

CASE STUDY:

Avaya

Global technology company eliminates nearly a quarter of their real estate portfolio with Serraview's Workplace Optimization solutions



Requirements:

- Centralized solution to manage allocations and chargeback globally
- Mechanisms to improve data integrity and provide real time decision support
- Advanced scenario planning capabilities to identify opportunities to eliminate excess space

Solution:

- Serraview Pro
- Relocation Management
- Serraview Locator

Results:

- Portfolio Right-Sizing – Avaya has performed 15 site closures totaling 527,000 RSF across the portfolio
- Improved Decision Support – executive reports that used to take weeks to compile are now produced in minutes
- Time to Value – The Serraview SaaS solution was fully implemented and operational in less than 90 days



We can now react to changing business requirements and opportunities by quickly modelling alternate floor plans, various scenarios and business cases. We are also automating our cost allocation process to adopt accurate BU space allocations rather than approximations based on headcount using Excel. This has translated into real and tangible cost savings to the business."

— Hamish Clarke,
Director of Global Real Estate at Avaya

Avaya, founded in 2000, is a global leader in delivering superior communications experiences to their customers. The company provides a complete portfolio of software and services for contact center and omnichannel communications to more than a million business customers worldwide. With 15,000 employees occupying over two million square feet around the globe, Avaya wanted to optimize their global portfolio to reduce real estate costs and increase productivity.

Challenge

Avaya's path to become a leading multi-national technology company was spurred by developing innovative products, but also by acquiring companies with complimentary technologies. Due to these acquisitions, the Real Estate (RE) team was spread throughout the world—using disparate tools and data sources to try and make sense of the expanded real estate footprint. *(continued on page 2)*

Simultaneously, Avaya was looking to implement more open, modern floor plan designs to increase collaboration and reduce costs. Avaya's leadership did not have a true understanding of their portfolio usage because their legacy space planning tool and manual data sets did not provide accurate or trusted

information. Avaya also struggled to understand which employees worked where, and how various departments interacted with each other. It became clear to Avaya that they needed a change, and they looked to their partner Cushman & Wakefield (C&W) for help.

Solution

C&W vetted multiple solutions and determined that Serraview best met the needs of Avaya's team for space management, strategic planning and employee enablement.

The first step in the process was data gathering and data standardization. C&W and Avaya were looking to avoid the dreaded "garbage in and garbage out" situation and worked closely with the Serraview team to ensure this was not the case. C&W standardized all of Avaya's 142 floor plans according to BOMA space classification methods. The next step was validating occupancy and allocations with the individual business units. Avaya's RE team leveraged the Serraview Workplace Portal and had business unit leaders validate their occupancy

data through a simple on-line interface. The validation request process was governed by Serraview instead of multiple spreadsheets self-reported via email.

RE executives were excited with the quality of the data and the ability to easily access and analyze centrally in Serraview. Avaya was finally able to automate a previously labor-intensive chargeback process and was able to spend more time on strategic initiatives. Recommendations on opportunities for the acquisition/disposition of properties or proposals for more efficient floorplan layouts in existing properties were all driven by Serraview data. Avaya and C&W were pleased to find a level of decision support they had not expected.

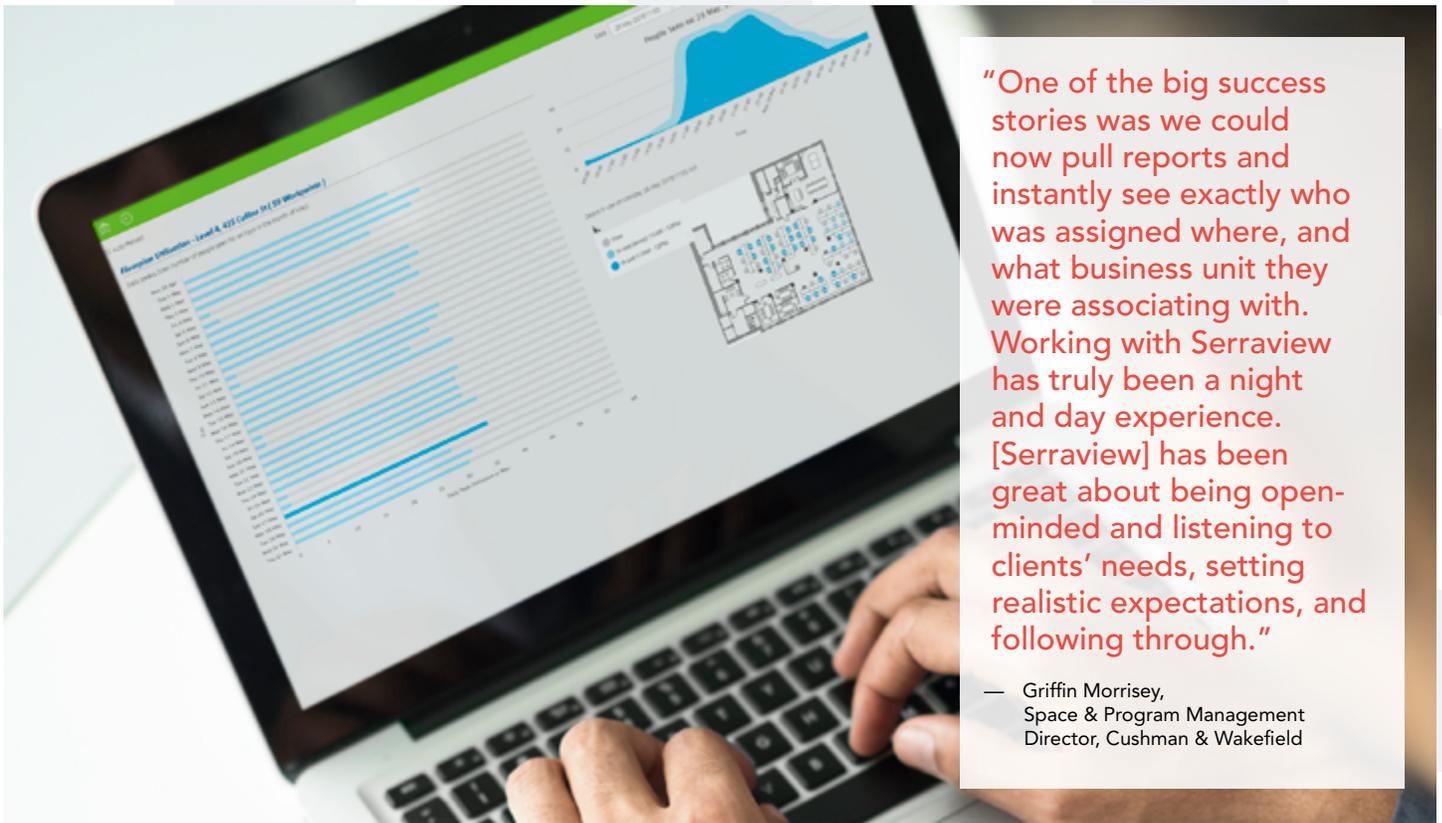
Results & Future Plans

Phase I of this project was focused on portfolio right-sizing and cost reduction. After successfully reducing the portfolio by almost 25%, C&W and Avaya turned their focus to employee enablement. With 15 site closures, many Avaya employees found themselves in new buildings with which they were not familiar.

To address this challenge, Avaya deployed the Serraview Locator mobile application. With Serraview Locator, employees

can search and find resources like collaborative spaces, building amenities, and their colleagues from their mobile devices. The workforce experience improved, as employees are now able to navigate sites and get situated quicker than ever.

Serraview Locator will be a key element on the new company intranet site as part of a larger Avaya rebranding initiative.



“One of the big success stories was we could now pull reports and instantly see exactly who was assigned where, and what business unit they were associating with. Working with Serraview has truly been a night and day experience. [Serraview] has been great about being open-minded and listening to clients’ needs, setting realistic expectations, and following through.”

— Griffin Morrissey,
Space & Program Management
Director, Cushman & Wakefield

About Serraview

Serraview is a global provider of workplace management solutions created to enable forward-thinking organizations to deliver today’s modern workplace. Our solutions are designed to increase real estate portfolio utilization, streamline operations, and enable smarter, more productive work environments. We believe the modern workplace is one that is good for business and great for people.

Good for business. Great for people.

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