



Evolving office space.

Combat changing markets, technology and workforce trends with flexible real estate



As markets change, technology advances and employees put new demands on their workspaces, Corporate Real Estate (CRE) professionals are finding new, more flexible ways of planning their portfolio strategies.



Market changes and disruption

All businesses face risk and uncertainty. In fact, the only thing that's certain is uncertainty. As markets change, organizations need to protect themselves against economic risk. Or seize new opportunities. They need to expand or contract their business quickly. And transfer real estate at a moment's notice. Having an agile corporate real estate strategy is absolutely vital to creating the maneuverability they need to do this.

Companies that grow quickly do so by avoiding the traditional methods that would slow down their ability to react. They can't afford to be locked into a traditional long-term lease. And they need to escape the mentality of thinking 'we'll cross that bridge when we come to it'.

Successful CRE professionals plan proactively. And they plan their property portfolio in line with the key objectives of their whole organization. That way, they're always poised to react when – not if – market disruptions occur.

Evolving workforces.

The modern workforce is evolving. Five generations are working side by side. Millennials are placing new demands on business. And organizations are seeking ways to retain invaluable intellectual capital, as Baby Boomers near retirement age. As such, CREPs have increased pressure to provide the kinds of workspace that suit such a large spectrum of age and experience.

Employees are also choosing to work in different ways. They want to work more flexibly. They want to cut down their commute and improve their work/life balance. And they don't want to be tied from 9-5 in the same desk, in the same office.

Flexibility benefits businesses too, as:

- 74% of businesses say flexible work attracts top talent
- 72% say flexible work helps them to retain it
- 84% of companies believe flexible working improves productivity

To deal with this new demand, CRE professionals are adjusting their real estate plan to offer more collaborative open-plan work space designs. They're opening smaller satellite offices, to enable employees to work closer to home. And they're enabling workers to use designated mobile offices, for secure, productive working when they're on the road.



Rapidly advancing technology

Technology is also changing the workplace. New technologies are enabling CRE professionals to plan their workspaces more effectively. They can track employees' habits – how they work, where they work and how they use their space. Then they can build up a pattern of workspace usage and see what's happening at a building, local, national or global level.

78% of companies have improved their ability to extract corporate real estate metrics since 2010

With this data they can eliminate underutilized space – replacing it with flexible, on-demand workplace solutions. So, organizations can save money by only paying for what they need, when they need it.

All of this can lead to more efficient use of existing assets, development of exit strategies or relocation options. By rebalancing their company's portfolio, CRE professionals can make their real estate much more fluid. So, their organizations can contract as business drivers demand it. And they can attract and retain the top talent that helps to propel the company forward.

71%

of global companies say prospective employees are increasingly demanding flexible working

Evolving technology.

Technology is also changing the way employees choose to work. How and where people work is limited only by the connectivity of their devices, and how easily they can access company technology and data. In fact, 82% say that reliable and fast IT is now the most important factor for the ideal work location.

Rapid technology advancements, and the Internet of Things (IoT), have created far superior connectivity. So, people are increasingly able to work outside of the traditional workspace, leading to the rise of:

- Homeworking
- Remote working
- Third place working (cafés, hotels, business lounges etc.)

By rebalancing their company's portfolio, CREPs are not only seeing cost advantages. It also enables them to increase revenue by locating employees near to emerging markets. And they can generate higher employee satisfaction by providing satellite offices closer to employees' homes – reducing their commute and improving their work/life balance.

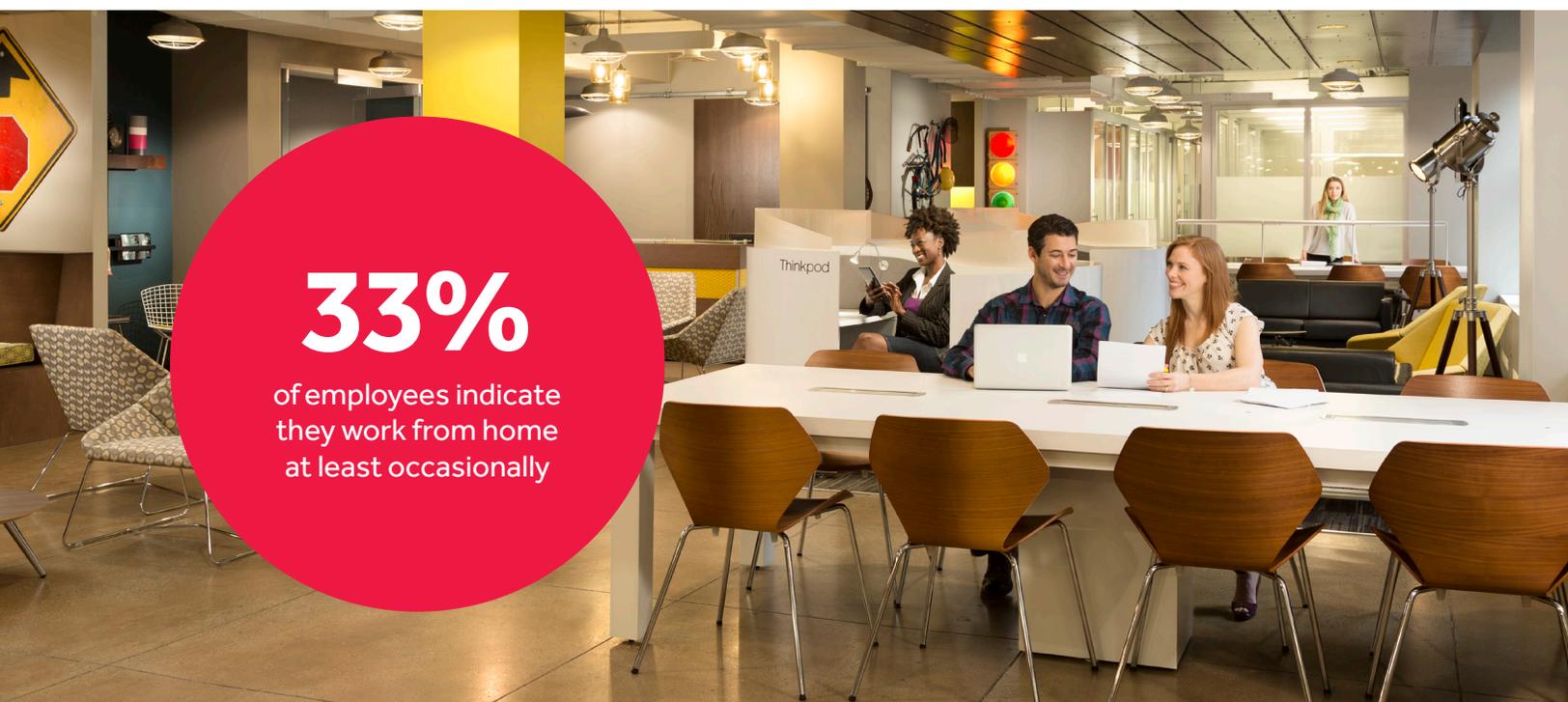
Fuelled by this improved connectivity, many businesses are also seeing increases in globally dispersed employees. Team members can be based in various geographic locations around the world. However, they are able to work together effectively with new technologies, including:

- Connected devices
- Cloud-hosted data
- Video conferencing
- Voice over IP (VoIP)
- Software as a Service (SaaS)
- Unified communications

With these new technologies, teams are able to communicate and work collaboratively – wherever they are in the world. This means that, rather than increasing headcount, businesses can attract highly skilled contingent or contract employees, to work on individual projects.

Traditional long-term leases are no longer the only solution. Physical space needs to become a more fluid concept. It's no longer about providing a space for employees to work – it's about enabling employees to work in the space, time and location that best suits them. So, as technology continues to evolve and disrupt, CRE professionals are working proactively to predict and meet a host of new challenges.

Most importantly, corporate real estate professionals understand the impact of these technological advances. They know they need to be early adopters – or they risk getting left behind.



Evolve with Regus.



No one is better placed to help businesses navigate the future, and benefit from advancing technologies, than Regus – the leader in office space solutions.

By partnering with Regus, organizations can offer employees great space that helps them work productively and to the highest standards. Everything is flexible, so businesses don't get stuck with long term contracts. It all comes at a cost that's profitable for the business. And they have the flexibility to scale or adapt their space when their needs change.

"We recently had to react to a new opportunity when the market shifted. Regus helped us respond quickly and find the space to set up our new team in just a few weeks. Without them it would have taken months."

Only Regus can provide large corporations easy access to expansive flexible real estate options through its global network of 3000 locations in 120 countries. So, they can take advantage of:

- Flexible office space solutions
- Access to business lounges, day office and meeting rooms on demand
- Flexible space for projects, overflow and collaborative work
- Offices that match company brand and personality
- Offices designed to maximize employee efficiency



**Find out how
Regus can help you.
Contact us today.**

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