

2

A team on-site day followed by a meeting-free workday or work block. This model can help people focus their on-site time on team building, collaboration, and connection since they know they'll be able to catch up the day after.

3

Several on-site days, with in-person meetings built around core hours so that people can avoid rush hour and schedule their workday around school pickup and other commitments.

Source: Microsoft WorkLab's guide "How to Make In-Person Time Count"

Data comes alive

Actionable data science will bring facility operations and asset management to life. Digital twin technology moves beyond the hype.

We're on the precipice of predictive maintenance. This new year welcomes next-level business intelligence from digital twins and asset data. In 2023, data will be more easily shared across disparate workplace, asset, and inventory systems. It's a lot more than micro-integrations. We're talking about operationally rich, continuous data feeds integrated with built-in artificial intelligence and machine learning.

When most of us hear "digital twin," we think of the scene in Marvel's "Iron Man" movies when Tony Stark creates his high-tech suit with virtual 3D modeling by pulling image renderings out of thin air. Although it's not a reality today, this type of technology is closer than you may think.

While integrated workplace management systems (IWMS) and computer-aided facility management (CAFM) programs provide spatial management, digital twins will provide the context for how employees use that space. Now, 3D models will be in the full context of workspaces with floor plans so you can match up assets and inventory within any building's area.

According to research firm Verdantix, interest in facilities optimization and more predictive analytics has resulted in increased intent to spend on digital twins. Over a third (31%) of organizations plan to invest in it over the next 12 months. Similarly, over a quarter (26%) of organizations are already using predictive analytics extensively and one-fifth (20%) are using it to some limited extent.

The true value of digital twin modeling arrives in its application in context using data sets across industry and operational disciplines. Companies can eliminate planning and operations blind spots by making it easier to connect asset and facilities data — enabling users to explore, locate, interact with, and report on space and asset data that was previously difficult to access.

Fully integrated digital twins will allow companies to:

→ Model short-, mid-, and long-term "what if" scenarios and conditions

→ Quickly create and automate trend, threshold, and rule-based actions

→ Gain faster time to value from data-informed decisions

→ Lower asset costs from better inventory pattern recognition

→ Gain longer asset life

→ Cut down on energy usage

" A significant opportunity exists for project teams to capitalize on that information by delivering a holistic and usable view of design and construction data as a digital twin of the built asset, **"**

says Robert Bray, a senior director at Autodesk,
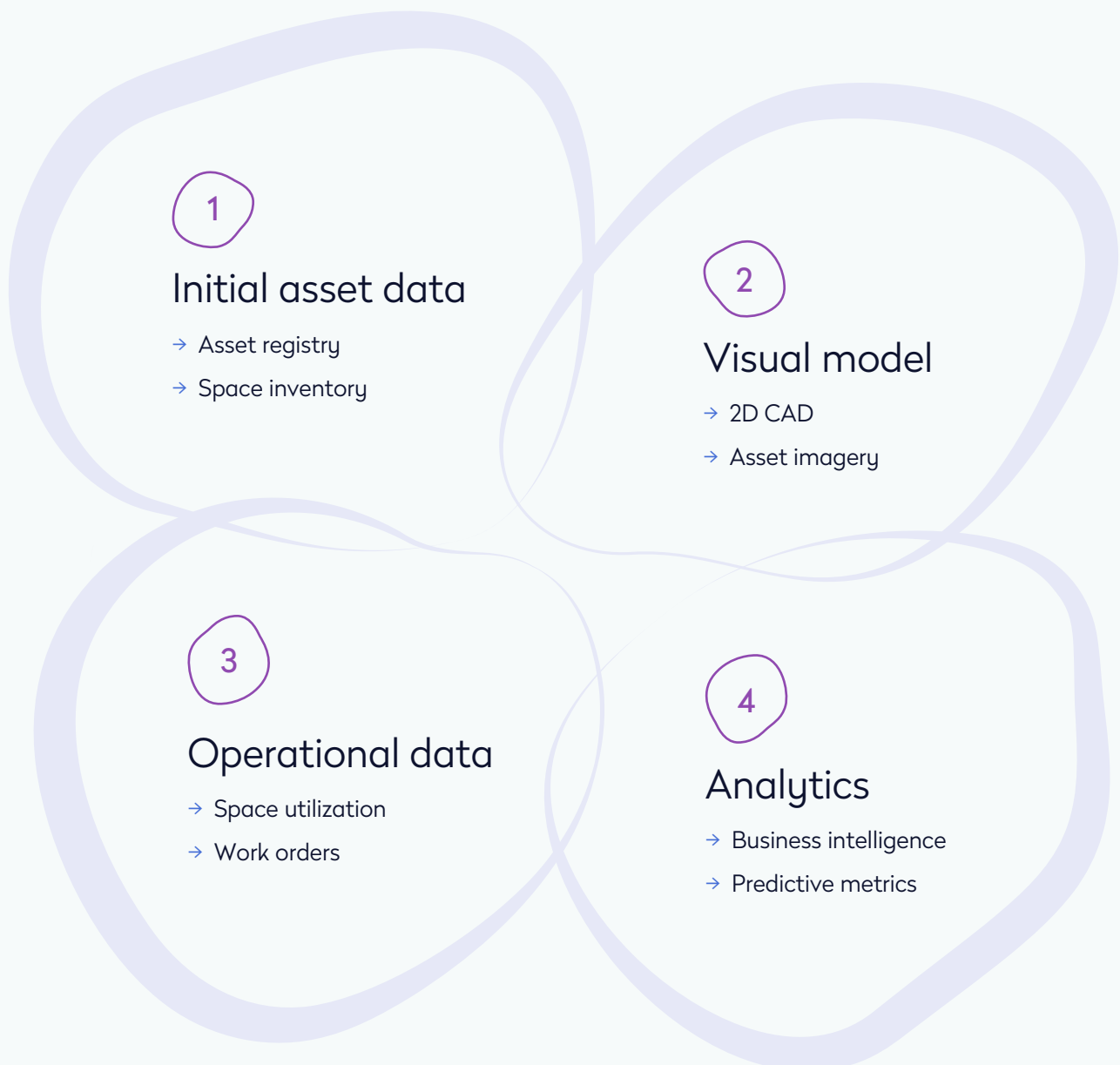in the e-book "Demystifying Digital Twin."

" This in turn will enable owner/operators to have a single source of truth for operations that reduces the total cost of ownership, achieves greater operational efficiency, and realizes the value of business information modeling long after handover. **"**

A worktech view:
4 pillars of digital twins

A digital twin is a virtual representation of a physical space that displays real-world conditions and attributes in customized context. It's the next level of modeling because it incorporates data from disparate sources and puts it into action by leveraging artificial intelligence and machine learning.

To realize the value of digital twins in property and asset management, these four elements need to work together.

1

Initial asset data

→ Asset registry

→ Space inventory

2

Visual model

→ 2D CAD

→ Asset imagery

3

Operational data

→ Space utilization

→ Work orders

4

Analytics

→ Business intelligence

→ Predictive metrics

How worktech helps address this trend

Worktech allows organizations to become more conscientious of people and places via asset performance, and take actions automatically to reinforce and synchronize business outcomes. Often building design and construction doesn't translate as intended during operations.

Combining detailed digital building and asset models with real-time usage data allows facilities managers to see and understand behavioral patterns within their physical context, whether it's how people move through spaces or spikes in equipment wear and tear. This allows them to spot trends and optimize resources based on how they were originally designed and predict issues before they occur.

Trend 4

It's time to tame the mid-week mountain

As workspace demand continues to fluctuate, organizations will become more adept at anticipating and addressing the associated challenges — from surges in service requests during peak occupancy to wasted energy during lulls. Ultimately this will translate to improved real estate and operational need forecasting and better cost management.

Companies need to right-size in the appropriate, balanced way. It's not enough to have policies and purpose. Workspace demand may seem predictable during those mid-week peaks, but the reality is more nuanced. Managing the impacts — from having enough meeting and collaborative spaces to enacting more flexible procurement contracts with service vendors — requires management and technology resilience.

Having dedicated places to meet, such as an office or coworking hubs, is still important. In fact, 72% of decision makers surveyed in

JLL's "Future of Work Survey 2022" contend that the office is critical to doing business. Company leaders are partnering with HR, IT, and FM managers to make their workspaces more open and ready for collaboration. Data from the same JLL study finds 73% have planned or are planning to make all office spaces open and collaborative without any dedicated desk spaces.

The problem? Departments will inevitably want the same collaborative spaces, personal spaces, meeting rooms, quiet areas, and amenities for employees and visitors on these same mid-week days.

But not every organization is up to date on its worktech or its training. Our recent survey data shows these trends happening in US organizations:

43% don't have a way to reserve individual or collaborative spaces in advance, and 41% don't have a way to reserve spaces on demand.

31% don't have a way to ensure their workspace has the right equipment.

26% can't work the IT equipment to connect with remote colleagues.

"Right now, it's really about spending the time to understand what customers need. Oftentimes they don't know themselves because they haven't been in an office lately ... So, a lot of their perspective is pre-pandemic," says Marc Weigum, director of real estate and workplace technology at Twilio, in a recent interview on Eptura's Workplace Innovator podcast. Weigum is seeing a pattern of employee leaders who don't yet understand what this new workplace looks like, which requires deeper conversations to get much-needed qualitative data to inform space-planning decisions.

"Do you need more café type of space? Do you need bigger rooms to have bigger gatherings?" asks Weigum, who has also worked for Microsoft, Amazon, and Starbucks. "And then what does that mean to the people working next to it? So, how do we shift as an industry from everyone focusing on a place that everybody has to go to [what is needed] now: The customer is the center. And there are multiple places we all need to support."

To Weigum, it's a 180-degree move. How do facility managers shift from having all these resources in a building to becoming mobile-first in application use? How do you expand the reach to allow employees to communicate with FMs on what they need? Can they book space from a phone? And on the management side, how do you gather all the data from these technologies to see what's really going on?

" Because now it's all over the place and you need a good central platform so you can have leaders see what is going on and then make the right decision, "

says Weigum.

" Because right now it can be very anecdotal, and they may not get the whole picture. And then that may not be holistic enough ... to make the optimal decision. "

Facility managers will also need to ensure that meeting rooms are equipped with the right collaborative conferencing and audio-visual technology to meet surges for all teams and departments. It will also put pressure on HR teams who will inevitably be forced to resolve departmental conflicts over space and specific days in the office.

Procurement teams will have to help better manage spikes in supply needs, cleaning services, and food — all which have increased costs with inflation. Asset teams will also need to manage building facility inventory and perform asset maintenance in more agile, cost-effective ways.

Energy costs are still highly volatile. Right-sizing means balancing the needs of employees with the need to be sustainable. It means doing more with less complexity, at less cost, and in less time. And this requires a broad range of worktech that can capture workspace and inventory patterns and help speed up decision making to support the time to value and ensure return on investment.

" Doing more with less doesn't mean working harder or longer. It's not going to scale. Doing more with less means applying technology to amplify what you can do, and ultimately, what an organization can achieve amid today's constraints, "

said Satya Nadella, CEO of Microsoft, during his keynote speech at the 2022 Microsoft Ignite conference.

Worktech leaders need to be prepared to meet demand during surges, and be able to spot trends, plan dynamically, keep their spaces and assets secure, and load-balance. Ultimately, this helps reduce real estate and energy costs by right-sizing space and can help businesses meet sustainability goals while allowing for fluctuations in usage. Imagine software that will automate the reconfiguration of usable space based on demand and occupancy using AI and ML and lower energy needs during non-surge days.

"At Twilio, we're actually interviewing 7% of our workforce to find out what they need," says Weigum. "And I think that has to happen right now because none of us really know. And we can guess, but it's expensive to guess."

How worktech helps address this trend

The promise of worktech is to synchronize information across workplace management systems, from workspace resource scheduling, visitor management, and smart building sensors to help plan, capture, report, and automatically tune facilities of all configurations and floor plans. It's fueled by easy-to-use mobile applications using the most accurate, real-time data. And it's designed to be used by humans, not technical wizards.

"For the employee, it's about providing a great experience and making sure that if someone is coming into the office, that they have a dedicated place to work that day, they have visibility into who is also in the office and where they are located, and [they] are able to easily request services or equipment while onsite," says Juliana Beauvais, enterprise asset management and smart facilities researcher, in the SHRM article "Hybrid Workplaces Call for Upgraded Tech." "For the employer, in addition to effectively managing the space, the tools provide the ability to collect data about the behavioral use of the space to inform long-term decision-making," Beauvais explains.

Data accuracy struggles in 2022

65% of organizations plan to improve data accuracy

Companies need to strengthen data governance and invest in integrating space data management systems because they lack:

→ An IWMS or other space management system, or if they have one, it's rarely audited or updated

→ Floor plans or space assignment data

→ Documented processes for data

→ Data oversight for quality

→ Accountability

Source: CBRE's "2022-2023 Global Workplace & Occupancy Insights"

Trend 5

No. More.
Silos.

The physical and digital convergence enabled by worktech will streamline an entire cloud-connected workplace ecosystem. Smarter automation will facilitate change management.

Having blended workplace technology with robust integrations is table stakes. Employees, facilities and asset managers, HR leaders, IT — everyone who touches or influences worktech expects a completely seamless experience. While workplace and asset leaders recognize the need for fully integrated solutions, they realize this will also affect workflows and disrupt ingrained behaviors. To cope with the transformation, they will increase smart automation.

This goes beyond integrating the day-to-day operational worktech stack: space planning, visitor and asset management, building automation, the internet of things (IoT) devices, real estate management, and digital resource scheduling systems. It's all the assets within systems that bind the

enterprise workplace experience together — including enterprise resource planning (ERP), human resource information systems (HRIS), service and ticket management, security and access control, and design, construction, manufacturing, and industrial systems.

Human-centered design, application programming interface (API) hubs, and a burgeoning low-code environment are helping to enable the promise of worktech and a connected workplace ecosystem. According to McKinsey, more than 50% of user touches will be augmented by AI-driven speech, written word, or computer-vision algorithms by 2024. The low-code development platform market's compound annual growth rate is projected to be nearly 30% through 2030.

Many of these systems are experiencing their own unique digital transformation as they make their way from bridging legacy operational technologies with today's cloud infrastructure. Corporate assets are getting smarter and becoming more digitally connected in innovative fashion. But this requires trusted security ecosystems from end to end for assets, between IoT sensors and utilization devices, and in buildings. Plus, it needs effective change management to work across workplace departments in HR, IT, and facilities management.

In the physical building and facility realm, this means secure, reception-less visitor management and tight access control. Front office personnel will get a boost from improved physical security access control from verifiable and encrypted digital safeguards and policies. Workplace safety and badge control are getting smarter and more automated, which lines up well with managing a diverse set of future skills from on-demand contract and gig workers and to protect intellectual property.

Visitor expectations have changed as well. We've quickly adapted within two years to self-check-in at many experiences, whether at the doctor's office or a service appointment. Visitors no longer expect an in-person check-in experience and are now more comfortable with pre-registration and automated kiosks. Many organizations are exploring temporary badges like hotel key cards that expire after the visitor's time has ended.

We've seen wayfinding usage grow across our applications as many team members were either not in their offices for 18-24 months or have never been in the office. In large buildings or campuses, both employees and visitors are relying on digital signage to help them navigate. Employees are more self-sufficient at locating what they need, which helps reduce the cost of staffing multiple receptions or concierges and minimizes wasted time spent searching for spaces, people, or other resources and amenities.

But this ecosystem and the spectrum of change that it brings need to be managed by humans. Automation will help ease a lot of the complexity introduced by all the process and workflow changes. But cross-team awareness and joint decision-making will continue to be important.

"The HR organization, the tech organization, and the facilities organization need to regularly meet and understand what each one is doing because each one of them cannot do the work without the other,"

says Weigum of Twilio.

"HR can't set policy without the right space and the right tech. Tech can't do their work without the right policy and the right space. Facilities is in the middle of everything, supporting the policy and the tech... HR can set policy really quickly, but spatially it takes a long time."

How worktech helps address this trend

Worktech is the core of this broader connected ecosystem. Employee workplace apps will continue to grow in popularity as the preferred way to self-serve workplace needs. But the future of worktech will extend beyond single apps to the tight integration of space optimization, digital twins and AI/ML, IoT smart sensors, resource scheduling software, and preventive maintenance. All corporate assets will benefit from secure, integrated systems.

The promise of worktech

A completely seamless workplace experience with fully integrated solutions

Dynamic, intelligent workspaces	Fostering connection across disconnected environments	Data-informed, intelligent workplace asset automation	Optimized workplace and workspace environments
→ Flexible, hybrid	→ Helping people find workplace equilibrium	→ Powered by AI/ML	→ Energy costs
→ Mobile	→ Correcting for fragmented employee experiences	→ Smart building sensors	→ Maintenance management
→ Easy to use	→ Keeping people safe physically and digitally	→ Real-time analytics	→ Asset, inventory, and inspection
→ Trusted, secure		→ Reporting	

Endnotes

"Why Office Buildings Are Still in Trouble," The New York Times, Nov. 17, 2022.

"IDC FutureScape: Worldwide Future of Work 2023 Predictions" IDC, Oct. 2022.

"Intelligent Digital Workspace Survey, 2Q22" IDC, June 2022.

"Musk's About-Face on Remote Work Latest Example of WFH Whiplash," Bloomberg, Nov. 18, 2022.

"Future of Work Study 2022," Accenture, Nov. 29, 2022.

"Global Occupancy Benchmarking Report Q2 2022: Return to Office So Far" Basking, Aug. 2022

"The Increasing Importance of a Best Friend at Work," Gallup, Aug. 17, 2022.

"How to Make In-Person Time Count," Microsoft WorkLab, 2022.

"Deymystifying Digital Twin For Architecture, Engineering, and Construction," Autodesk, 2021.

*Autodesk is a key investment and technology partner with our worktech products. Autodesk is a globally recognized leader in BIM design, engineering, and construction solutions for nearly thirty years and brought BIM to the world of digital twins, including the launch of Autodesk Tandem™.

"Verdantix Global Corporate Survey 2022 Smart Building Technology Budgets Priorities & Preferences" Verdantix, Nov. 2022.

"High Value Use Cases For Smart Building Digital Twins," Verdantix, Aug. 3, 2021.

"JLL Future of Work Survey 2022," JLL, Aug. 2022.

"Microsoft Ignite 2022 Satya Nadella Keynote," Microsoft News, Oct. 5, 2022.

"Hybrid Workplaces Call for Upgraded Tech," SHRM, Feb. 17, 2022.

"2022-2023 Global Workplace & Occupancy Insights," CBRE, Oct. 2022.

"Tech at the edge: Trends reshaping the future of IT and business," McKinsey, Oct. 21, 2022.

work
your world™

Eptura is a global worktech company that provides software solutions for people, workplaces and assets to enable everyone to reach their full potential. Our scale and expertise helps organizations to engineer a thriving work environment, by giving them the understanding they need to enhance their employee experience, workspaces, and asset value.

Atlanta • London • Melbourne
Salt Lake City • Winnipeg • Brussels • Frankfurt • Gurugram • Singapore • Sydney