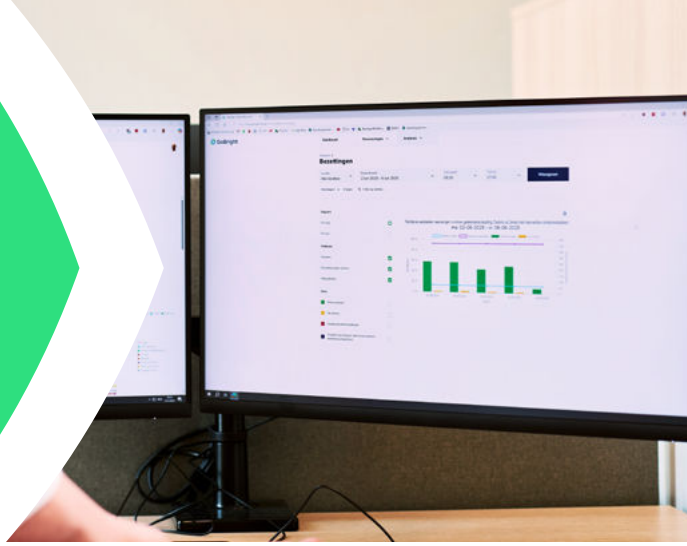


# THE ROI OF SMART WORKPLACE SOLUTIONS: UNLOCKING MEASURABLE VALUE

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



The workplace has continued to evolve rapidly, particularly in the years leading up to 2025, Covid being a large contributor to this. Organisations across the globe have embraced hybrid, flexible, and activity-based working (ABW) models, fundamentally transforming how and where work takes place.

Employees now expect environments that support both collaboration and focused work, while businesses aim to create spaces that increases productivity, engagement, and overall well-being.

In this context, smart workplace solutions have become essential for designing future-ready offices. By providing powerful, data-driven insights, they enable organisations to create human-centric, sustainable, and operationally efficient work environments tailored to a variety of activities and working styles.



## 40% EMPTY

The average European office occupancy rate is 60%, compared to the pre-pandemic average of 70%. Office occupancy peaks midweek, averaging around 65%.

Savills, Q4 2024

This highlights the growing need for Smart Office Solutions to support flexible booking, activity-based working (ABW), and efficient employee and space management.

GoBright 2025

## 3:1 EMPLOYEES TO DESK

Companies structuring hybrid workplaces can attain desk-to-employee ratios up to 3:1 when supported by desk-booking tools, occupancy sensors, and space analytics. Achieving even a 2:1 ratio is considered difficult without these data-driven insights.

FlexOS, Q1 2025

Implementing Smart Office Solutions allows organisations to move from 1:1 desk allocations to 2:1 or even 3:1 ratios—using booking systems, occupancy sensors, and space analytics to manage demand and maintain flexibility. GoBright research shows that some departments can even reach a 4:1 ratio, reducing desks by up to 75% and cutting real estate costs significantly.

GoBright 2025

## RISING OFFICE SPACE COSTS

According to the NEN 1824 standard, each employee requires at least 7 m<sup>2</sup> per desk, and the average rent for office space is around €400 per m<sup>2</sup>. That means every desk represents €2,800 in annual rental costs – excluding utilities, maintenance, and energy consumption.

NEN

Recently, one of our clients was able to reduce their office layout by 450 desks. This resulted in an estimated annual saving of over €1.2 million, while maintaining flexibility, productivity, and a great employee experience.

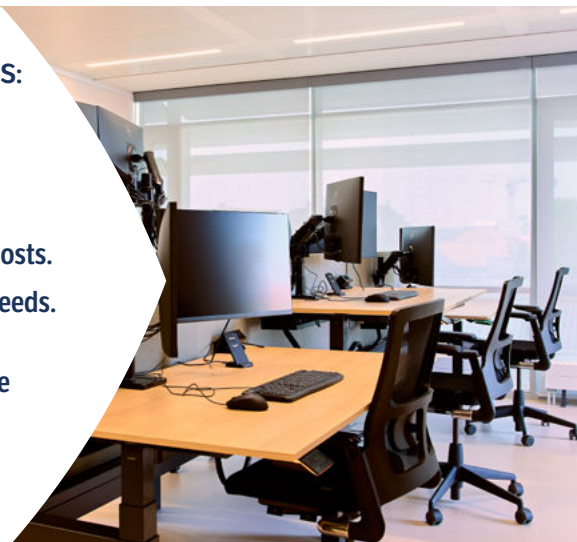
GoBright 2025

# CHALLENGES OF THE MODERN DAY OFFICE

DESPITE PROGRESS IN OFFICE DESIGN AND FLEXIBLE WORK POLICIES, MANY ORGANISATIONS CONTINUE TO FACE THE FOLLOWING CHALLENGES:

- Underutilised spaces, which inflate real estate and operational costs.
- Low employee engagement, leading to reduced productivity and higher turnover.
- Operational inefficiencies; unnecessary cleaning, energy wastage, and maintenance costs.
- Rising overheads, driven by outdated workplace models that fail to adapt to modern needs.

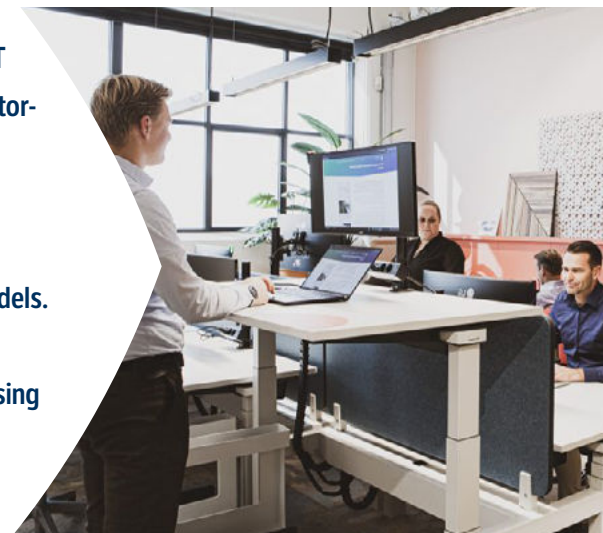
Research supports these concerns: The Leesman Index shows that suboptimal workplace experiences negatively impact employee satisfaction and performance, and the Gensler Workplace Survey highlights the strong link between workspace quality and talent attraction and retention.



## DEFINING SMART WORKPLACE SOLUTIONS

Smart workplace solutions use a combination of advanced technologies, including IoT sensors, space utilisation analytics, integrated booking systems, environmental monitoring, and digital signage. Together, they enable organisations to:

- Monitor occupancy and space usage in real time.
- Optimise desk and meeting room bookings, supporting hot-desking and hybrid models.
- Provide employees with greater flexibility and choice in how and where they work.
- Enhance environmental sustainability by reducing energy consumption and optimising cleaning schedules.
- Improve overall operational efficiency and employee satisfaction.



**Admiral Group** implemented GoBright's Smart Workplace solutions. This included desk, room, and parking booking, integrated seamlessly with Microsoft tools. Real-time room sensors automatically free unused bookings and enable convenient, flexible planning.

Following rollout, employee motivation to return to the office significantly increased, supported by an intuitive interface and improved data analytics. These booking tools helped employees better organise their time and collaborate more effectively, granting them greater control over their working day. Enhanced transparency and operational efficiency resulted in smarter space utilisation, reduced friction in daily workflows, and a more organised, productive hybrid workplace experience overall.

This led to lasting improvements in office management and employee satisfaction.



Visit [GoBright.com/cases/admiral-group/](https://GoBright.com/cases/admiral-group/) for the full case. 

# DATA-DRIVEN DECISION-MAKING

With continuous data collection on occupancy, energy usage, and environmental conditions, organisations can substantiate ROI to stakeholders and continuously optimise the workplace.

## INTANGIBLE & STRATEGIC BENEFITS

- **Improved employee experience:** A more personalised and adaptable work environment leads to higher talent retention, stronger employer branding, and better overall morale.
- **Agility and resilience:** Organisations become better prepared to adapt to changing business needs and future disruptions.
- **Sustainability and ESG compliance:** Optimising space and energy use directly supports carbon reduction targets and corporate social responsibility objectives, strengthening brand reputation.

## BARRIERS & CONSIDERATIONS

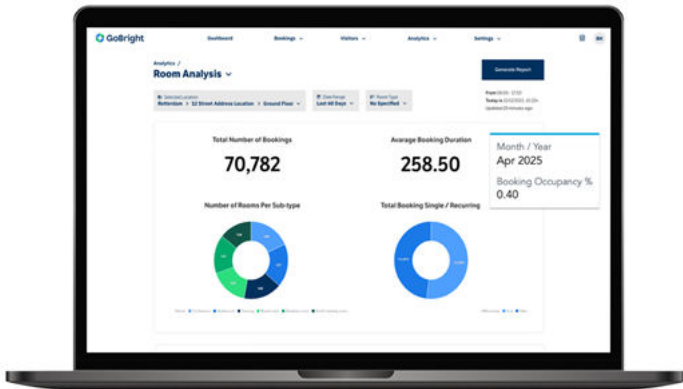
- **Initial investment costs:** Upfront expenses for hardware, software, and integration can be significant — but with a phased rollout and clear ROI insights, the investment quickly pays off.
- **Data privacy:** Non-intrusive data collection must be prioritised to maintain trust and comply with privacy regulations. Transparent data policies and secure systems ensure compliance and confidence.
- **Adapting to a future-proof way of working:** Both the office and its employees need to evolve to embrace smarter, more flexible ways of working. This requires clear communication, the right tools, and a mindset shift across the organisation.

GoBright offers free consultation and guidance at every step

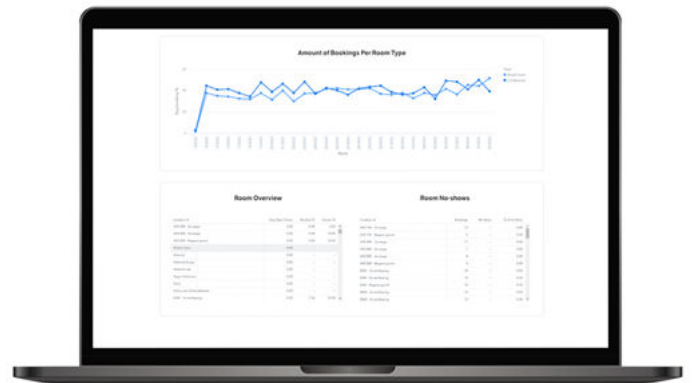
– [click here to book.](#)



## Accurate data overview with Advanced Analytics



## GoBright Analytics outshines every other traditional analytics tool



## TERMINOLOGY IN CONTEXT

- **Footprint:** Optimising the overall square footage by removing excess space to reduce real estate costs.
- **Densification:** Increasing the number of employees per area to make better use of existing space.
- **Space mix optimisation:** Adjusting the size and type of spaces to match actual demand and improve utilisation.

## European Office Occupancy Rates – 2025 Update

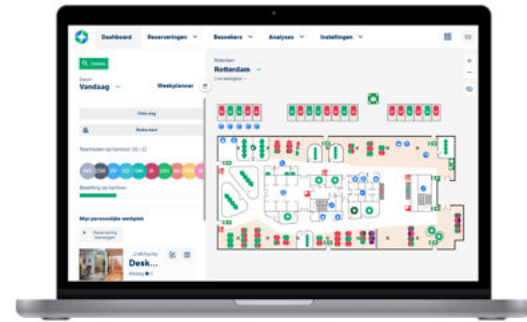
The average office occupancy rate across Europe reached 60% in the second half of 2024. This marks a modest increase from the pre-pandemic average of 70%.

Savills' European Office Outlook – Q4 2024

# QUANTIFYING ROI

Smart workplace solutions use a combination of advanced technologies, including IoT sensors, space utilisation analytics, integrated booking systems, environmental monitoring, and digital signage. Together, they enable organisations to:

- Monitor occupancy and space usage in real time.
- Optimise desk and meeting room bookings, supporting hot-desking and hybrid models.
- Provide employees with greater flexibility and choice in how and where they work.
- Enhance environmental sustainability by reducing energy consumption.
- Optimise cleaning schedules.
- Improve overall operational efficiency and employee satisfaction.



## DIRECT

### • Reduced travel time:

With flexible work arrangements, employees can choose to work from home when focusing on certain tasks is beneficial or can easily be done from home, reducing unnecessary commutes and improving overall well-being, resulting in better work-life balance and increased job satisfaction.

### • Lower cleaning costs:

By using occupancy data, organisations can determine which areas were used and focus cleaning efforts accordingly. On a Friday, unused desks and meeting rooms can be skipped, leading to significant savings and more efficient use of cleaning resources and budgets.

### • Space utilisation insights:

Real-time occupancy data enables organisations to make informed decisions about consolidating office space, reducing surplus square footage, and repurposing underused areas to create more collaborative environments and support evolving workforce needs.

## INDIRECT

- **Enhanced employee experience:** A flexible, well-designed office boosts happiness, loyalty, and productivity. McKinsey reports that productivity can increase by up to 12% in work environments that balance focus and collaboration effectively.
- **Energy savings:** Smart environmental controls can reduce energy costs by 15–25%, contributing to both cost efficiency and sustainability goals.

[Want to see the ROI of your Smart Office Solution?](#)



[Speak with one of our experts for a free consultation and a tailored ROI analysis.](#)



**CMS Francis Lefebvre**, a leading international corporate law firm based in Paris, implemented GoBright's integrated Desk and Room Booking solutions to support hybrid teams and improve workplace flexibility. Starting with a pilot in the support services department, the carefully managed rollout enabled smarter space usage and better resource planning across all departments. The platform streamlined hot-desking, improved visibility with real-time mapping, and ensured GDPR compliance through seamless Active Directory integration. Employees found booking easier and more intuitive, leading to better collaboration, increased efficiency, and a more productive, effective hybrid work experience.



Visit [GoBright.com/cases/cms/](https://GoBright.com/cases/cms/) for the full case.



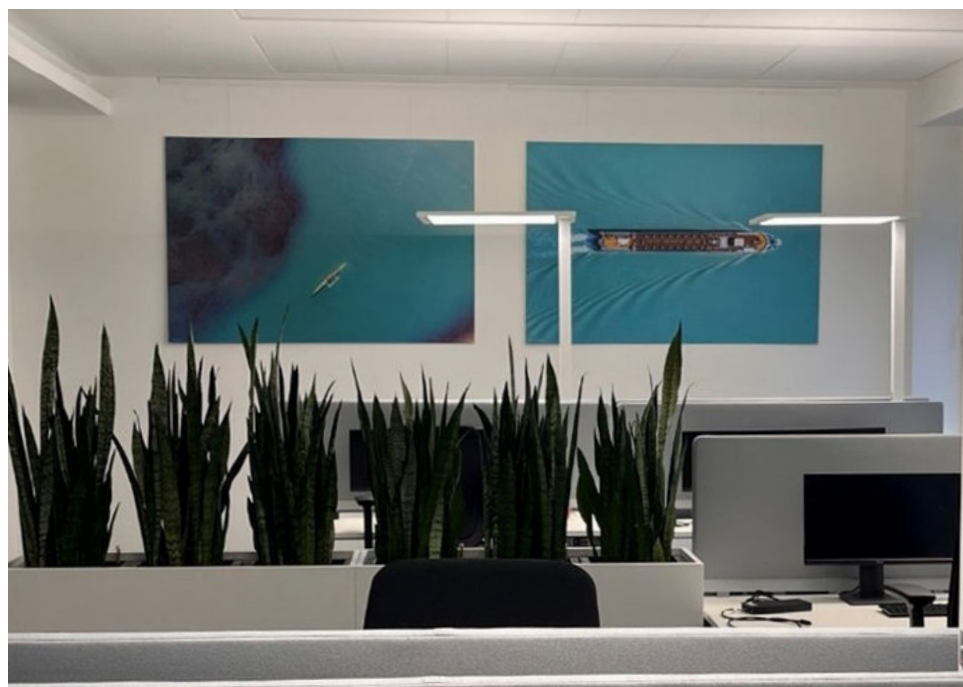
# TOP-TIER DATA SECURITY

As workplaces become increasingly connected and data-driven, robust data security is essential. Smart workplace solutions rely on continuous data collection — from occupancy and desk bookings to environmental metrics — and this data must be handled with the highest levels of care to protect employee privacy and organisational assets.

## AT GOBRIGHT, WE PRIORITISE DATA SECURITY AT EVERY LEVEL. OUR SOLUTIONS INCORPORATE:

- **End-to-end encryption:** All data transmitted between devices, sensors, and platforms is fully encrypted to prevent unauthorised access.
- **GDPR compliance and privacy by design:** Our systems is designed to comply fully with GDPR and other relevant data protection regulations, ensuring transparency and accountability in how data is processed.
- **Strict access controls:** Only authorised users can access or manage sensitive data, with multi-factor authentication and role-based permissions built in.
- **Regular security audits:** We continuously monitor and update our infrastructure, performing thorough security audits to safeguard against emerging threats.
- **ISO 27001 certification:** We adhere to internationally recognised standards for information security management, showing our commitment to maintaining rigorous security practices.
- **Localised data hosting:** We utilise servers located within our clients' regions, ensuring data residency and compliance with local regulations, while enhancing data security.

Providing this level of security not only protects organisational data but also strengthens employee trust, encouraging adoption of smart technologies without concerns over privacy or misuse.



**Viridium Gruppe**, a German life-insurance group with over 800 employees spread across five office locations, modernized its workplace strategy to support greater flexibility and efficiency. By implementing activity-based working (ABW), the company enabled staff to choose workspaces suited to their tasks, promoting both focus and collaboration.

To support this shift, Viridium introduced smart desk and meeting room booking, fully integrated with Microsoft Outlook and Teams. This allowed employees to easily reserve the spaces they needed while streamlining daily workflows.

With all systems built on ISO-compliant security standards, Viridium ensured data protection and organisational compliance throughout the rollout. The result: optimized use of office space, smoother hybrid working, and enhanced collaboration across teams.

Visit [GoBright.com/cases/viridium-gruppe](https://GoBright.com/cases/viridium-gruppe) for the full case.



*Forward-looking organisations can no longer afford to see their workplace as merely a cost centre. By investing in smart workplace solutions, you unlock not only significant financial returns but also build a foundation for a more engaged, productive, and sustainable workforce.*

*Ready to quantify your workplace ROI? [Let's start a conversation.](#)*