

2023 Predictions

Technology imperatives to evolve across people, space, and work



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For companies worldwide, 2022 was both a year of challenges and growth. With an evolving focus on sustainability, new smart building technologies, and monumental changes around occupant and employee experiences, organizations across industries changed the ways they designed, used, built, and thought about physical spaces.

What does this mean for 2023? Enlighted executives identified a set of predictions that will significantly impact and drive transformation across people, space, and work in four key areas:

- 1 Building IoT**
Companies will be held accountable for sustainability goals
- 2 Future of Work**
Successful RTO plans will be flexible and hybrid
- 3 Sustainability**
IoT data will help create the ultimate smart building
- 4 Proptech**
Proptech will be a vital component as the economy recovers



1. BUILDING IOT

2023 is the year that companies will be held accountable for their sustainability goals, separating the amateurs from the pros.

51%

of CEOs report sustainability as among their greatest challenges for the next 2-3 years.¹

This year we've seen fires, flooding, and record-breaking heat waves across the globe, encouraging both the public and private sectors to reconsider how organizations approach climate change and sustainability. As a result, many businesses have committed to taking more immediate actions to cut emissions and improve energy consumption by 2025 and 2030.

With these deadlines looming, companies will be held to a higher standard in 2023. Their goals will be more aggressively rated, impacting their standing in the market, especially from an investor and recruitment standpoint. It will be interesting to see how it unfolds as CEOs continue to voice sustainable aspirations even if they haven't shown demonstrable progress. Leaders that get it right will find

positive reactions from investors and other stakeholders, including their employees. As a result, we will see more companies increasing their investments in tools and technologies to meet sustainability goals in a clear way and providing insights into measurable progress throughout the journey.

According to the [World Economic Forum](#), buildings are responsible for 40 percent of global energy consumption and 33 percent of greenhouse gas emissions. In 2023 there will be increased awareness on buildings as one of the biggest opportunities for decarbonization.

Learn more about Enlighted [Smart Sensors](#), the foundation for digital transformation.

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“Sustainability projects are often the first projects to be stopped in an economic downturn. That’s short-term thinking. We need bold leaders to double down on sustainability and long-term growth strategies, emerging as the market leaders in the next business cycle.”

-Stefan Schwab
CEO, Enlighted



2. FUTURE OF WORK

Hardcore RTO is wrong. Successful in-office plans must be flexible and hybrid.

78%

believe hybrid work has improved all aspects of well-being in both roles at work and beyond.²

The pandemic shift to remote working triggered a total rethink of the office and its purpose. As a result, the hybrid office for many was transformed into a hub for collaboration and connection, instead of a place that workers returned to daily to work independently. And for most employees, the mindset of returning to the office (RTO) 5 days a week to just be there is antiquated and not how people work today.

We expect this disconnect between employees and leadership to continue in 2023. As employees lose leverage in a down job market, more employers are mandating their employees come back into the office. In a recent study, [the majority of organizations](#) identified flexible working as the ideal model for satisfying employees' need for flexibility while preserving

investments and maintaining company culture. Companies that approach their return-to-work policy with this spirit of flexibility and respect for the way their employees want to work will thrive. Others, like Twitter, that take a more authoritarian approach and mandate employees return to the workplace five days a week will stumble.

In 2023, we will see increased technology adoption that facilitates the collaboration aspects of hybrid work while gaining operational efficiencies and sustainability.

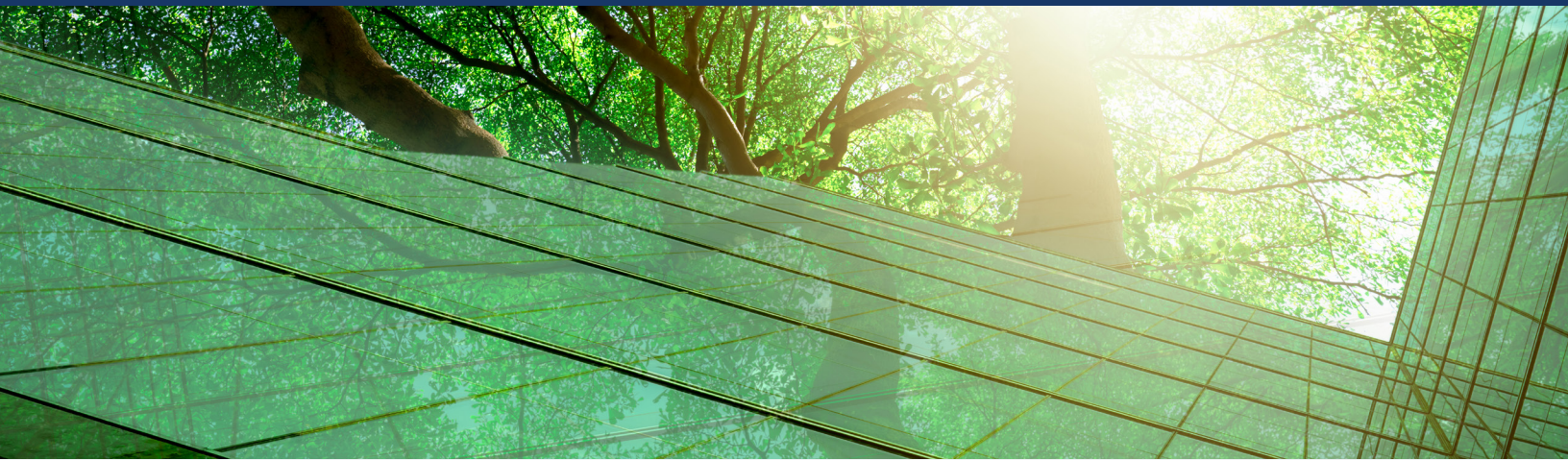
Learn more about transforming your workplace with our [Flexible Spaces Solution](#).

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“There is a disconnect between what many leaders envision for what a hybrid workplace looks like and what employees want. This is a cultural challenge. For long-term success, companies must adopt dynamic and flexible approaches, allowing people to connect on their terms and when its beneficial to both employees and the team.”

- Franco Castaldini

Head of Workplace Essentials, Enlighted



3. SUSTAINABILITY

IoT will provide the data organizations need to create the ultimate smart building.

44%

of CEOs state lack of data insights stand in the way of their sustainability goals.³

Given the reality of rising real estate and energy costs and low space utilization, corporate executives will turn to IoT-enabled technologies to get more productivity from the people and the space they already have. And 75 percent of companies now see digitalization as a key driver of change processes in buildings.

Companies can leverage lighting control sensors, desk and room sensors, people counting and other sensors to collect a broad set of data on activity, movement, temperature, and energy savings to inform decisions. Real-time insights from this data can enhance the employee experience and uncover interactions between people and spaces for improved business decisions.

Smart buildings present real and near-term opportunities for real estate owners, corporate executives, and the public sector to glean insights in key areas of occupancy, assets management, workflow optimization and energy efficiency to better understand their buildings. They can mitigate climate change while creating greater operating efficiencies. All of this makes a strong case that in 2023 we will see the promise of IoT technologies pay off as companies leverage IoT data integrations with building systems and with data analytics that inform for better space decisioning.

Learn more about Enlighted's [Lighting Solution](#) to gather real-time occupancy data to inform decisions.

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“Companies have been challenged to harness building data in their decision-making process due to the inability to correlate and manage vast sets of data. But the time has come with new tools and IoT platforms to drive real business benefits.”

- Stefan Schwab
CEO, Enlighted



4. PROPTech

Proptech will be a vital component as the economy recovers.

54%

of COOs plan to make changes in technology transformation for efficiency in 2022⁴

Proptech, or property technology, is the robust alignment between real estate and technology and is an essential tool in every executive’s arsenal. Proptech will help leaders manage buildings for maximum energy savings and bottom-line improvement, imperative when budgets are tight across almost every sector. There are four ways that prop tech helps in a struggling economy: optimizing space utilization across industries, creating the most effective workflows between organizations and across spaces, driving energy savings through smart lighting and IoT technologies, and making spaces safe and enjoyable for employees.

In the PwC 2022 COO survey, investing in digital capabilities and technology transformation are essential priorities to make businesses more efficient. Proptech is a key digital transformation driver and enabler for companies to achieve operational efficiencies across multiple properties, delivering energy savings and operational savings when it’s needed the most.

Learn more Enlighted’s [Data Services](#), a set of data APIs and visualizations that provide deep business insights.

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“Every executive team needs to look for the greatest efficiencies during a time when you must act lean and be lean. Given the current economic climate, and what is predicted to be a protracted recovery, finding those pockets of efficiency through the utilization of space is on every COOs mind.”

- Stefan Schwab
CEO, Enlighted

The new workspace demands a new approach

Imperative for 2023: Build digitalization for sustainability, business impact, and employee well-being.

The global disruptors of the past several years have shown us that while the purpose of physical spaces will always evolve, the desire to optimize productivity, connect with others, and contribute to a better world endures. Environmental pressures, technology innovation, and hybrid work developments will continue to evolve and shape 2023. Leaders will embrace the opportunity to digitalize their buildings to survive a bumpy economic cycle, while positioning for business acceleration in the future.

To learn how you can prepare for configuring and managing your new workplace, **contact us** at info@enlightedinc.com

