

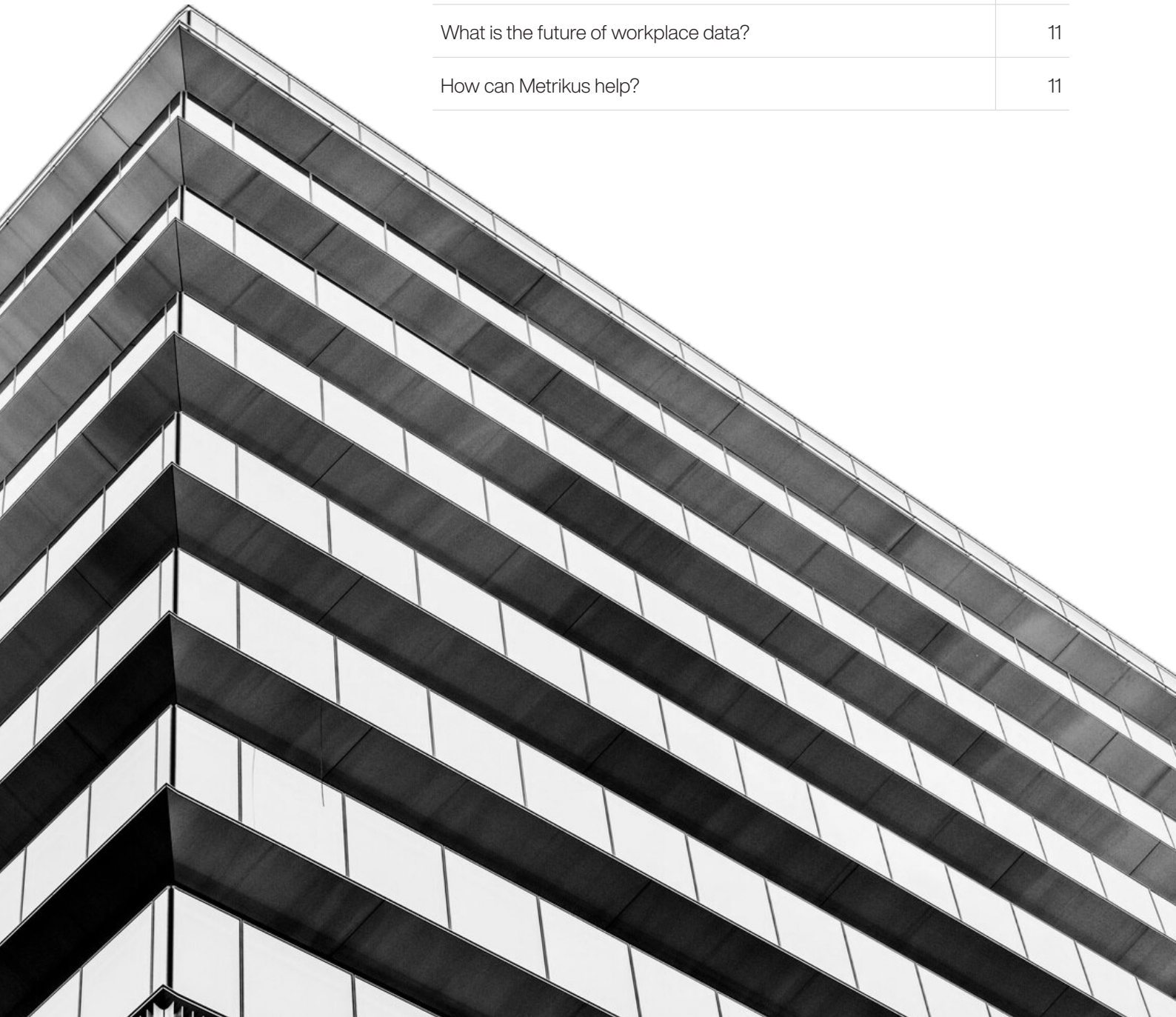


The ultimate guide to workplace data



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Introduction

The way we work has changed massively over the past couple of years.

It's become increasingly clear that work is not necessarily something you come to the office for, it's something you do.

A shift to a more flexible approach means that employees can come in when they want, use the resources they need and collaborate with colleagues. But there's no expectation to come in every day, or even every week if it doesn't suit the individual.

There are clearly some exceptions to this, with several high-profile CEOs demanding employees come back to the office five days a week. However, it's predicted that these kinds of mandates will backfire, as employees have redefined their priorities and have more leverage than ever before.

Overall, embracing hybrid work has brought about a lot of benefits for both companies and employees, and it will continue to do so in the coming years.

There's just one problem with all of this...

The way we work has changed a lot, but the offices we work in haven't. And this is leading to some big challenges.

Challenges for companies	Challenges for employees
<ul style="list-style-type: none"> Companies are wasting money on office space that's not being used (and struggling to work out how much space is actually needed) Companies are wasting energy in underutilized areas of their offices – a problem for their profits and the planet Companies are struggling to get employees to return to the office due to sub-par workplace experiences 	<ul style="list-style-type: none"> Employees are getting frustrated by difficulties booking desks and finding suitable spaces for quiet work and collaboration Employees are looking for more reassurance that the offices they are returning to are healthy and sustainable Employees are being overwhelmed with too many workplace apps and new technologies to use

We need to update the way our offices operate to make them fit for our new requirements. And the key to this – as you might have guessed by the title of this guide – is workplace data.

There's so much data out there that's just waiting to be used in the right way. And our goal at Metrikus is to make this data clear, accessible and actionable.

With the right information at your fingertips, you can start to boost workplace experience, improve operational efficiency, and reduce costs – a win-win.

In this guide, you'll find everything you need to know about workplace data, and how you can start to use it to make better decisions about your building and your business.

What are the key types of workplace data?

As we've already mentioned, there's a lot of workplace data out there – so much so that it can be hard to work out what information you actually need.

It's safe to say that there are way more than 12 types, but for the purposes of this guide, we've picked some of the top data sets that are worth considering.

01

Occupancy data

Occupancy data gives you a comprehensive view of how your office space is being used by employees. This information can highlight desks or areas that are underutilized, helping companies to make informed decisions about reallocating space, optimizing office layouts, and downsizing.

It's thought that businesses around the world could save \$1.5 trillion in rental costs by avoiding wasted office space, so it's safe to say that accurate occupancy data can be very valuable.

Occupancy data can come from different sources, including IoT sensors, desk and meeting room equipment from companies like Cisco, Microsoft and Logitech, or even from network access points.

03

Indoor air quality data

Indoor air quality data includes key parameters like temperature, humidity, carbon dioxide, total volatile organic compounds and particulate matter. Like occupancy data, it can be collected with certain types of hardware you might already have in your office, or by installing IoT sensors.

By setting up custom thresholds and alerts, you can make sure these parameters stay within optimal levels, keeping employees safe and healthy.

Poor indoor air quality – particularly high levels of CO₂ – can cause a 23% impairment in decision-making and an 11% reduction in productivity, so making changes to optimize your environment can have a big impact on your bottom line!

02

People count data

People count sensors – commonly placed on entry points around your workplace – show you how many people are coming in and out of a particular area.

This data gives you a good understanding of foot traffic, and can help you comply with office capacity limits.

04

Energy data

A massive 30% of the energy used in commercial buildings is currently wasted. But by installing energy meters, you can start to understand usage trends from individual devices, to floors, to entire buildings.

This provides granular detail, both live and historic, around consumption so that action plans can be developed to improve efficiency.

05

BMS data

Your building management system (BMS) controls how your office is run.

To create an efficient space, it's a good idea to integrate BMS data with other data sources, like occupancy and indoor air quality, so that you can optimize the running of your building in line with actual usage and health.

08

Desk booking data

Desk booking systems allow employees to book their seat ahead of time, and when this data is integrated with occupancy data, desks can be made available if they do not end up being used.

This is a great way of implementing flexible working while maintaining oversight of how much of your office space is actually being used.

06

HVAC data

Heating, ventilation and air conditioning (HVAC) systems control your office's ambient environment.

To find the perfect balance between climate and comfort, HVAC data should be supplemented by live indoor air quality data.

09

Badge data

Badge data is a form of people count data and is an indicator of how many people are working in a space, and is often used to track office attendance.

Although it's a helpful starting point, it's important to note that the data is not always that accurate and doesn't show how employees are actually using the office space.

07

Room booking data

This does what it says on the tin – provides information about which meeting rooms have been booked and by whom.

Things get interesting when you combine this data with occupancy data. Rather than letting no-show meetings clog up meeting rooms, you can automatically free up these valuable spaces when they're not occupied.

10

Security data

Security technologies – including CCTV analytics, location sensors, and access control – all provide companies with helpful data.

This information can not only be used to keep employees safe in real time, but can be compared with other data sets to determine long-term usage trends.

11

Audiovisual data

Audiovisual (AV) systems – including cameras and sound systems – from companies like Microsoft, Cisco and Logitech, can provide data on meeting room occupancy and indoor air quality.

This is a great way to start tracking these parameters without the need to install IoT sensors.

12

Employee app data

Employee apps hold a lot of data we've already mentioned, including room and desk booking.

With the right systems in place, they can also show employees live data so they can make informed decisions about where to work, for example picking a quiet area with low CO₂ levels.



Who are the key stakeholders that need to access this data?

There are also a lot of different stakeholders who want to access all this building data and drive value from it.

01

Real estate teams

Real estate teams are under pressure to work out how much space their employees really need post-Covid.

A lot of companies are pretty sure they have more floors than they need for the amount of people coming into the office, but don't have the data to prove it.

02

Facility management teams

With less people coming into the office, facility management teams are looking for quick wins to improve building efficiency.

In a lot of cases, companies are using the same amount of energy every day – even when entire areas, or even floors, are completely empty on some of the days.

03

HR teams

HR teams are always looking for ways to improve the health, wellbeing and productivity of their employees.

Indoor air quality is proven to have a massive impact on all of these things, but without data on key parameters, trying to make improvements is just a guessing game.

04

Sustainability teams

With ever-growing regulations around ESG, sustainability teams are focused on reducing emissions and hitting new targets.

But without easy access to accurate data, 87% of ESG practitioners are struggling with reporting and compliance.

05

C-suite

The C-suite might not need to see granular data, but they generally want to know what's going on in a building at a high level – especially as they're the ones holding the purse strings.

And with 63% of C-level executives currently facing pressure to reduce spending, finding ways to cut operational costs is a top priority for many.

06

Employees

You've also got the people at the very heart of the building – the employees.

Giving them access to live data can have a massive impact on workplace experience – empowering them to make more informed decisions about how and where they work.

What are the challenges of accessing workplace data?

We know what you're thinking. If there's so much data available and so many stakeholders who want to access it, why are so few companies managing to get value from their workplace data?

Unfortunately, a lot of building data is a chaotic mess. And there are a lot of challenges when it comes to turning this chaos into clarity.

01

Data is siloed

Workplace data is often siloed, hidden or tangled up with other data that we don't actually need. There are a lot of point solutions out there, leaving customers with data stuck in different systems.

All of this makes it more or less impossible for key stakeholders to access the information they need to make better decisions. And the time that's wasted trying to sift through messy data is time that could be used to solve **actual** problems.

02

Data lacks context

It's frustrating and time-consuming to get the data you need, but the problems don't stop there. In a lot of cases, data lacks the context it needs to make it useful.

For example, monitoring energy usage is all well and good. But it's only once this data is in context with other sources – like occupancy and indoor air quality – that you can really start to understand how you can make changes to improve efficiency.

03

Data itself doesn't lead to decisions

Finally, even if companies get the data they need, they don't always take action off the back of it.

All too often, businesses buy tech without deciding how they're actually going to use that data. So once the data is available, there are conflicting interests and no clear plan in place to start implementing changes.

How can you get value from workplace data?

Now we get to the big money question: how can you get value from your workplace data?

With the right plan, the right technology and the right team, it's actually easier than you might think.

01

Define what value looks like for you

If you're ready to unlock the value of your workplace data, you need to start by defining what value looks like for you.

Communicate internally, set clear goals and expectations, and decide on outcomes that cover key parts of the business.

You shouldn't just be figuring out the data you want to collect, or which tech or sensor you should use, but making a plan for what you actually want to achieve with this data in the short, medium and long term.

02

Bring data together to uncover insights

To get real value from your data, you need to be able to bring it together in a single place.

You need to find the right software, like Metrikus, that does all the hard work for you – integrating, aggregating, and normalizing your workplace data. This means you can focus on doing whatever you want to do with the data, whether you're developing, analyzing or consulting.

03

Use data to make better decisions

With meaningful insights in one place, data becomes a common language to connect key stakeholders.

And this makes it easier for companies to make more aligned, data-driven decisions about their workplaces.

What can you do with aggregated workplace data?

01 Optimize your space utilization

With occupancy and people count data, you can get a complete understanding of how your space is being used.

- Uncover underutilized areas and make informed decisions about closing floors or downsizing
- Help employees to find available desks, and automatically release booked spaces that aren't being used
- Optimize your office layout to allow for different types of work, including quiet spaces for heads-down work and zones for collaboration

02 Boost employee wellbeing and productivity

Good indoor air quality is no longer a nice-to-have, it's a workplace priority. Awareness is growing, regulations are catching up, and leading employers are already taking action.

With access to live and historical indoor air quality data, you can take steps to maintain a healthy and productive indoor environment.

- Reduce sick days – something that currently costs the UK over £20 billion a year
- Increase employee productivity by 11% and decision-making by 23%
- Spot inefficiencies in your BMS or HVAC systems and reduce energy usage

03 Drive building efficiency

With the climate crisis worsening, regulations increasing, and the green premium growing, there's clearly an urgent need to make our buildings more sustainable.

Collecting energy and utility data does exactly that, giving companies a complete picture of their usage so that they can improve efficiency and reduce consumption.

- Understand when, where and why your building is using energy
- Detect inefficiencies and make automatic adjustments to improve efficiency
- Prepare for upcoming ESG and sustainability regulations

What is the future of workplace data?

Hybrid work is here to stay. Globally, six in 10 full-time employees want flexible work, and in Europe, 66% believe working from home should be a legal right.

Instead of enforcing mandates or countering the hybrid position, companies need to focus on finding the tools they need to get value from their workplace data.

This way, they'll create spaces that employees actually want to return to, while reducing wasting office costs and energy usage.

Data has the potential to make our workplaces more efficient in every way. It's time to unlock this potential and start using data to make better decisions about our buildings and our businesses.

How can Metrikus help?

Whether you're using workplace data to analyze, visualize or build, the chaotic state of that data is wasting your time, money and other resources.

Our solution transforms that chaos into clarity by aggregating data from a range of trusted sources and gives you access to exactly what you need.

With our web application and API, you'll get meaningful insights to help you and your stakeholders make better decisions.

Are you ready to unlock the power of your workplace data?

Schedule a call



The Metrikus logo is displayed in a sans-serif font. The letters 'm', 'e', 't', 'r', 'i', 'k', 'u', and 's' are black. The letter 'i' is replaced by a vertical bar with a small orange dot above it. The letter 'k' has a small orange diagonal line through its upper part. The background of the top half of the page is white, and the bottom half is a solid yellow color. A black and white photograph of a modern building's facade with a grid of windows and a series of diagonal structural beams is visible on the right side of the page.

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