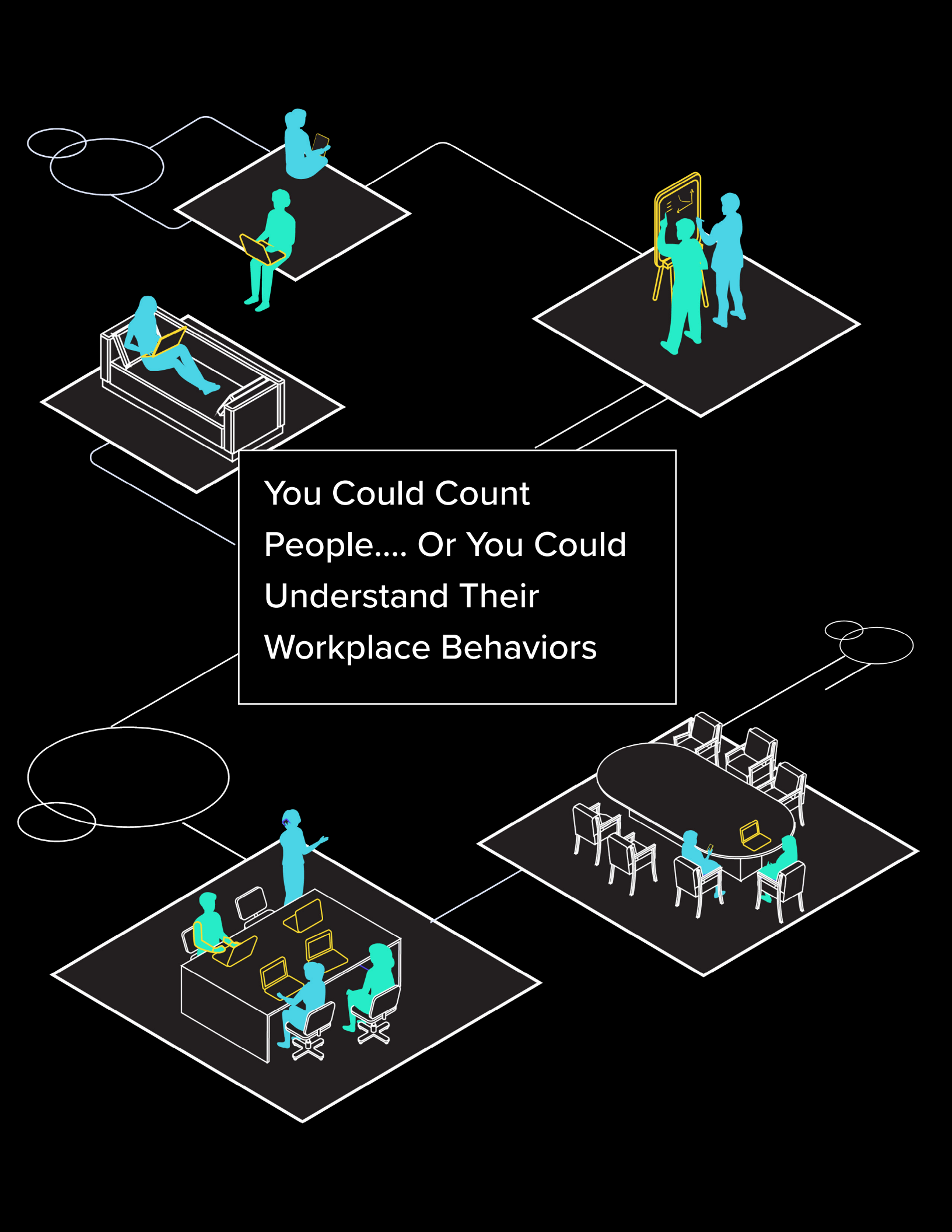


Redesigning Corporate Real Estate

THE SCIENCE OF INDOOR SPACE

Leveraging a world of WiFi solutions
to optimize your office



The illustration is an isometric view of a workplace environment. It features several distinct areas: a lounge with a sofa, a meeting room with a large oval table, a classroom or training area with a whiteboard, and a workspace with multiple desks. People are depicted in various activities: sitting on the sofa, standing by a whiteboard, sitting at desks with laptops, and sitting around a conference table. The entire scene is rendered in a minimalist style with white outlines and a limited color palette of blue, green, and yellow. A central white box with a black border contains the text 'You Could Count People.... Or You Could Understand Their Workplace Behaviors'. The background is a solid dark gray.

You Could Count
People.... Or You Could
Understand Their
Workplace Behaviors

01/

DON'T SETTLE FOR INCOMPLETE ANSWERS



Occupancy sensors \neq spatial intelligence

Our offices are changing. Employee expectations are different. The very purpose of an office is up for discussion: It should serve specific needs, feature collaborative spaces, arrange resources efficiently, promote wellness, and inspire a sense of culture and productivity. Many companies are seeking to right-size their total real estate footprints as the transition to hybrid workstyles takes hold.

It's high time for ambitious office space ideas and redesigns — and that requires more than occupancy sensors.

IS THIS YOU?

We are opening a new branch in another city... but don't know how much space we truly need?

Our growth forecast calls for expanding our office space... but to what end?

We're hiring 100 employees this year into our existing space... but how?

We know our meeting rooms are underused... but how can we decide what these spaces should look like in the new design?

Our teams spend different amounts of time in-office... but which team needs more space, and which less?

Different departments need specific resources... but how can we ensure they are most efficiently placed?

We have clear five- and 10-year goals... but how can we ensure our workspaces support them?

Budget's tight for the office redesign... but where can make the biggest profit?

WHERE ARE THE ANSWERS?

Inside the data. Space utilization data can help you understand how many people enter a space, where they spend time, for how long, and how often.

These '*space analytics*' reveal how employees actually use an office and show trends that help you figure out how to make the office function the best and how to answer the above questions.

BUT: most solutions ask only: how many people were there? And they rely on a deep array of sensors installed across the office.

This is called "occupancy data", or "people counting" and it touches only the surface of what you need to know to make truly informed decisions.

INSTEAD: comprehensive "spatial intelligence" is needed. Spatial intelligence solutions use technology that can go beyond people-counting to answer even more important questions:

- + Who was there?
- + How did they get there?
- + How long did they stay?
- + Where did they go next?
- + How often do they return?

Only the InnerSpace platform has answers to these more nuanced and complex questions and enables you to invest wisely and build ambitious office designs that serve employee and corporate needs for years to come.

02/

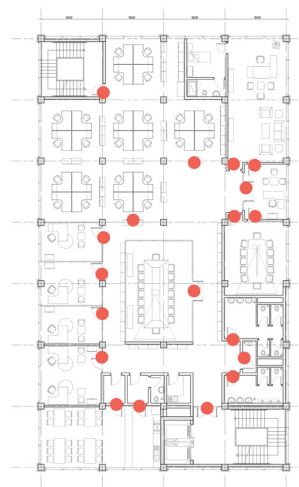
CHOOSE THE RIGHT DATA SOURCE



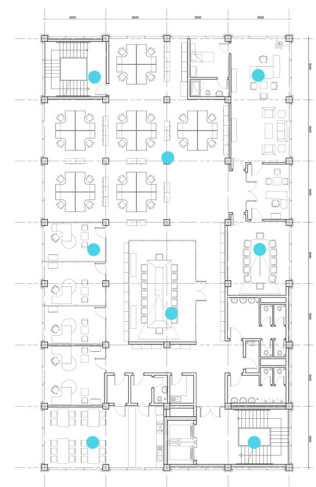
Occupancy data vs spatial intelligence

Ambitious office ideas require rigorous analyses. That comes only by accessing comprehensive data.

There is so much more to measuring your office space than just people counting. The InnerSpace platform gives you deep insights into how your space is used, simply by leveraging your existing WiFi network.



Occupancy sensors



Spatial intelligence

| OCCUPANCY SENSORS | SPATIAL INTELLIGENCE |
|---|--|
| Count people in a room. | Determine how many people are in any one area. |
| View one precise area at one time and ask: how many people are there? | Show where they are going and where they came from. |
| Offer a static look at where people are. | Allow traffic and density to be measured over a widespread area. |
| It doesn't tell you <i>who</i> they are. | Let you see behaviors across floors, zones or entire buildings. |

Spatial intelligence is the foundation of the science for indoor spaces.

- + More accurate than occupancy data
- + Far more in-depth data insights
- + Doesn't require installation of a fleet of hardware
- + Is easily adaptable to measure different spaces – no moving of sensors required

Relying on occupancy sensors alone: inefficient, expensive, very limited use

- X Significant effort to install large number sensors throughout an office
- X Lost, broken and stolen sensors, regular expensive battery changes
- X Timely installation might take days off your busy schedule
- X Large numbers of sensors might be needed to blanket the place adding to the cost
- X Set up is subject to access delays and supply shortages
- X Extensive hardware setup delays receiving the data insights

FURTHER INTO THAT OFFICE WITH SPATIAL INTELLIGENCE...

See how people are using the entire workspace with at-a-glance heat maps

See every floor of your office to understand places people gather, cluster, spread out or avoid altogether.

Learn how people on different teams move through the building to optimize space, save people time, and make people happy

Gain insights on each floor of a building

See metrics for all people across the company or by teams (HR, etc.) as well as the time of day

View and compare total people per floor, % of utilization, average dwell time



Understand what spaces are most popular to inform future planning (e.g. patio space)

Understand if your meeting rooms are truly meeting team needs

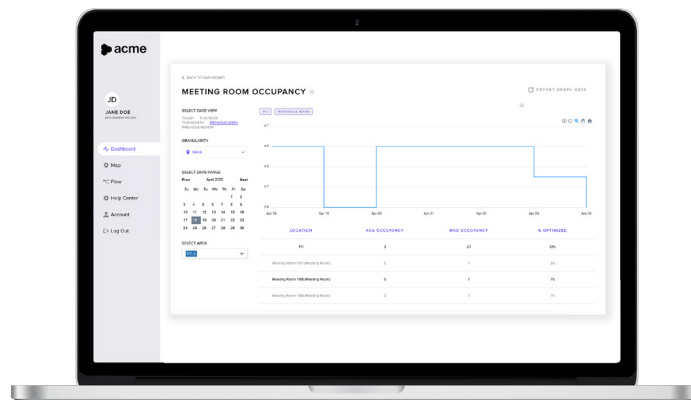
See patterns and trends of how the meeting rooms are actually used, so that the redesigns can meet employee needs.

Measure new and returning users of a room

View average weekly unoccupied seating time

Learn how each room is arranged in the ideal fashion

Measure average occupancy and length of meetings in room



Reduce the size of some rooms, add others, depending on how rooms are used

With space utilization data, workplace strategists can see that half the people who use a meeting room use it at least three times a week. And, that those who use it most frequently are not even residents in the neighborhood where the room is located. In fact, they're part of a team assigned to another neighborhood on the floor below.

*If the workplace strategist only use occupancy alone, they would be focusing on the wrong problems. With InnerSpace, they can correct the **real underlying issue: how do we address meeting room availability in that neighborhood on the floor below?***

ANALYZE DATA, DRAW CONCLUSIONS



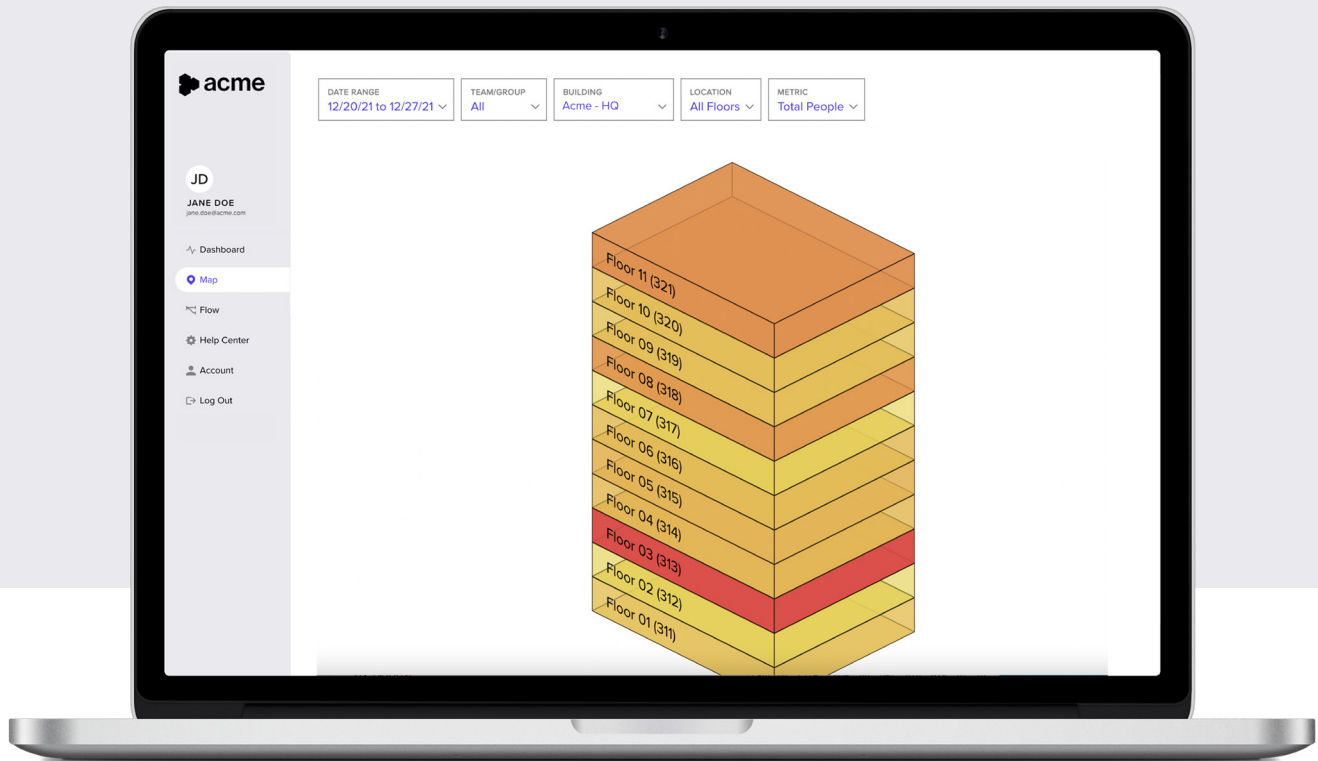
Unique and actionable metrics found nowhere else

How are we sure spatial intelligence will provide answers you need to support an office redesign?

Simple: this is genuinely **sophisticated** technology. InnerSpace can unlock not only where teams are at any particular time, but their behaviors, preferences and interactions. All without the need to fill office ceilings with occupancy sensor cabling or timely wireless installation.

INNERSPACE LETS YOU FIND OUT:

Who does what



Our metrics anonymously reveal the behavior of teams and of visitors – both new and returning. By aggregating data over time, it identifies repeat patterns of behavior that can infer who is in a particular space.

One example: it identifies 10 people in a room, three of whom were there once already that day. Of the 10 there right now, we can infer that five are on the Legal team.

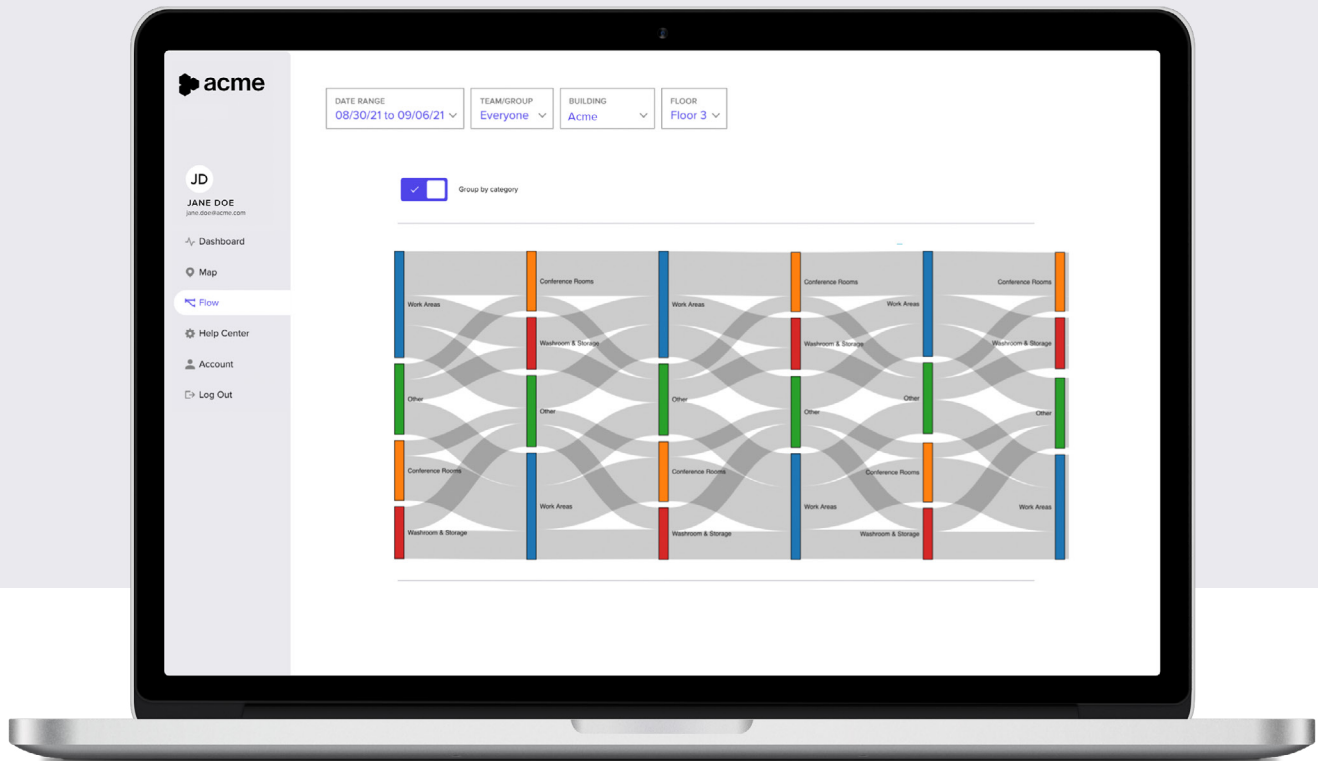
These insights give you a glimpse of time-based behavioral patterns of groups of individuals – differentiating employees from visitors. You will

begin to understand their typical behaviors by reviewing data over a day, a week, a month, or any custom period.

The longer the system is in place, the more granular you can get. Groups become subgroups as more and more patterns emerge. You can see where employees in specific teams spend the most time – and perhaps allocate resources with that in mind.

INNERSPACE LETS YOU FIND OUT:

Where they go



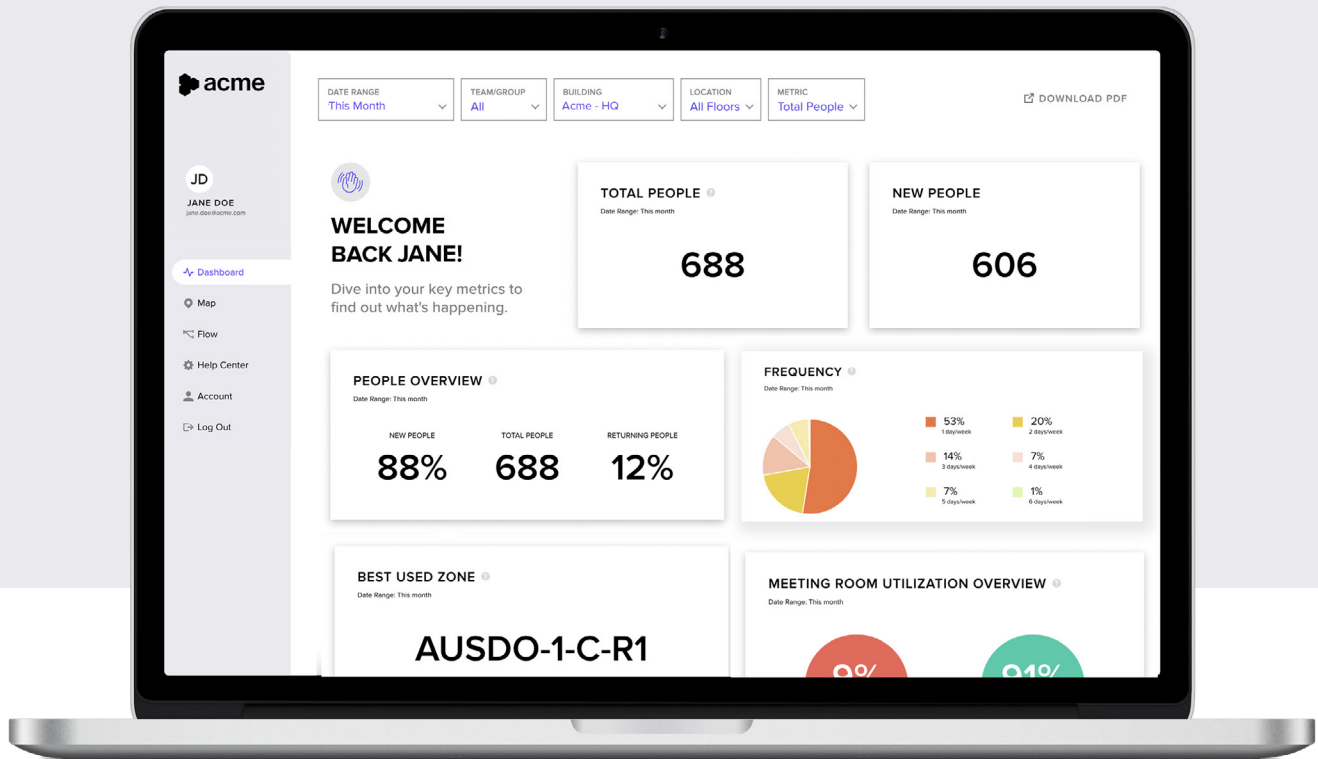
Our pathway analysis can tell you where the current people in a space have come from.

In that same example, if there are currently 10 people in Room 101, our pathway analysis can tell you five of them came directly from the kitchen. Three came from Team Area 2. Two were further away, from a zone six floors below.

Over time, these metrics let you understand the true flow of people through your space. They reveal trends on subgroups as well as use of common pathways, room preferences and arrival-departure behaviors in social and common areas.

INNERSPACE LETS YOU FIND OUT:

How often they come



Visit frequency extends past counting how many people are in an office or zone, and seeing where they go. It also distinguishes between first-time and repeat visitors.

This metric is unique to our WiFi-based solution, and is fundamental to understanding how and when different teams use the same space – at a building/floor/zone/room level.

Visit frequency provides granular insights by recognizing who's there for the first time – and who keeps coming back. This means it's possible to break down space usage by populations (teams) and guests - possibly clients or job candidates. Understanding the purpose and relative value of resources (like meeting rooms) to the different teams that make use of them can inform decisions about security, decor, or room features.

VALIDATE YOUR FINDINGS



The lynchpin is WiFi

This data is already within reach, because **all you need is WiFi.**

Traditionally , WiFi is used to connect to the internet and as it evolved over the past 20 years, it became a highly effective option for indoor location and spatial intelligence solutions. Each iteration of WiFi is faster, more reliable, more secure and the foremost, more accurate.

Pinpoint accuracy

Using WiFi, InnerSpace can determine location within 6 ft regardless of the office size

Blanket coverage

InnerSpace covers at least 1,800 sq ft around each WiFi access point

Built for change

Rearrange a space and keep spatial intelligence through a simple software change. (No batteries to replace or sensors to move).

WIFI IS THE LYNCHPIN BECAUSE IT IS OMNIPRESENT, EASILY ACCESSIBLE, AND AFFORDABLE.

It leads to more solution coverage with less equipment, because all detected WiFi signals, static and mobile, access points and clients, are used in calculations. Platforms that use occupancy sensors are limited to location ranges where sensors are installed.

As a result of WiFi's relative ubiquity, spatial intelligence technology takes little time to deploy and needs very little - if any - additional hardware to be installed in the office. (Occupancy sensors aren't cheap.)

How do I start?

First, ensure your WiFi vendor is using standard protocols, open APIs, and is

capable of streaming high-quality data.

How do I see the data?

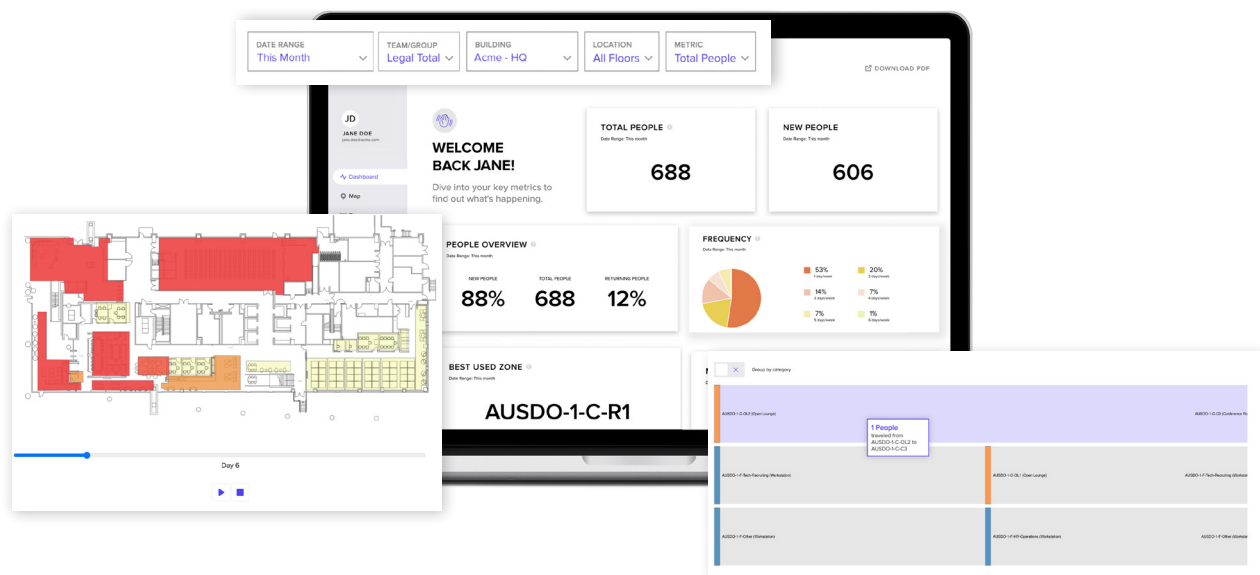
Optimizing the office real estate is easier once you can visualize the data. InnerSpace makes that simple with our refreshed inTELLO analytics portal.

inTELLO presents the data as a series of simple cards presenting answers to common questions about space usage.

Its at-a-glance nature is augmented with detailed charts and graphs that present the full spectrum of historical data for reference over periods of time.

Ethical science: respecting employee privacy

Here's another win for using WiFi-based analytics. Our system detects only the "MAC address" on a smartphone or tablet, and not someone's name or appearance. The MAC addresses are immediately anonymized when captured by applying data processing irreversible one-way hash algorithms. Meaning, absolutely no trace of any facial or body recognition. All data from then on related to that individual is based on the hash, not the MAC address. This is GDPR and SOC2 compliant, highly secure data processing.



Final takeaway

CREATING AN EMPLOYEE-FIRST OFFICE USING THE SCIENCE OF SPACE

The changing nature of work means companies have to respond to the temperature of the job market. Retaining and attracting talent requires new levels of flexibility. Employees have diverse needs and expectations of their workplace.

To put them first, one must decipher how different teams operate in an office and that requires spatial intelligence. In its absence, employers ignore the new diversity requirements and risk redesigning an office based on averages that paint everyone with the same brush. Averages assume groups of employees have the same needs.

Companies want offices built to last and to easily adapt to future needs. The technology inside must share those same qualities.

That's where InnerSpace is the key differentiator: supporting critical workplace strategies with always-on data that tells the full story of when, where, how and why people use the office.

To solve the workplace challenge – growing, moving, opening, revamping – make sure decisions are based on the most accurate intel.



“With InnerSpace we can easily understand the economics of every square foot within our business and make better decisions on how to utilize our space. The opportunity for growth is massive and they’ve cracked the code.”

- *Steelcase*

ABOUT INNERSPACE

InnerSpace helps people make better use of a finite and costly resource: our indoor spaces.

Our technology makes reliable and insightful data about our behavior indoors easily accessible to people who can implement solutions that perfect our indoor experiences.

InnerSpace uses existing WiFi infrastructure to analyze anonymous signals from smart devices and translate them into actionable and easy-to-understand insights about how and where we spend our time indoors.

Let's Apply Science Your Indoor Space

No matter where you are in your workplace experience journey, we can help. Please reach out to the InnerSpace sales team to discuss anything from this guide, learn how Fortune 500 companies are using InnerSpace at sales@innerspace.io, or alternatively book a demo with the button below.

GET A DEMO