

# PixelPlace:

## Staying Connected While Being Apart

Through the power of digital connectivity platforms, will we see a new type of workplace emerge?

- *A digital way to be engaged with your “physical” workplace and colleagues across your organization*
- *Whether a full time remote employee, the occasional work from homer, or a new employee onboarding in uncertain times, PixelPlace promotes the collaborative experience of a physical workplace, delivered digitally*
- *Key benefits include: decrease in fixed real estate costs, reduce a companies carbon footprint, empower employees with a greater sense of autonomy and control of how they want to work,*
- *Emergence of new job opportunities, i.e.: The Digital Workplace Manager*

# Leasing Strategies and Company Expenses: Where will they Shift?

Will business disruptions and prolonged uncertainty from COVID-19 bring transformational change to leasing strategies?

Will organizations place greater emphasis on reducing expenses, as it pertains to procurement strategies?

- *Tenants will become more empowered changing their demands of space and lease terms, furthermore giving them the upper hand*
- *There will be a greater emphasis placed on the landlords to provide better incentive packages*
- *PixelPlace doesn't replace the physical space. Office space will still need to be rented, but Pixelplace suggests a lower cost alternative to premium prices on physical space. It can also provide organizations with more flexibility in their spend to perhaps place greater emphasis on the quality of their physical office.*

# Quantifying Space Utilization in Pixelplace

## A Holistic Approach

Will COVID-19 reverse the trend of reducing square footage per employees and shift the focus from space centric measurements to humancentric measurements?

- **Spend:** Speed to occupation vs CTA and Profit Growth vs CTA
- **Purpose and Objectives:** Alignment and delivery of key objectives and KPI's i.e. sales, profitability, new projects completed, products developed
- **Utilization and Effectiveness:** Measuring where employees are spending their time and why. Flexibility in leasing terms of the site. Garnering data on minimum and maximum utilization targets.
- **Happiness and Wellbeing:** Measuring who uses the physical space versus the digital space. What hours of the day are people working: having a hard time shutting down, or taking advantage of flexible working styles? Achieving wellness standards i.e.: WELL, FITWELL
- **Experience and Attractiveness:** Contributes to talent attraction and retention. Intuitive nature of navigating PixelPlace for employees
- **Sustainability:** Impact on environment with less daily commutes. Impact on the environment and alignment with sustainability standards i.e.: LEED, BREEAM