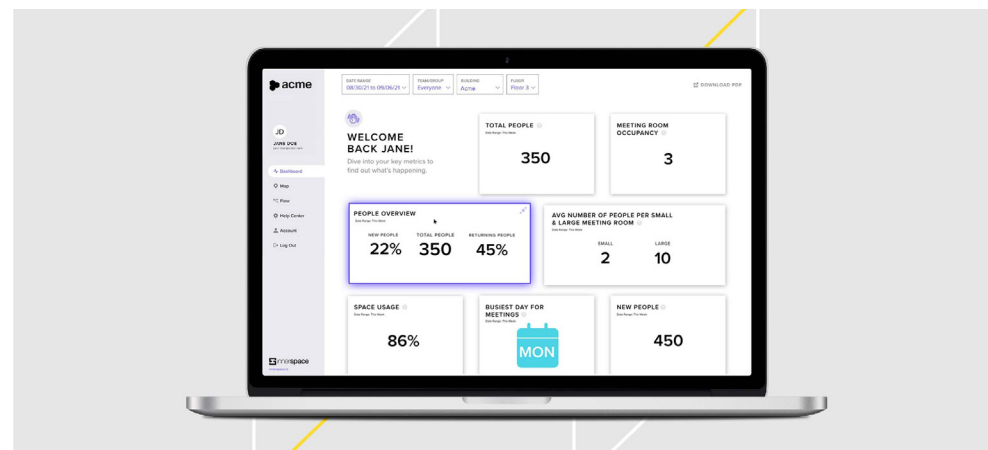# GAIN ACCESS TO THE COMPLETE STORY OF HOW YOUR INDOOR SPACE IS BEING USED

Go beyond the basic understanding of just how many people were there, and understand what's really happening in your building - who was there, how did they get there, how long they stayed, where they went next, how often they came back and how they compared to others.

InnerSpace spatial analytics help you measure performance, and enable you to test and validate your real estate decisions. InnerSpace's cloud-based service receives anonymized and encrypted data from your existing Wi-Fi infrastructure in a way that ensures security and personal privacy. Accurate time series location measurements for all Wi-Fi-enabled devices are processed into a variety of advanced utilization metrics, such as zone level occupancy counts, utilization rates, dwell times, pathways and heat maps. This processed data is then made available in inTELLO, our web-based analytics dashboard.

The inTELLO analytics dashboard is an analytics and reporting tool for occupancy and space utilization data. Our analytics and insights dashboard is intentionally simple, yet highly customizable to individual client needs. Yet it is configured out-of-the-box with the most valuable metrics and insights based on our extensive market experience. Our dashboard reports detailed, accurate data on space utilization at the granularity of workstations, offices, meeting rooms or even neighborhoods in open concept workspace designs. This can be presented hourly, daily, weekly or monthly level. It can also be organized by team or group, delivering deep insight into occupant behavior that enables our clients to understand and predict requirements of different teams sharing the same set of resources.

Designed with Privacy in Mind

At the core of the InnerSpace Platform is our proprietary Location Intelligence Engine which can accurately calculate the location of smart devices including smartphones, laptops and smart watches within 2 meters. No personally identifiable information is ever captured or stored, and the platform is compliant with the GDPR best practices for managing data privacy and the SOC2 standards for independent auditing confirming protection of client information.

Data is retained for as long as the account is active. This allows for historical reporting, year over year comparison. More importantly, it enables accurate predictive modeling of expected occupancy and utilization for future weeks or months. This predictive data is invaluable for forecasting and planning purposes. If the account is voluntarily closed, the data enters an 'expired' state. Expired account data will be retained for up to 2 years.

OUT-OF-THE-BOX REPORTING

Beyond metrics presentation, inTELLO can surface comparative analyses and smart recommendations. For example: usage comparison based on capacity, peak and average utilization, effectiveness of different spaces by type and time of day, recommendation on underutilized and overutilized spaces, and heat maps for a variety of supported metrics.
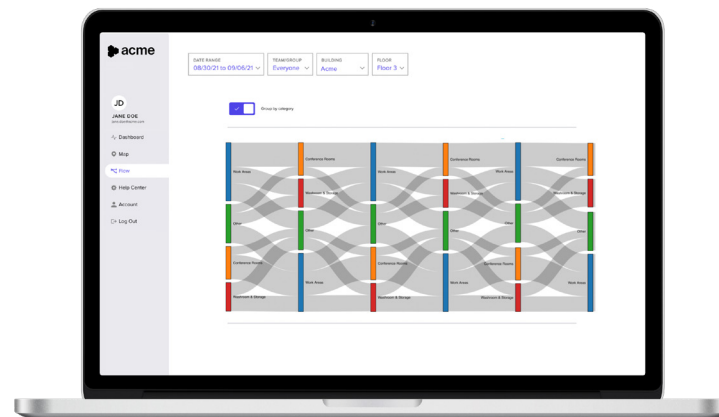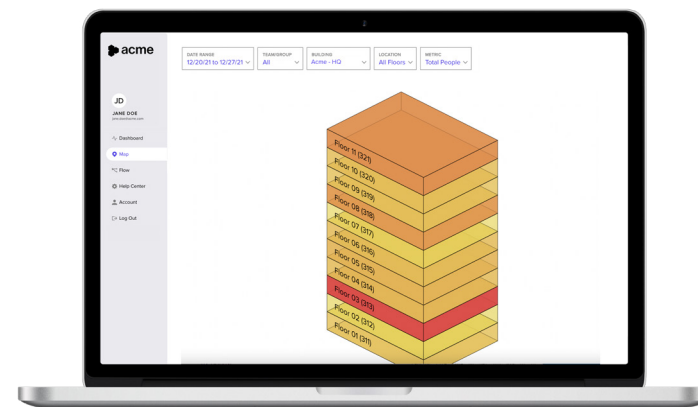
Key Features

+ Personalized dashboard for quick data access
+ Detailed graphs for in depth analysis
+ Convenient date & granularity selection
+ Easily compare data across multiple zones
+ Export any graph or chart to CSV
+ Heat maps & people flow for further analysis

Key Metrics

+ Zone level Derived Occupancy
+ Entrance/Exit Usage
+ People Counts (unique, total, new vs returning)
+ Time in Zone
+ Dwell Time
+ People Density

Metrics exclusive to InnerSpace

+ Team-based behaviors
+ Visitor behaviors (new vs. returning)
+ Movement patterns
+ Visit frequency (limited to Wi-Fi solutions only)

HOW IS THE DATA USED?

Office Occupancy

The team has been asked by senior leadership to give a summary on how return to office initiatives have been going and what frequency of people are visiting the office. **Recommendation:** Reporting how people are using different floors can give an overview to leadership of how the building is being utilized. You can further click into the occupancy tiles to see how often different teams are coming in each week. Option as well to download your data to excel or the dashboard to a pdf.

Meeting Rooms

The team has been giving some funding to change some of the meeting rooms. Before the funding is provided, Finance wants to know what upgrades are being made and why. **Recommendation:** When creating your business case which includes furniture options and pricing, meeting room analytics on the dashboard can show occupancy and utilization trends that will provide concrete examples into your recommendations.

New Build Design & Flow

The team has been given the green light for the new space in San Diego and have a built to suit option in a brand new building. Using data from Austin, the team wants to determine where amenities should be located relative to the work area. **Recommendation:** Using the flow feature will give the team a better idea of where people are traveling to most frequently on any given day or week. Consider what amenities and spaces people are most likely to go to when they leave their work area.