

EMS Case Study *Large US Bank*



Hoteling Their Way to Real Estate Savings

At a time when companies are looking more closely at how their resources are being utilized and recognizing unused space as a wasted asset, one of the country's most extensive banking franchises has taken steps to ensure that they optimize the use of their real estate. At the west coast facilities for their technology group, an office "hoteling" strategy is being used to provide workspaces for employees who are frequently out of the office but need a fast, reliable process for reserving space for their in-office days.

What sold the company on EMS for their shared workspace management needs? "Ease of use, quick implementation and application functionality," says the application systems engineer involved in the EMS implementation.

Starting Small

Currently the company uses EMS to coordinate the use of approximately 40 shared workspaces in two buildings for 70 employees. However, other divisions are learning of the benefits that the west coast offices are reaping and are expressing interest in the hoteling concept. There is talk of expanding the project to three more sites in the current year.

"That's frequently how a shared workspace management approach takes root at a large organization," says Scott Anderson, director of client services for Dean Evans & Associates. "Each division has to work within a budget, and when one of them discovers that a modest investment in software can result in significant savings in both time and real estate costs, others become aware of it quickly and are eager to duplicate those results for their group."

Fast Facts

- **EMS Workplace** coordinates the use of **40** shared workspaces in **two** buildings for **70** employees
- Plans to institute EMS at **three** more sites
- System displays **workspace details** (floorplan, photos, closest printer) so user can find a space that best fits their needs

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Leery of Layers

One concern companies sometimes have in pondering the move to a shared workspace approach is that the process of reserving a space will be an additional “layer” that employees have to go through before actually getting down to business. This organization finds it to be anything but, and according to their engineer: “Our process is very simple. Once your ID and Password are verified by Active Directory, you are automatically directed to the reservation section of the hoteling web portal, where you can get right into the process of reserving a workspace at the location of your choice.”

After entering their date and time, users select from a list of available spaces. To help them make an informed choice, the system provides helpful details such as photos of the building, floor plans and even a layout for the workspace itself indicating the direction it faces and its proximity to the nearest shared printer.

“Once your reservation is submitted, you receive a confirmation email with the details of your request, which you can upload to your Microsoft Outlook® calendar,” he continues. “That’s it. The whole process takes 3-4 minutes, and that’s including login verification.”

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Informal Assessment

While the company is in the process of generating an official assessment of the role EMS plays in their hoteling strategy, the *informal* assessment is that the system has definitely helped them achieve their goal of workspace consolidation. And from the user perspective? The response has been “very favorable.” In both cases, it sounds like these are results you can take to the bank.

For more information on Dean Evans & Associates, and the company’s event management and master calendaring software products, go to www.dea.com or contact the Sales department at sales@dea.com or 1.800.440.3994 ext. 863.

