



**Reduce costs by 50% while  
increasing occupant productivity**

**Business Intelligence for Workplace Optimization**

Over **50%** of office space is **unused at all times**

Average annual cost per workstation is over \$10,000

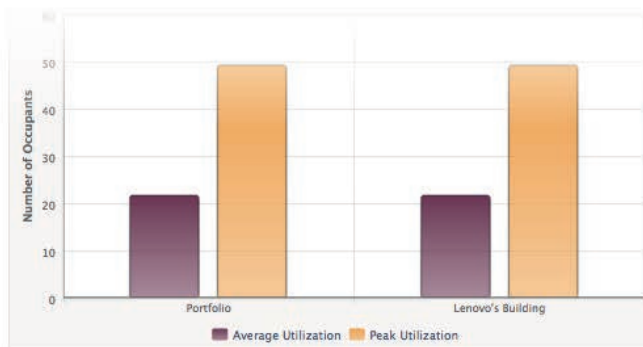
Underutilized offices cost US companies over **\$180B per year**

## How are you measuring and managing your company's office space use?

Our web-based dashboard, Optimo, enables you to measure the actual utilization of your office space, identify employee mobility patterns, and model future space needs. Optimo analytics enable customers to save millions of dollars per year in rent and associated costs.

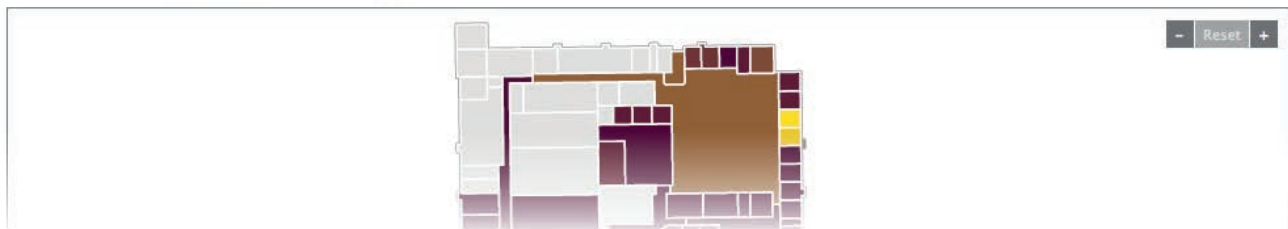
## Advantages of our solution:

- **Automated data collection** and management
- **Robust analytics** based on multiple sources and sophisticated algorithms
- **Predictive analytics** for planning future space needs
- **Dynamic, real-time reporting**
- **Unobtrusive technology** leveraging existing infrastructure
- **Safeguard employee privacy**
- **5-10x lower cost** than alternatives



	Portfolio Summary	Selected Buildings
Target Utilization	75%	75%
Effective Utilization	13.7%	13.7%
Total Area (leased)	51,924 sf	51,924 sf
TCO/sf/year	\$11	\$11
Potential Savings (year)	\$350,124	\$350,124
Potential Savings to Term of Lease	\$175,062	\$175,062

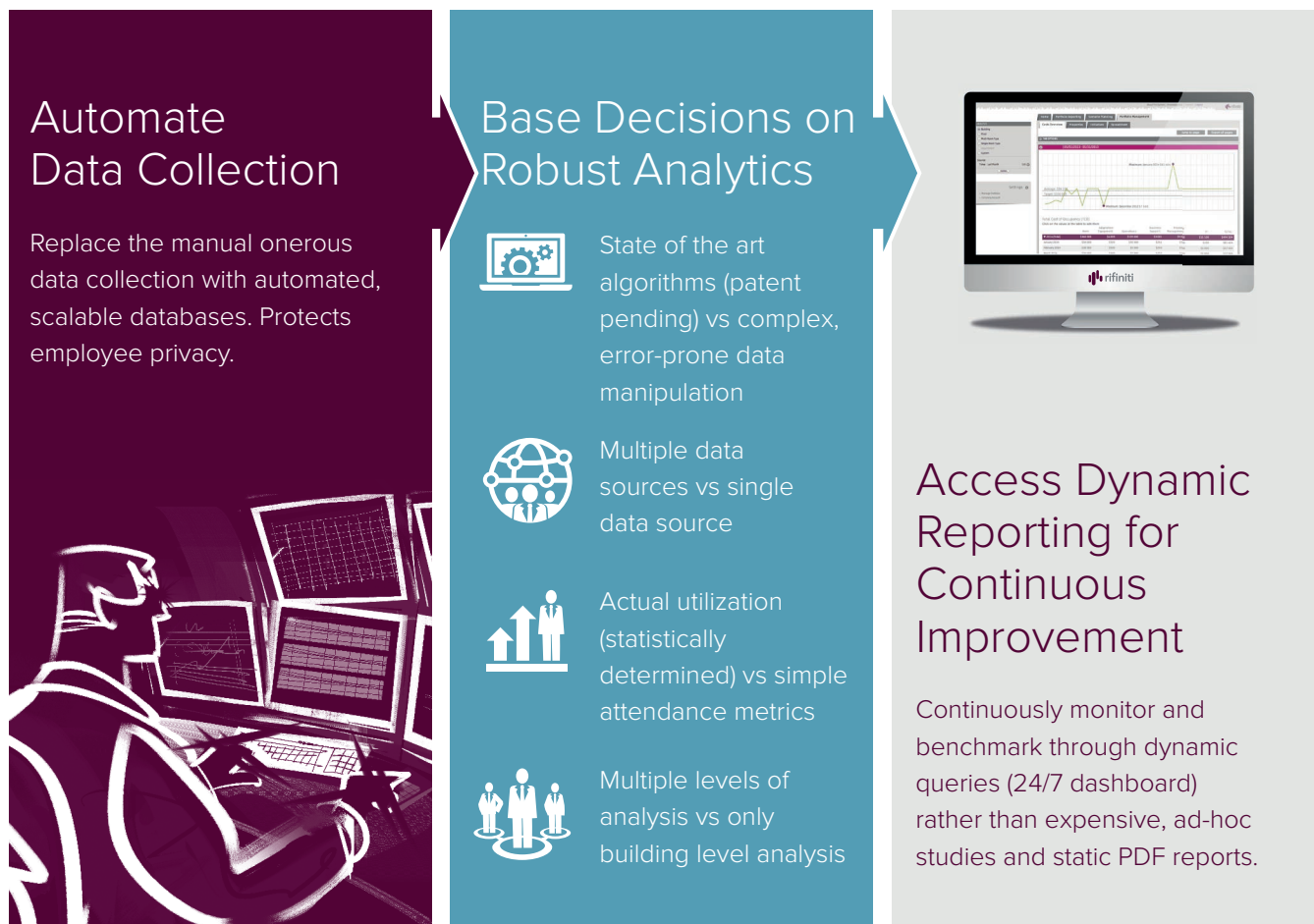
Heat Map: Building



## Rifiniti Optimo provides granular workspace and workflow analytics:

- Actual and peak space utilization vs. design capacity
- Underutilization vs. congestion
- Workflow and employee mobility patterns
- Space utilization by department
- ‘Before’ and ‘after’ analysis (measurement and verification)
- Cost saving opportunities (rent, operations, maintenance, IT infrastructure, furniture, etc)
- Predictive analytics (Scenario Modeler)

## Optimo takes Workspace Optimization to the Next Level



## A Scalable Solution

Optimo, our web-based software solution, is scalable and can be deployed to monitor a single building or unlimited sites worldwide. Customers can choose among three Optimo service levels. You can mix and match levels of service for different locations in a single account:



### Essential Service

- Delivers essential reporting on utilization down to floor level.
- Provides basic employee mobility analysis.
- Accurate analytics leveraging a single existing data source. No new hardware required.



### Performance Service

- Delivers granular reporting on utilization down to rooms.
- Provides basic employee mobility analysis.
- Includes utilization heat maps.
- Accurate analytics leveraging at least two existing data sources. No new hardware required.



### Advanced Service

- Delivers granular reporting on utilization down to room type and individual rooms.
- Provides extensive employee mobility analysis.
- Includes utilization heat maps.
- Accurate analytics leveraging two or more existing data sources, one of which is indoor location tracking. (Limited hardware upgrade may be required.)

Additional modules include **Benchmarking**, Space Utilization by **Department**, **Workflow**, and Portfolio **Space Planning**.



**Essential**



**Performance**



**Advanced**

	Essential	Performance	Advanced
Number of Users	Unlimited	Unlimited	Unlimited
Number of Monitored Assets	Unlimited	Unlimited	Unlimited
Unique Software Instance & Database	Yes	Yes	Yes
Data Sources	1	2	2+ (including indoor location tracking)
Personally Identifiable Information (PII)	Not used	Not used	Not used
New Hardware Required	No	No	No*

**Scale of Analysis: Assets**

	Essential	Performance	Advanced
Portfolio	★★	★★	★★
Geo/Region	★★	★★	★★
Country	★★	★★	★★
Campus	★★	★★	★★
Building	★★	★★	★★

**Scale of Analysis: Inside Buildings**

	Essential	Performance	Advanced
Floor	☆	★	★★
Zone	☆	★	★★
Room Type		☆	★★
Individual Room		☆	★★

**Additional Modules**

	Essential	Performance	Advanced
Benchmarking	★	★★	★★
Departments	★	★★	★★
Employee Mobility	★	★	★★
Portfolio Planning	★	★★	★★
Space Planning		★	★★

- ★★ Robust
- ★ Basic
- ☆ Availability depends on customer supplied data
- \* Limited new hardware may be required.



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