GoBright
Whitepaper

GoBright

The Future of Work is hybrid.

How to manage this flexible workplace?

Executive Summary

The subject of hybrid working and the hybrid office environment is much discussed.

The hybrid office perfectly matches the wishes and needs employees have nowadays. They need flexibility, autonomy, and safety, and would like to work in a high-quality work environment. Having a sense of control over when and where they are work is important. As well as being able to make this flexible workplace personal, in line with their own preferences. The increase in flexibility and the possibility to work hybrid has led to a more balanced work/life ratio and in general healthier, happier and more loyal employees. If you, as an employer, want to remain attractive to new talent, you can no longer stay behind.

Hybrid working is the new way of working. Smart technology is needed to manage the hybrid office. A data-driven office makes it possible to optimise the workplace and make it even more efficient.

In this Whitepaper we will discuss the benefits of hybrid working, the look and feel of the office and how interactions meet technology in the hybrid working environment.

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The Hybrid Work Environment

After the coronavirus pandemic, the demand for hybrid workplaces has increased significantly. Working hybrid is not at all new to us though. Some companies have been postive advocates for years. Now that remote working is no longer mandatory, the office is changing. The hybrid office is a relevant matter to employees and employers.

In the hybrid workplace employees work flexibly, both remotely and at the office. In a sense, the office is evolving into a social and cultural hub where individual and collaborative activities are facilitated. The physical office remains the indespensible foundation to meet, interact and inspire.

Outside the office, employees have the flexibility to work where they feel and perform best. Hybrid working is possible by understanding the interactions people have and combining those with technology.

4 PILLARS OF HYBRID WORKING

Understanding your employees and facilitating their needs.

Utilising office space in the most efficient and flexible way.

Using smart technology to manage the flexible workplace.

Optimising the workplace with data & analytics based on user preferences.

A word from our Commercial Director

GoBright Commercial Director **Chris Wiegeraad** has a clear vision on what Hybrid Working is and why GoBright is the right partner to work with.

“Hybrid Working is here to stay.

It is not a one-size-fits-all concept that you simply start. Every organisation, every culture, and every employee has different needs and wishes. Hybrid Working is an evolving method that changes with time, culture, and people and can always be adjusted. Smart technology and software are needed to keep up with these changing needs.

That is why GoBright is not only a suitable partner today to enable Hybrid Working. We strive for a long-term partnership, so that we can measure, analyse, and adapt your Workplace Management together, in order for your organisation to grow and evolve.”

Employee Advantages

Based on an Ergotron conducted study: ‘75% of 1000 full-time employees stated that their work-life balance has improved since they started working hybrid (Ergotron, 2022). Flexibility seems to be one of the driving factors of the hybrid office. It allows employees to work where they want and when they are most productive. This supports the increased work-life balance and job statisfaction of many employees.

Social interactions at the office play a valuable role in employee motivation, engagement and productivity. Studies have shown that employees with high social connectivity are highly engaged at work. Coming into the office occasionally to collaborate and socialise is just as important as providing employees with the flexibility of remote work (Virgin Pulse, 2021). This is what the hybrid office is all about.

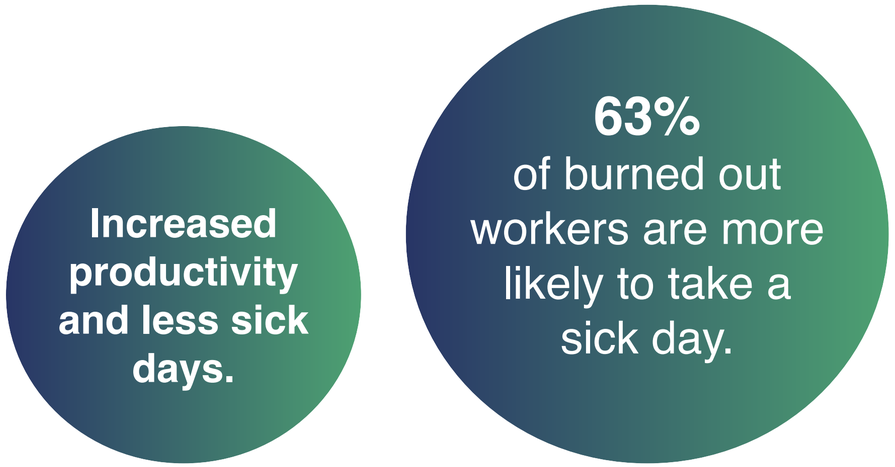
Employer Advantages

In the hybrid working model, it is likely that not all your employees will be at the office at the exact same time. This way an employer can save on utility costs and office space. With the right occupation strategy the employer could opt for a smaller office space. Or facilitate the growth of the company in the coming years within the existing office space. Employers could use these saved costs to re-invest in their employees. Why not invest in people instead of buildings? Saved costs could also be used to enhance the office space and make it more sustainable and ergonomic.

Besides financial benefits, facilitating the hybrid model will distinguish you from other employers. The hybrid workplace contributes to acquiring talent and stimulates potential. It also contributes to the overall wellbeing and health of people in the workplace which results in happy and loyal employees.

Catering to the objectives of your employees is necessary to stay relevant in the innovative environment of the Smart Office. By using data extracted from technology and smart software you can make the hybrid workplace more efficient and pleasant. You will have more insight into trends and developments around the office. All this information helps to make the most effective and strategic decisions.

Happy and healthy employees are vital for the success of an organisation (Gallop, 2022). This automatically results in:



The Office is Indispensable

The office building plays a vital role in making hybrid working successful. Returning to the office and touch base with your colleagues is essential for happy and healthy employees.

‘Nearly all employees (87%) will spend at least some of their week working from the office...’ (Steelcase, 2022). Being at the office is needed for human contact and social interaction. When people meet live, all senses are stimulated and the creative process of co-creation is strengthened. This is very difficult to achieve online. Celebrating your victories together and having physicial and emotional contact is what attracts employees back to the office.

Designing an office where collaboration is central is beneficial for our employees. Based on a 2022 study by Steelcase people are looking for choice and control and a sense of belonging. Colleagues find it important to read body language, look into each other’s eyes and really understand each other. The office is indispensable for employees in a hybrid environment.

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Designing
the Hybrid Office

In the hybrid workplace, physical office space is also changing. In-person and collaborative work will probably look a little bit different compared to the traditional 9-5 office life. Whether employees are at the office often, or once a month, a pleasant and ergonomic workspace is important both at home and at the office. Companies are increasingly investing in ergonomic products to design a healthy workplace that contributes to a positive employee experience. A good example is the height-adjustable desk. Studies have shown that during a time span of 30 minutes the optimal balance of interruption is:

20 minutes of sitting behind the desk.
8 minutes of standing behind the desk.
2 minutes of active movement.

Photo Credit: LINAK.

Smart Furniture

LINAK is a worldwide supplier to the office furniture industry of complete actuator systems for height-adjustable desks, worktables, and counters. Almost any desk design can be combined with a LINAK base. Providing the hybrid office with this type of smart furniture can contribute to the health of employees.

The traditional office building does not fit in the evolving office. Furniture and architecture suited to set-up a collaborative hub, a creative space, a space where people can work, learn and heal is the new way to go. STEELCASE, for example, offers a range of furniture that creates elevated experiences to meet people's new ways of working. By collaborating with STEELCASE, the user-experience of GoBright's software is enhanced with the best hardware: innovative, ergonomic, and high-performing.

Smart Lockers

In modern office environments employees can choose their own workplace and move around the building as they like. This means they also need a locker, to store their belongings. That is why GoBright partnered with Vecos, the market leader in the supply and implementation of Smart Locker Technology for locker cabinets. Simply book a desk, meeting room and locker at the same time, in one and the same Mobile App.

Interactions
Meet Technology

A smart, interactive, and data-driven workplace is what makes the hybrid office pleasant and efficient. This is where interactions meet technology. **GoBright is the #1 user-friendly software platform for Room, Desk & Visitor Management and Digital Signage solutions**.

To lift working life to the next level and realise a flexible, hybrid office, it is key to change office culture. A part of GoBright's vision is to facilitate this change with technological implementations and solutions, so that hybrid working in the smart office becomes the Future of Working for all.

GoBright Experience

The question that concerns many companies is: How do I offer my employees an inspiring hybrid working environment?

Tess Parker takes you on a tour through the Future Office. When you click a green diamond, a short video will start. In 14 videos we explain the GoBright products and solutions.

- Room and Desk Management.
- Insight into occupancy data.
- Welcoming visitors professionally.
- Meaningful internal communication.

When using the GoBright smart software solutions, everything at the offices comes together.

Desk Booking
in the Hybrid Office

Find out more!

Creating the hybrid workplace is about gaining insight into office occupation and facilitating employees in what they need. By analysing these elements, you can shape and re-define the office space in the most efficient and effective way. An indispensable element of the hybrid office is Desk Booking.

What is GoBright Desk Booking?
With GoBright Desk Booking, flexible working is taken to the next level. **Desk Booking** is a solution for managing your occupation strategy and controlling the hybrid working environment, where every day is different. By managing desk use, sharing desks, booking desks and offering additional services to personalise your workplace, GoBright provides employees with what they need.

Take flexible working to the next level with the GoBright Desk Booking System.

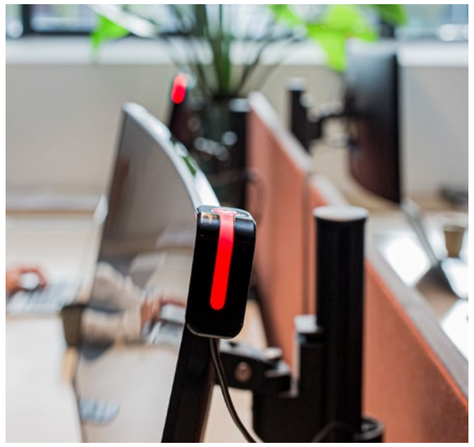
Facilitate modern ways of working in the office such as activity-based, open-spaced or hot desking.

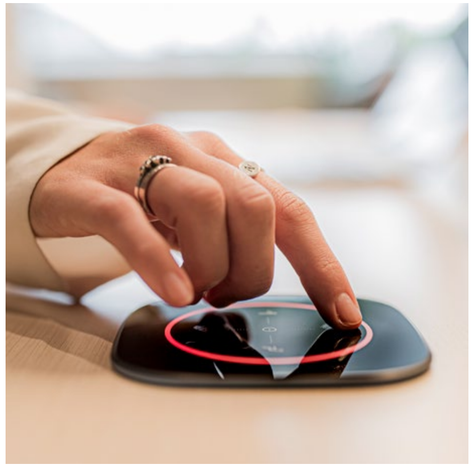
Amazing features such as Team Booking and **Find My Colleague** and Recurring Desk Booking.

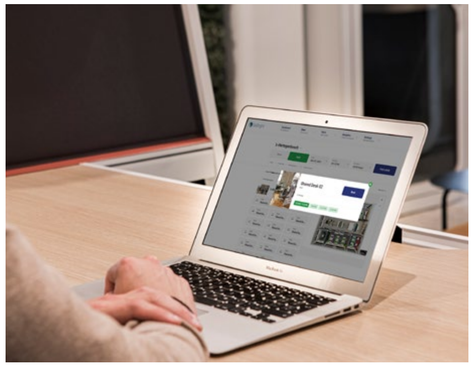
Flexible booking options via Online Portal, Mobile App, Mapping, MS Teams and GoBright Connect.

Create and manage your personal workplace with the GoBright Connect and **Glow** hardware.

Manage desk occupancy, see user behaviour and make data-driven strategic decisions.







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Room Booking
in the Hybrid Office

Find out more!

The GoBright Room Booking solution offers flexibility and assurance of having the desired meeting room at the office. The intrinsic human experience of meeting each other and working together is most important when moving forward to the future.

What is GoBright Room Booking?
Within the dynamic environment of the hybrid office, it is key to get everybody involved in meetings and find other ways of communicating. Some employees will join a meeting live, while others might join via a video call. GoBright Room Booking is a solution to manage meetings at the office and control the hybrid working environment while at the same time being in charge of your meeting and meeting room.

Relaxed and worry-free meeting with the GoBright Room Booking System.

Find and book a room via the Online Portal, Mobile App, Mapping, Room Panel, MS Teams or Outlook Plugin.

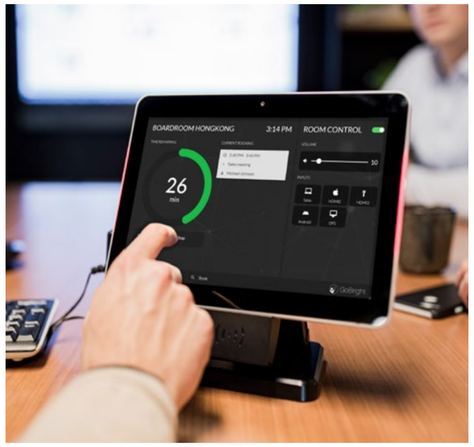
Stay in **complete control** of your meeting, the room and its facilities.

Manage room occupancy by gathering booking data and sensor data.

Pre-register and invite your guests and book Catering & Services alongside the room booking.

No more double bookings or unnecessary empty meeting rooms and increase efficiency.

BOARDROOM HONGKONG
3:14 PM
ROOM CONTROL
26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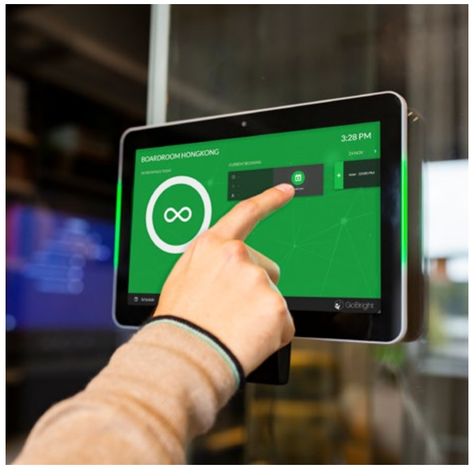
3:14 PM
ROOM CONTROL
26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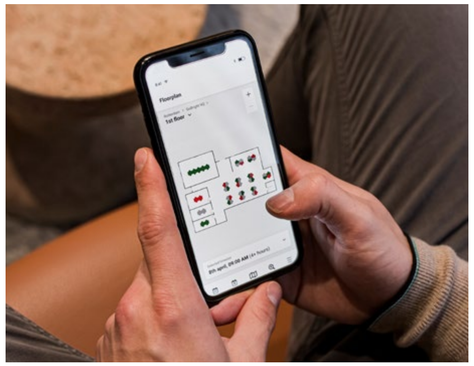

Floorplan

Visitors at the Hybrid Office

Find out more!

While your employees' work schedules may be hybrid, visitors can present themselves throughout the workday, at any time. In hybrid offices it is important that visitors feel welcome.

What is GoBright Visitor Registration?
The GoBright Visitor Registration system is a (pre/self) registration and check-in solution for visitors to optimise your reception area. With GoBright you stimulate a punctual appearance, shorten the waiting time, accelerate the flow of people at the counter and most importantly, welcome your guests professionally!

You can add directions, safety instructions or a health check. You have 100% accurate insight into the people present in the office.

A professional and warm welcome for all your visitors with GoBright's Visitor Registration System.

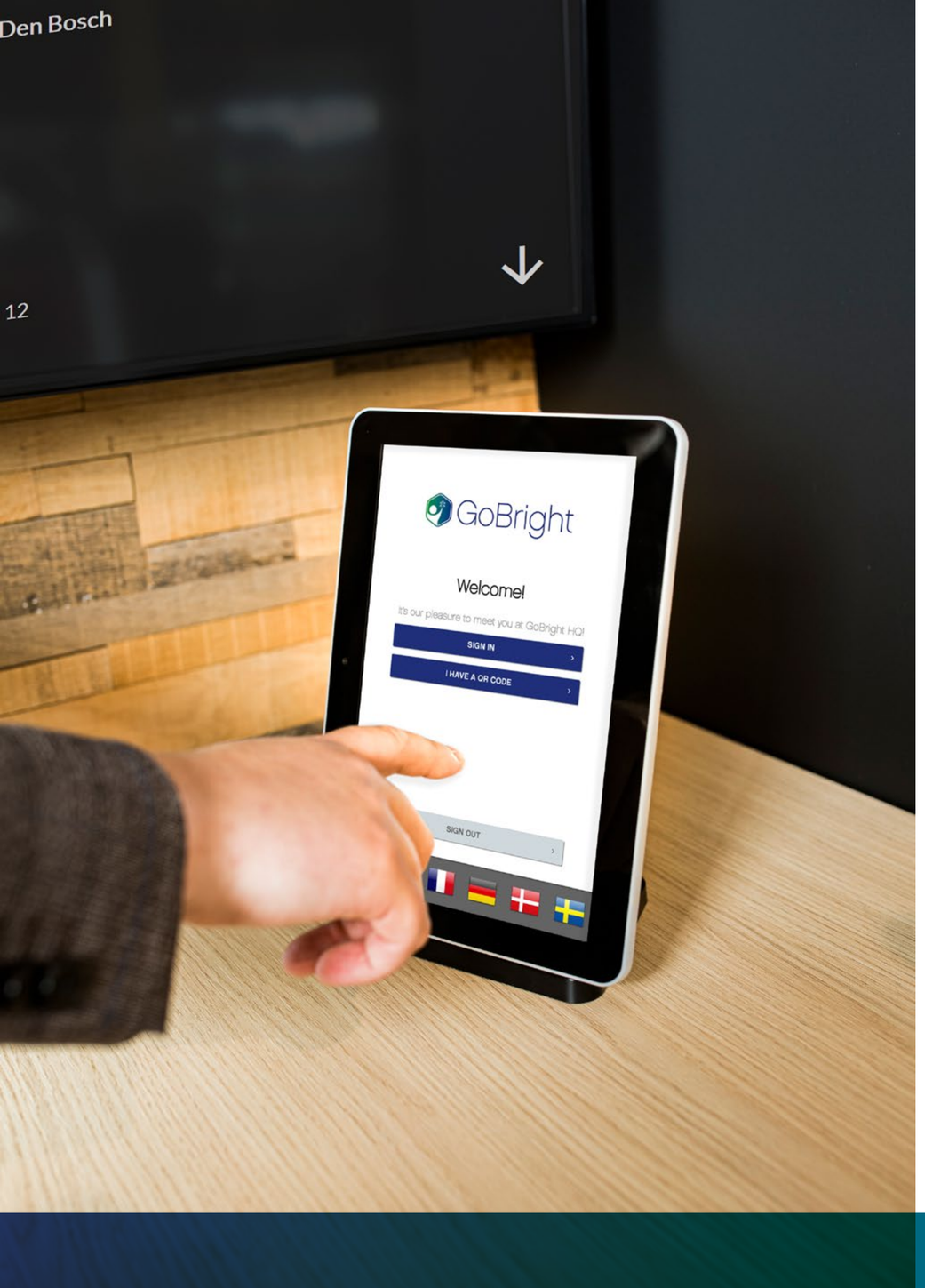
A total reception solution allows pre-registrations (via Online Portal and Outlook Plugin) and visitor self-registrations.

No more registration lists lying around. Data is stored securely and **GDPR proof**.

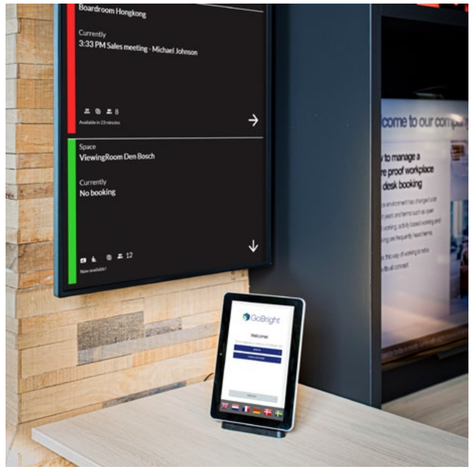
Customisable to your corporate branding and corporate visual identity.

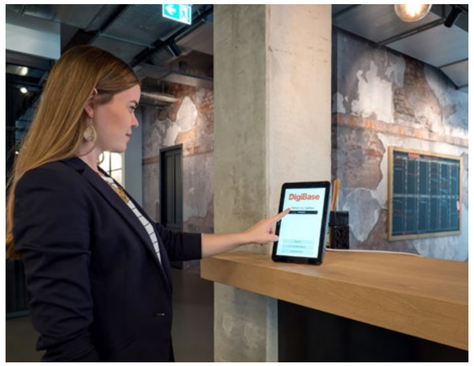
With **GoBright** Wayfinding **and** Mapping you create immediate visibility.

Create a **technology-driven reception** experience, with data collection for an even safer environment.


Den Bosch
12
GoBright
Welcome!
It's our pleasure to meet you at GoBright HQ!
SIGN IN
I HAVE A QR CODE
SIGN OUT

GoBright
Welcome!
SIGN IN
I HAVE A QR CODE
SIGN OUT


Boardroom Hongkong
Currently
3:33 PM Sales meeting - Michael Johnson
Space
ViewingRoom Den Bosch
Currently
No booking


DigiBase

OCS+
PAGE 1/2
1:21 PM
10/07/2020
Space
BoardRoom Den Bosch | OCS+
Currently
1:00 PM voorraad - status bepaling : juiste # en waarde - Robbert Starre
Space
SustainabilityRoom Den Bosch | OCS+
Currently
No booking
Space
ViewingRoom Den Bosch | OCS+
Currently
No booking

Digital Signage in the Hybrid Office

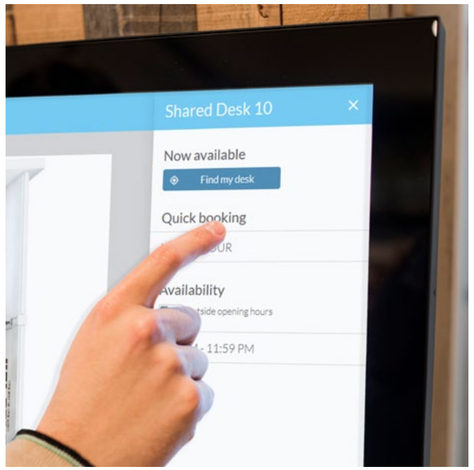
Find out more!

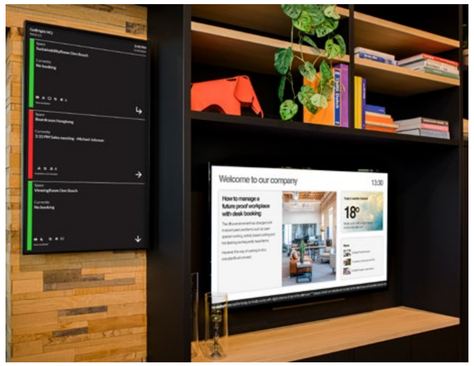
Communication is key, but does need some extra attention when not everyone works in de office every day. If you share information the right way, colleagues feel more involved. In return that leads to satisfied employees who are more productive and engaged.

What is GoBright Digital Signage?
GoBright Digital Signage supports the communication between remote workers and the office. Share information with all employees across the office locations. Invite visitors to the office and entertain them with an appealing video while leading them to the right floor. Digital Signage is an essential part of the modern communication strategy of every organisation. Why let it be a challenge to communicate?

Show information to a specific target group, in the right place, at the right time, with GoBright Digital Signage.

- Digital Signage to effectively communicate with your colleagues and vistors.
- Show **functional data** from GoBright Desk & Room Booking and Visitor Registration on the screens.
- Easily integrate with a diverse range of external resources.
- **User-friendly**, **intuitive** and designed according to the latest insights.
- Work in the Online Portal, the same as for GoBright Desk & Room Booking and Visitor Registration.


Shared Desk 10
Now available
Find my desk
Quick booking
Availability


Welcome to our company

GoBright HQ
PAGE 1/1
Space
SustainabilityRoom Den Bosch
3:42 PM
11/26/2020
Currently
No booking
Now available!
Space
Boardroom Hongkong
Currently
No booking
Now available!
Space
ViewingRoom Den Bosch
Currently
No booking
Now available!

Attracting Talent to the Hybrid Office

Recruiting talent and retaining new talent remains challenging for any office or organisation. Research has shown that the hybrid office working model influences how employees look at their current and future jobs (Smith, 2021). This data supports the success of the hybrid office and the likeliness to recruit new talent.

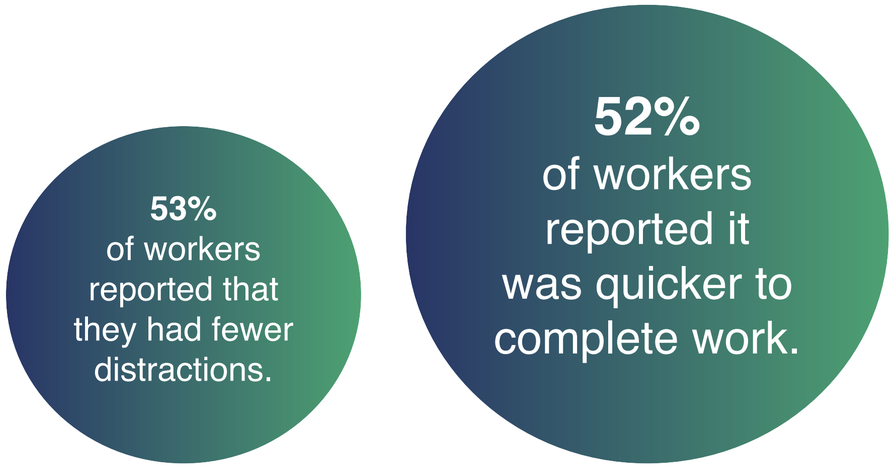
We have already seen that flexibility is of importance when it comes to employee objectives. Other factors that play a role in recruiting and retaining new talent are:

- Work-life balance.
- Prioritising health and wellbeing.
- Experiencing purpose and pleasure.

With the office evolving, technology automatically follows.

A smart and data-driven office powered by GoBright is a great choice when optimising and facilitating the hybrid working model. Prioritising the wellbeing of employees is another crucial factor to meet the current needs and objectives. Think of a comfortable temperature, quality of air, lighting and acoustics in the office. These factors all contribute to how an employee experiences the (hybrid) work environment.

'Three-quarters (78%) of home and hybrid workers reported improved work life balance' (Office for National Statistics, 2022).



Workplace Analytics

How to manage workplace occupancy, no-shows, and desk-sharing when the workplace evolves and everyone designs their own workweek? And how do you optimally use the workspaces in a flexible working environment?

Floorspace is expensive and unused desks are an unnecessary expense. Utilising the office with smart technology tools is therefore important. GoBright provides insight into workplace performance, real-time occupancy and utilisation with 100% accuracy, with which strategic decisions can be made. We calculate the bookings made, and also use data from the check-ins/outs and real-time occupancy via desk or room sensors (IoT devices).

The key to success is supporting high-performing workforce with effective and smart solutions.With Workplace Analytics, data-driven decisions can be made, making workplace management easier.

Analytics Extensions

Within smart buildings, various types of data is collected using modern technologies, such as IoT sensors, and building management systems. In addition to Workplace Analytics, from tools such as GoBright, you can also collect data about climate control, lighting, security, cleaning schedules, etc.

Ideally you collect all this data in one well-arranged dashboard. That's why GoBright provides an API to extract data from the GoBright Platform. This way you can combine the GoBright data with other smart building data within your preferred analysis tool. To do more in-depth analysesa and have a complete overview. You can for example gain insights into historical data or provide more information about real-time occupancy.

Microsoft PowerBI
Microsoft PowerBI is one of the best known Business Intelligence and Data Visualisation tools that helps you convert data from different sources into interactive dashboards. The GoBright data can easily be imported in the PowerBI Dashboard.

Whitepaper

The **Future of Work** is hybrid.

How to manage this flexible workplace?

GoBright

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