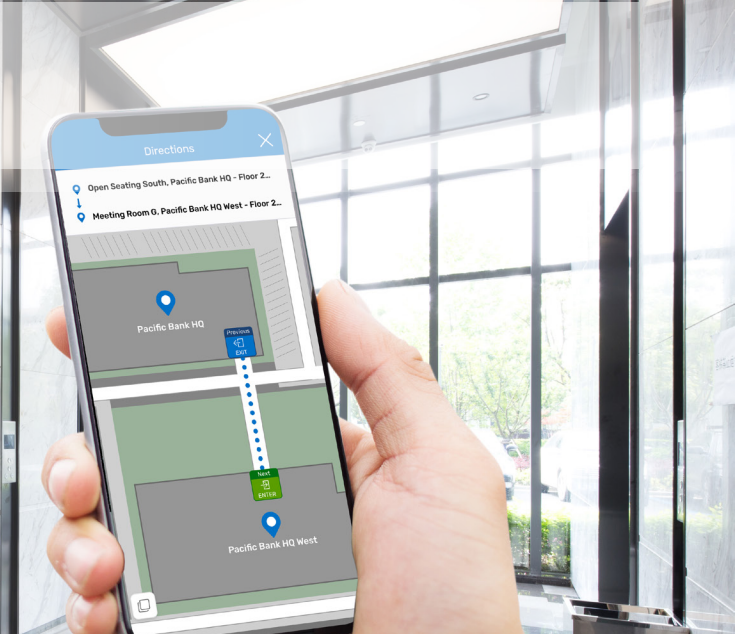




Build or Buy?

Considerations for workplace management solutions



Hybrid workplace software options

Hybrid workspaces involve many quick-shifting variables. To corral these and achieve an efficient and smooth-operating environment, business leaders require a management solution with the stability for day-to-day functionality, and agility for whatever the future holds. The question becomes: Should they rely on an internally developed solution or choose a commercial solution, such as from Enlighted?

Move to a new workplace reality

Pre-pandemic desires for work-life flexibility were already disrupting traditional office life. Employees wanted the freedom to choose work locations and schedules. Some businesses had already begun expanding work-from-home policies and modifying traditional 9-to-5 constraints. COVID-19 fast-tracked these trends and cemented a new workplace reality as most of the workforce locked down from home. This new phase proved that working from home actually worked and resulted in improved productivity.

Urgent need for workplace technology

The hybrid workplace's added flexibility, however, meant that leaders needed to implement and manage sustainable dynamic workplace models fast, so that employees could work on premise safely, at home, and on-demand. Corporate real estate executives discovered that solution requirements aligned around three important imperatives:

- **Employee engagement:** Need for an initiative and engaging tool for employees to reserve space today and

in the future, locate and collaborate with colleagues and control their environment.

- **Space management:** Organize and control the new hybrid workspaces, enforce access policies, and understand employee preferences and trends for future design decisions.
- **Portfolio strategy:** Leverage utilization data to make refined portfolio contraction decisions while avoiding business disruptions.

Weighing the decision: Build vs. Buy

The decision of whether to build or buy the software required for a smooth and efficient hybrid working environment begins with identifying the business challenge and capability needs. Historically, organizations decide to develop purpose-built solutions in-house if the problem at hand is unique to the business, a one-off challenge isolated from other business functions, and there is confidence that a strong IT department can be retained to address concerns along the way. To contrast, comprehensive solutions are outsourced most often when the business problem is shared by many in the industry, when internal resources are limited, and when rapid deployment is a high priority.

Consider the liabilities

Whether a business elects to build or buy, implementing an enterprise-wide management solution is a significant decision with associated risks. Though building in-house may bring enhanced customization to meet specialized



needs, the time, effort, and resources are often unexpectedly expensive and an unnecessary distraction from more meaningful work. Further, the demands for both enhanced UI and future feature requirements can place constraints on

overtaxed personnel. The following in-house development liabilities should be considered when deciding the best business approach.

LIABILITIES OF THE BUILD MODEL

Risks CRE, C-SUITE	Costs CRE, CFO	Employee Experience CRE, HR
<ul style="list-style-type: none">Widespread business disruption due to an inability to meet back to work target dates or app malfunctionsSecurity breaches and/or privacy issues and associated cost and employee impactsBrand and reputation, if employees are unable to reserve space or collaborate with colleaguesBusiness continuity, if IT is unable to rapidly accommodate shifting needs with regular software upgrade release schedules	<ul style="list-style-type: none">Unpredictable Total Cost of Ownership, for initial development and on an ongoing basis, as more functions and features are requested (see Figure 1 below)IT strain to provide 24/7 support for a custom-built application with typical personnel turnoverFurther hidden cost as demand for workplace expertise increasesNegative impacts on space contraction due to unavailable or unintelligible utilization data	<ul style="list-style-type: none">Impeded adoption due to lack of intuitive user interfaceReduced morale and employee retention as a consequence of limited functionality that makes workplace interactions difficultPoorly designed and utilized space due to lack of insight into employee preferencesWorkplace congestion when employees are unable to ascertain real-time space occupancy/openings

Uncover the hidden costs

A strong business decision for internal development should be both cost-effective and deliver on efficiency. While the prospect of control over desired features and project budget are attractive, even initial costs can prove challenging as scope creep can take over as additional features and functions are added by various stakeholders. After the cost of the initial build, additional and sometimes unpredictable factors add up.

Support, bug fixes, upgrades, and market trend adjustments can send IT teams over-budget and behind schedule.

In the following scenario, built on a customer sample of 10 buildings of various sizes, the total cost of development and support for the buy vs. build decision is outlined over a five-year period, with associated summaries that demonstrate the advantage of an Enlighted purchase decision.

FIGURE 1: BUILD VS. BUY ANALYSIS

	Resource	FTE Requirement	3 Year TCO	5 Year TCO
Build Option Dev Team	Product/Project/Program Manager	1.00	\$ 62,500	\$ 62,500
	Engineer	3.00	\$187,500	\$187,500
	Design	1.00	\$ 50,000	\$ 50,000
	Quality Assurance	0.50	\$ 22,500	\$ 22,500
Build Option Support Team	Product/Project/Program Manager	0.50	\$156,250	\$281,250
	Engineer	1.50	\$468,750	\$843,750
	Design	0.50	\$125,000	\$225,000
	Quality Assurance	0.25	\$ 56,250	\$101,250
	24x7 Support	3.00	\$525,000	\$945,000
	Implementation Specialist	0.10	\$ 20,000	\$ 36,000
Build Option Totals			\$1,673,750	\$2,754,750
			Buy Option Savings 64%	Buy Option Savings 67%

Reasons to trust an industry leader

Because adaptation to the hybrid working model is not an isolated event, but a communal one with the workforce at large, the risks are high. But solutions have already been built, tried, and tested to aptly address the ever-changing needs of these environments. Enlighted's all-inclusive workplace management solutions allow businesses to achieve efficient and agile hybrid spaces and benefit from:

- **Exceptional employee experience:** Empowered users exercise control over work environments, with the confidence to easily navigate, collaborate, and communicate.
- **Latest innovation:** State-of-the-art technology, including real-time processing and predictability, anticipate and respond to events with speed and accuracy, optimizing time and providing precise data and insights instantly.
- **Regular upgrades and releases:** Improved features and functions based on learned user data are regularly deployed to meet evolving workplace needs.
- **Lower Total Cost of Ownership:** Staffing, research, development, deployment, and maintenance are included.
- **Administrative control:** Ability to proactively enforce workplace policies, manage peak utilization, and control employee space access promotes business continuity.
- **IT focus on core functions:** Ongoing built-in support relieves the burden on valuable internal IT teams, freeing them to focus on key business-related tasks.
- **24/7 support:** Round-the-clock technical support, maintenance, upgrades, and revisions are incorporated.
- **Domain expertise:** Deep knowledge of dynamic workplace management is tried, tested, and continuously innovating to solve tomorrow's industry problems.
- **Access to data:** Ability to use a variety of time-series data to uncover employee preferences and trends to feed portfolio right-sizing decisions.
- **Easy integration:** Open system software enables rapid deployment and interoperability with existing technology.
- **Effortless onboarding:** Users are immediately equipped with support, developer, and user documentation.

Security and reliability considerations

Workplace solutions require special considerations for security and privacy requirements. Enlighted combines years of experience with workplace technologies, software development expertise, and cloud-hosting best practices to deliver secure, reliable solutions to your hybrid workplace management challenges.

Security

- SAML 2.0 Authentication
- Native integration with Microsoft InTune
- Secure software development including pre-release and ongoing vulnerability testing
- Comprehensive data encryption
- Privacy built in from the earliest development stages

Reliability

- Hosted within Amazon AWS EC2 cloud, which is highly reliable
- Designed to allow for quick re-provisioning in case of node failure
- Advanced backup strategy with near-real-time, U.S.-based production backups in disparate geographies

Enlighted Enterprise Solutions

Safe
Return



Flexible
Spaces



Concierge
Services



Healthy
Spaces



EMPLOYEE ENGAGEMENT
Consumer-grade Mobile App

SPACE MANAGEMENT
User & Space Administration

PORTFOLIO STRATEGY
Space Utilization Analysis

ENLIGHTED WORKPLACE INTELLIGENCE PLATFORM

111K

Employee
Users

83M

Square feet
managed
office space

760

Managed
buildings

60

Countries
and counting

To explore the possibilities of Enlighted's comprehensive dynamic workplace management solutions, contact a Client Partner at info@enlightedinc.com.



Enlighted

Building Robotics, Inc.,
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Turn Everyday Spaces into Extraordinary Places

Wherever space, people and work meet, Enlighted empowers organizations with the technology to transform real estate spaces into regenerative places that fuel positive impact for people, portfolio, and our planet.

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