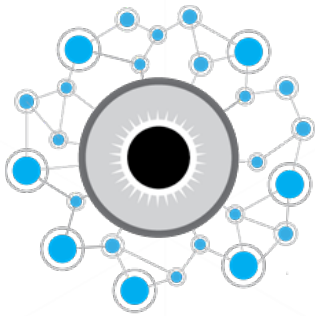


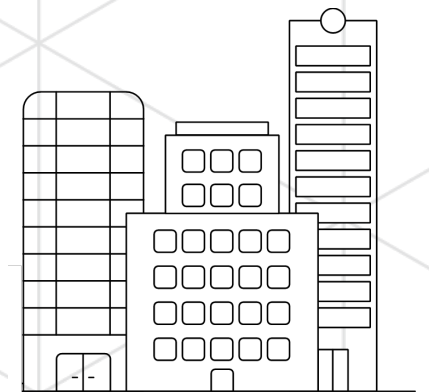


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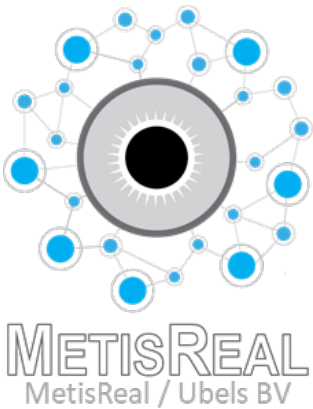
The Edge – Aanpak & Ervaring

Samen maken we onze toekomst SMART

Erik Ubels MBA, 6 April 2022

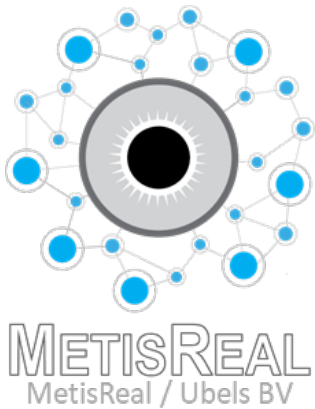


Drijfveer – The Edge



Strategische Herpositionering Deloitte

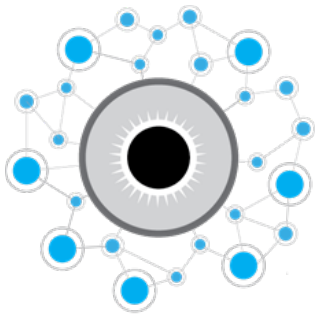
- Ingegeven door o.a. financiële crisis van 2008
- Up-Market strategie richting internationale cliënten
- Meer specialisatie, landelijke & internationale sturing
- Consolidatie van kantoren naar grote steden
- Reductie van M^2 , flexibel werken (22 M^2 , naar 9 M^2)
- Betere kantoren & hoger service niveau
- Invoeren thuiswerkbeleid (minimaal 1 dag – tenzij)



Consequenties voor Huisvesting

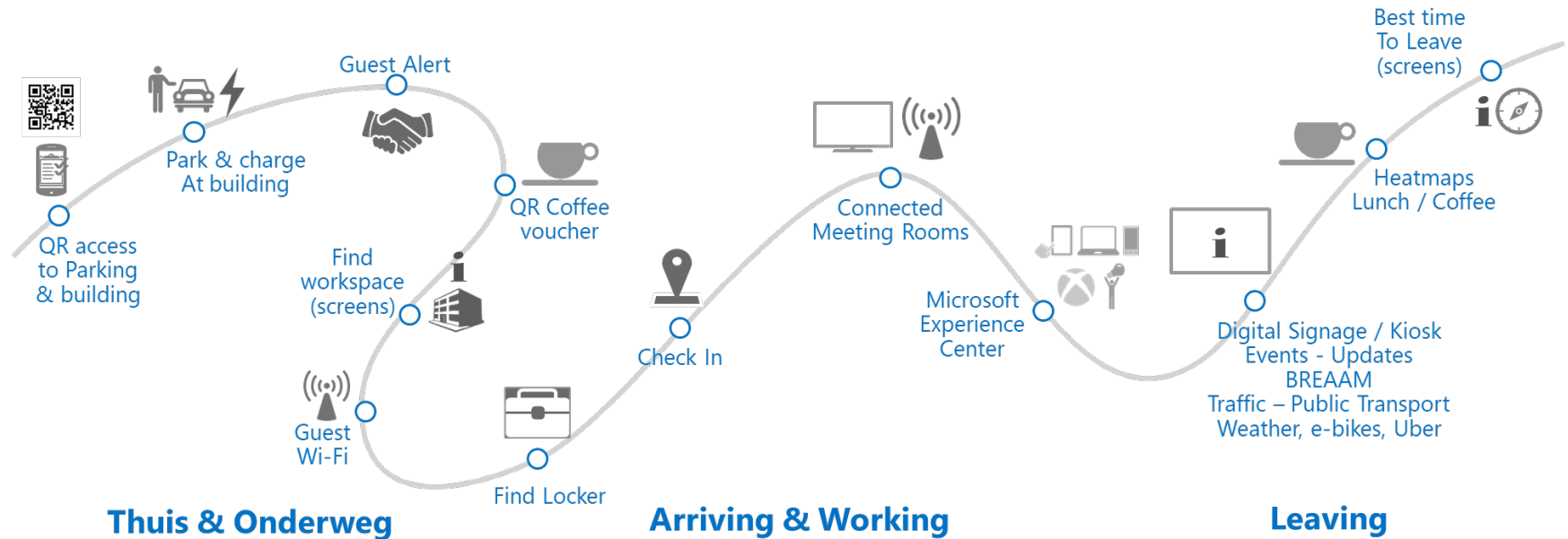
- Reductie aantal kantoren
- Afname 45.000 m2 vloeroppervlak
- Introductie van nieuwe, flexibele werkplek concepten
- Meer ontmoeten, vergaderen, ontspannen, minder traditioneel werken
- Corporate branding en uniforme huisstijl
- Veranderende service concepten

Customer Journey - The Edge

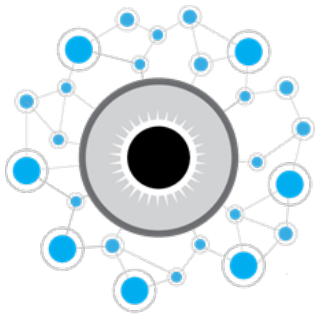


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Customer Journey – The Edge



Digital Hotspots		
Guest Invitation – QR access	- Smart Parking (welcome) - QR code access (smart phone) - Digital Signage - Sensors for occupancy and check-in - Flexible Lockers	- External information: traffic, weather, public transport - Service Kiosk; Uber, e-bikes, restaurants, meeting rooms



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Behoefte Mederwerkes – The Edge



They represent around **65%** of the occupants of The Edge

Example Roles

All Deloitte FTE's (local & global), contractors, trainees.

"I need to work efficiently. Have access to people, information and resources quick. I see The Edge as part of my team; it (pro)actively interacts with me taking care of me, my guests an part of my business."

RESPONSIBILITIES

- Work *with* and *at* external parties (customers) to deliver services
- Find, create and share information and best practices with colleagues
- Create and validate content, documents and reports with others
- Host events with internals or externals
- Be accessible for colleagues and others
- Be accountable and compliant
- Follow the rules of engagement as agreed

WORKSTYLE

Mobility

Classified Information

Internal Collaboration

External Collaboration

Content Contributor

Content Consumer

NEED & WANTS

- Be efficient
- Be mobile
- Be informed / connected
- Have a choice (in control)
- Feel secure / safe
- Have privacy
- Play the host
- Be social – unwind
- Personal care
- Be mobile / work anywhere
- Feel welcome
- Be reachable – findable

(digital) WORKPLACE



mobile adaptive



devices



security



solutions



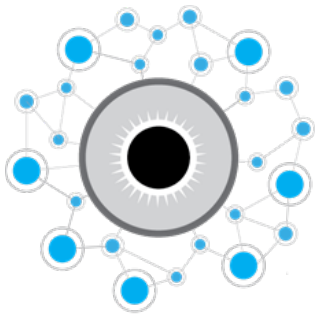
collab



analytics



LoB



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Behoefte Mederwerkes – The Edge



"I see The Edge as part of my team; it (pro)actively interacts with me ..."

8:00am	9:00am	12:00pm	2:30pm	5:30pm
At home; checks email and shares content with communities of practice. Confirms workshop for the afternoon; guests, room, catering, special arrangements. Arranges a last minute meeting for today at 9.30 Schedules a mandatory Environmental Sustainability e-training	Checks app for parking availability. Arrives at The Edge; screen at coffee corner displays 9.30 meeting info and availabilities – he changes to bigger room. Finds a locker and touch-down workplace. Receives a warning – his 9.30 guest arrives. Welcomes and coffee ...	Get's a warning from the restaurant; his special diet menu is ready and cueing is less than 5 minutes. Finds a suitable spot and shares location with colleague for a pre-workshop meeting. Taxi pick up service asks for guest services confirmation - click	Envisioning workshop; - Light and temp as pre configured - guests announced & serviced (i.e. Wi-Fi) - Taxi service announces late arrival – virtual access to meeting is arranged. - Sharing and creation on smart boards - Catering enters at cue	Workshop closing; - Content is tagged and shared - Weather, traffic and airport warnings are displayed Room ambient changes as configured for evaluation with smaller group. Picks up his dry cleaning, heads for the door and receives latest traffic info

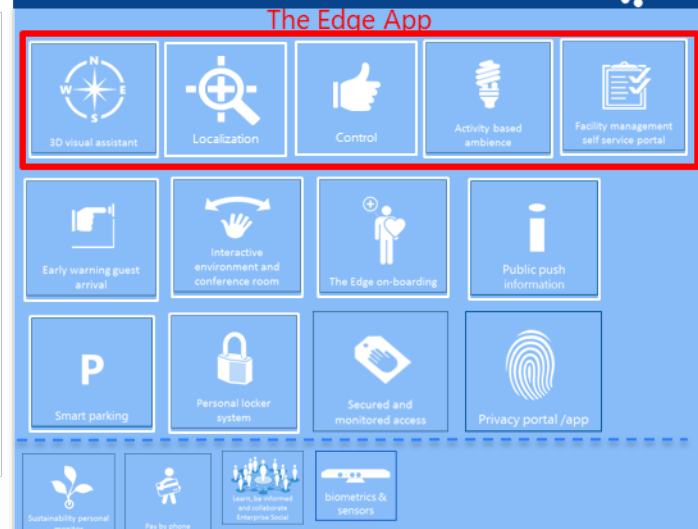
@ THE EDGE

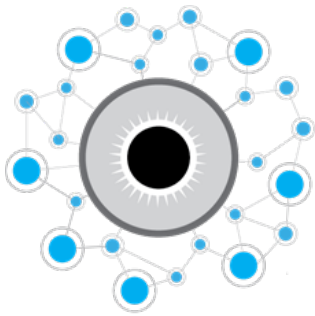


CAPABILITY NEEDS

Document Creation	
Real-time Communication	
Collaboration	
Finding Information & People	
Business Applications	
Reporting & Analytics	
Mobility	
Security – Privacy - Compliance	

KEY SCENARIO





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In Total 6 Persona's – The Edge



Customer context

Stefan was until recently the finance director of a major UK manufacturing company but is moving to a new position as the CFO of a global manufacturing company with significant operations in China. Stefan hasn't had a role with global responsibilities before and is excited about the move but slightly apprehensive about the steep learning curve and visibility of his new role.

The Board and CEO have asked Stefan to work closely with the COO on implementing a global supply chain as a strategic priority for the company. Stefan is interested in being at the cutting edge of the industry and he realises that he and his team may need external help to succeed in the eyes of the Board and the CEO.

Background

- 43 years old, lives in London
- Stefan's job will allow him to stay in London, where he lives with his wife, 9-year old son, and 12-year old daughter
- He's likely to have significant travel overseas in his new role and is eager to see more of the world, as long as he can keep up with his cycling and outdoor activities!

Main information channels

✓ Indicates preferred channel



Stefan uses LinkedIn to accumulate contacts he has made through work and conferences. The list of 400+ contacts gives him a sense of accomplishment



Stefan doesn't spend much time online but is constantly fielding e-mails. He gets e-mail updates on tax and GAAP news from Deloitte and PwC



Digital technology usage

low

medium

high



Stefan uses his Blackberry Torch 9800 for phone calls, texting, and email



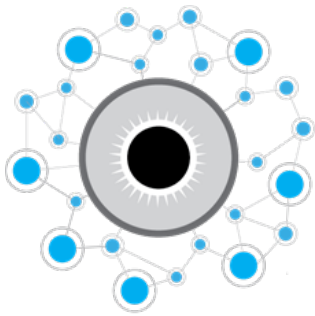
He likes to have the latest technology but is restricted by what he can use for work. He uses his work-issued Lenovo laptop to do research, read the news, email, and access LinkedIn. Stefan also has an iPad 2 but not much free time to use it

Familiarity with Deloitte

low

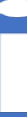
medium

high

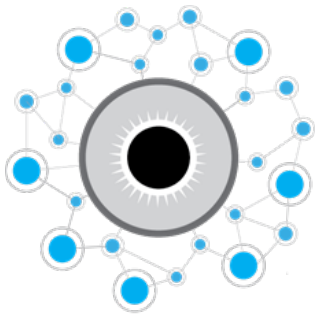


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Funcities – The Edge

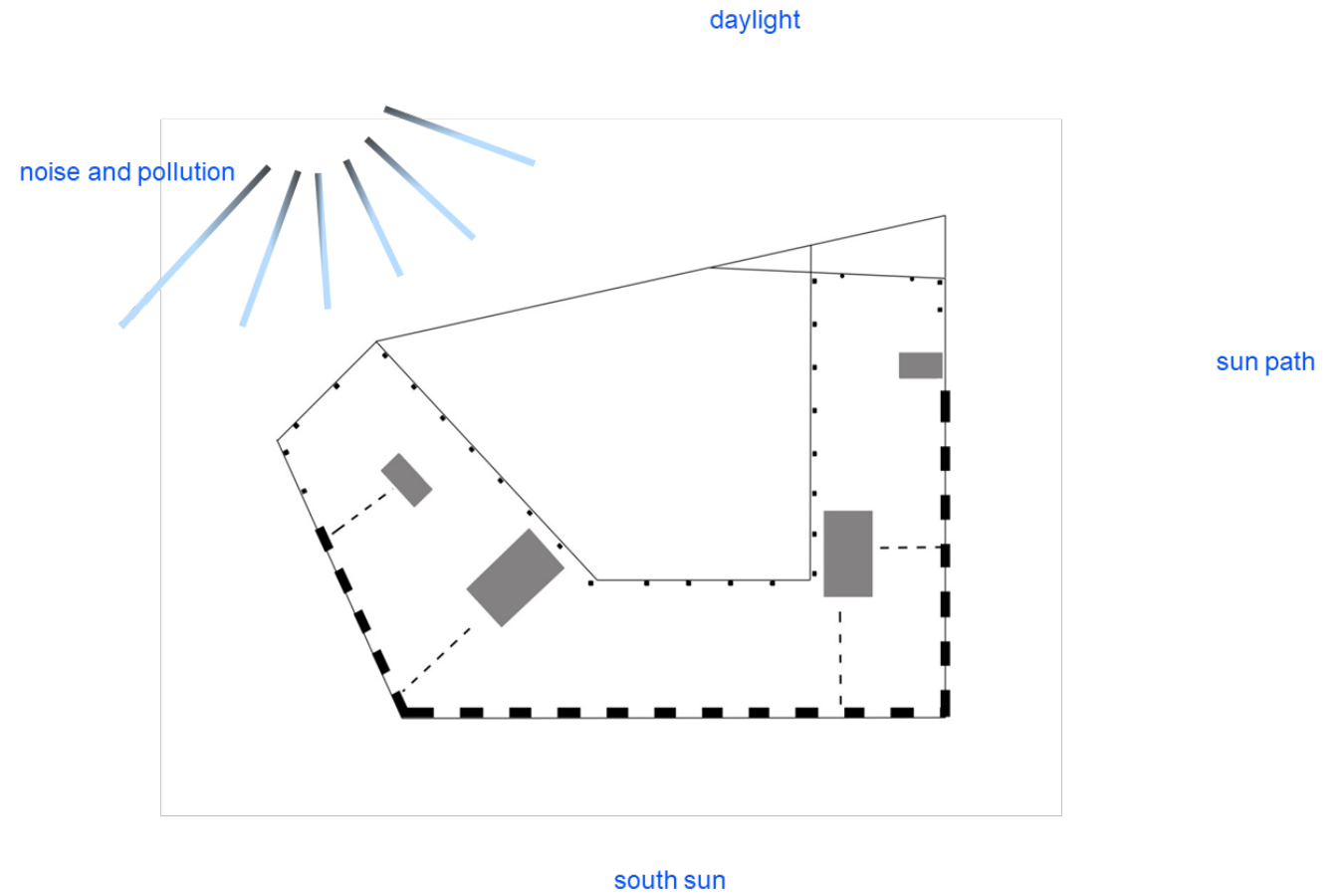
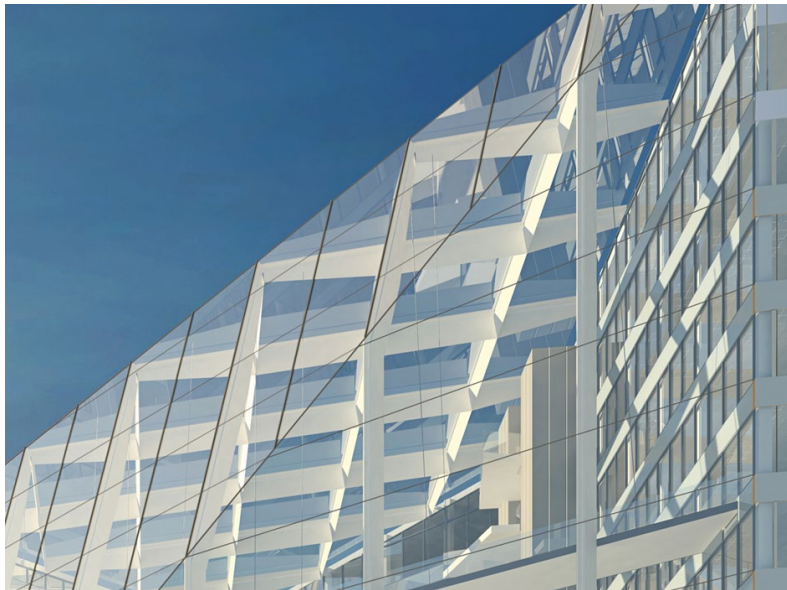
 Early warning guest arrival	 Interactive conference room	 Secured and monitored access	 Analytics, monitoring & maintenance systems	 Personal locker system	 Project Collaboration
 Facility management self service portal	 Activity based ambient control	 Learn & be informed	 Pay by phone	 The Edge social on-boarding	 Privacy portal /app
 Next Generation applications	 biometrics & sensors	 3D visual assistant	 Public push information	 Personal sustainability monitor	 Smart parking

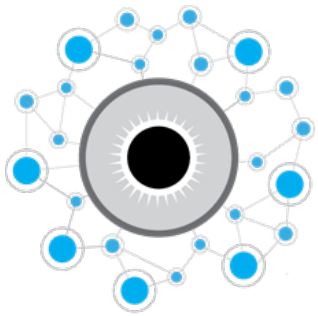
Duurzaam - The Edge



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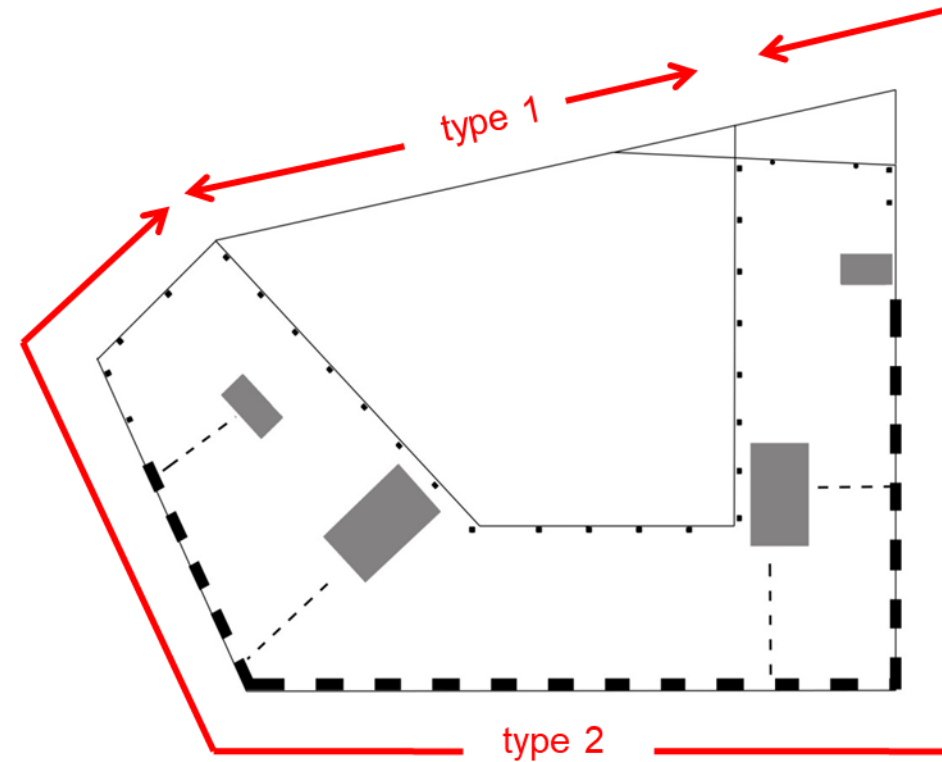
Duurzaam - The Edge





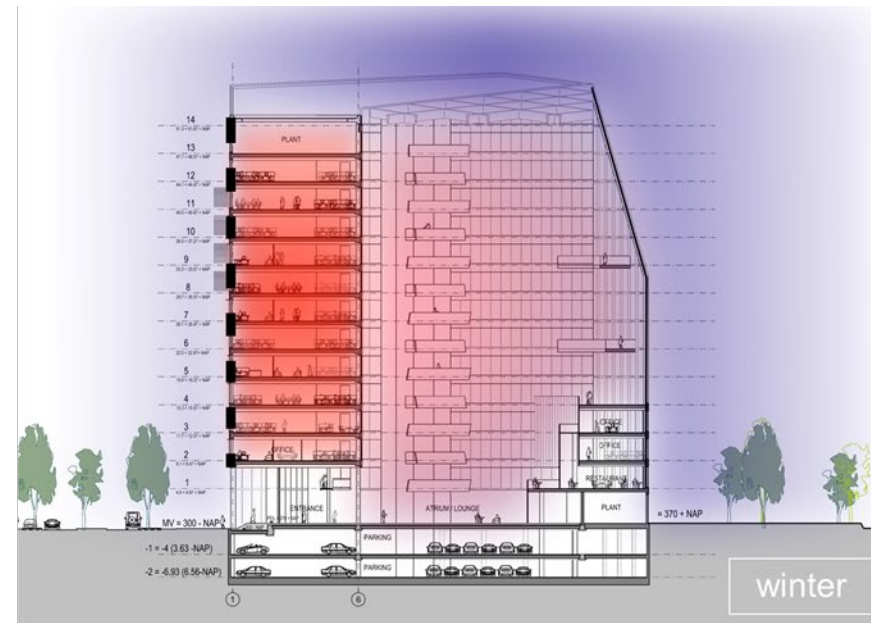
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Duurzaam - The Edge

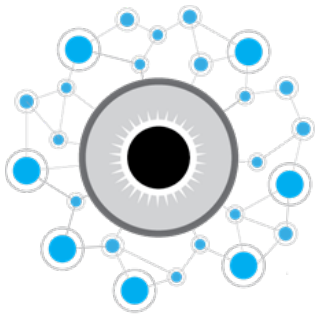




Duurzaam - The Edge

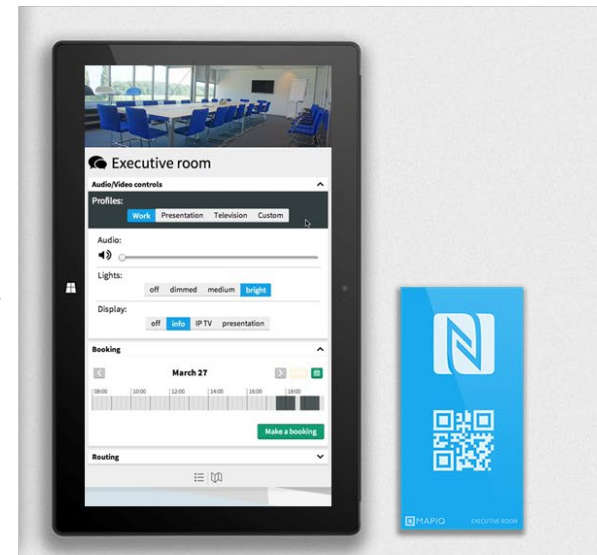


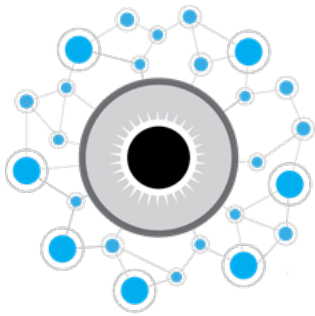
Techniek - The Edge



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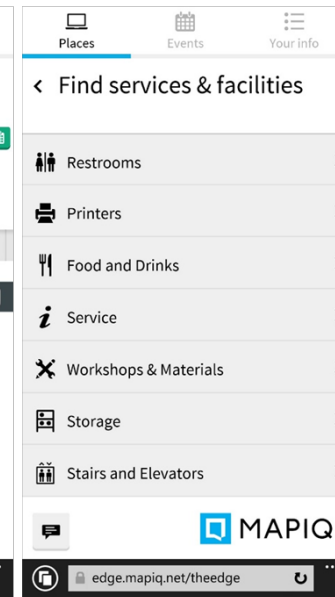
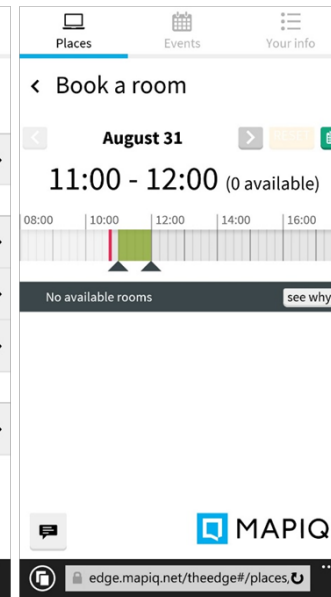
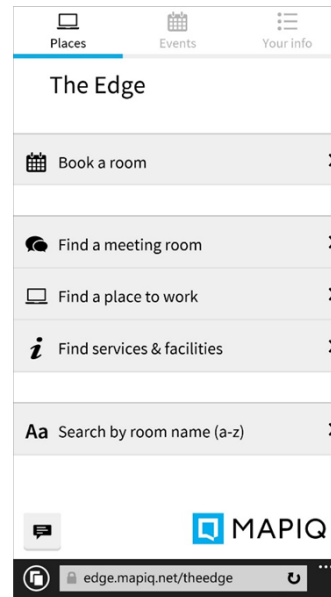
Techniek - The Edge



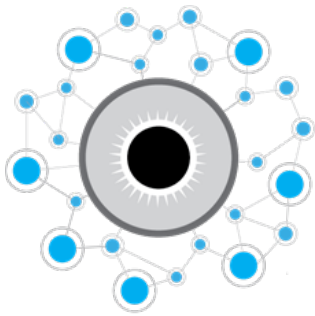


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Techniek - The Edge

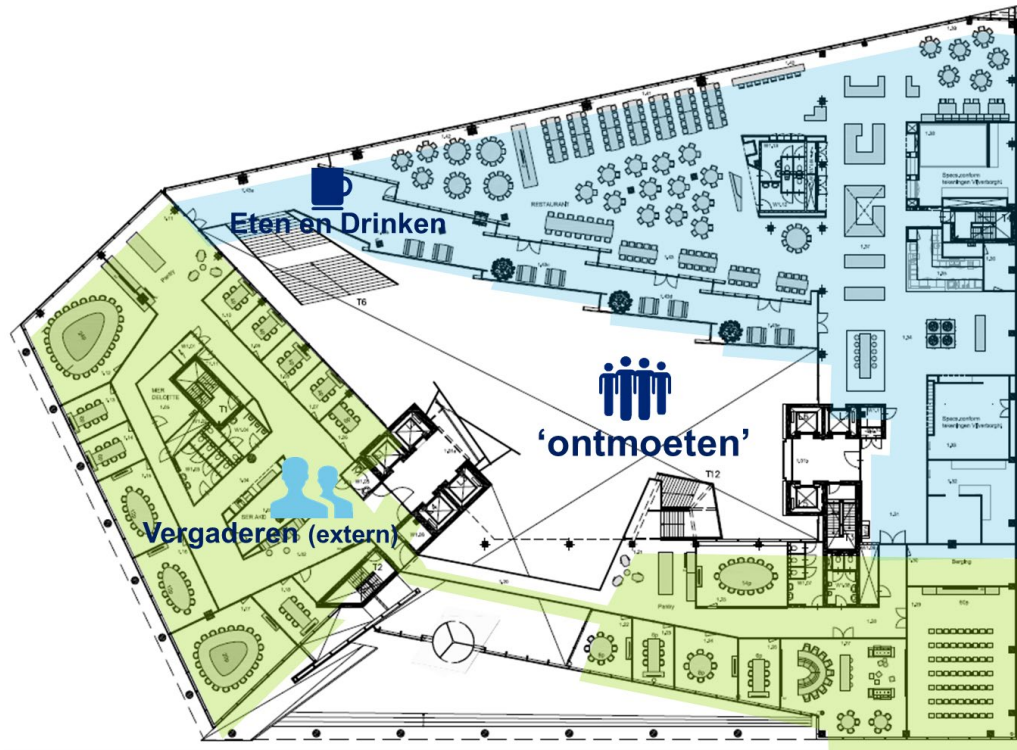


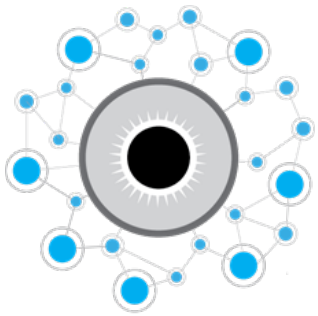
Design Impression - The Edge



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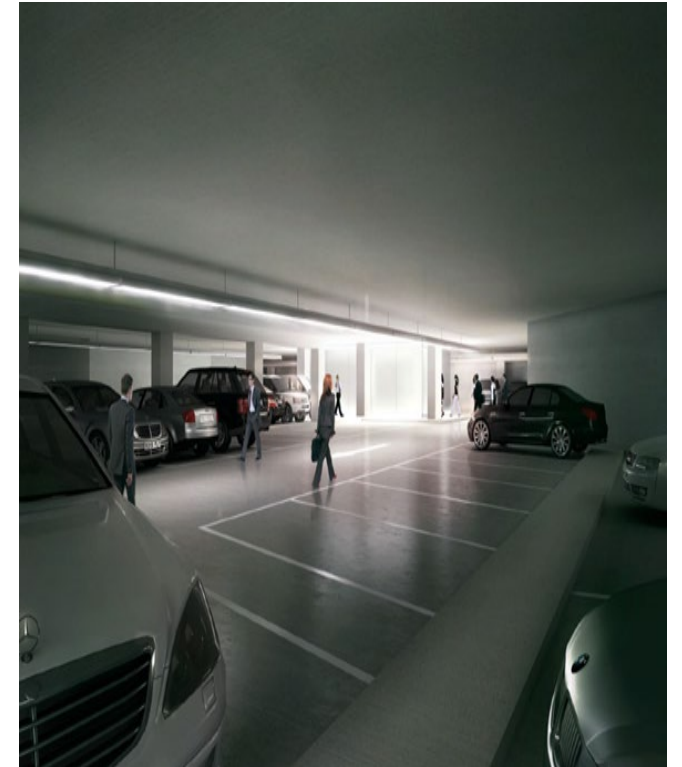
Ontwerp - The Edge

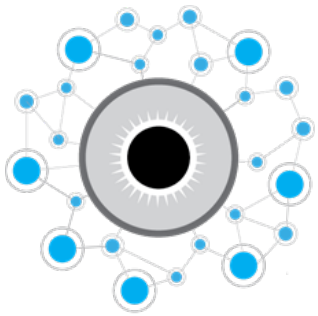




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Design Impression - The Edge



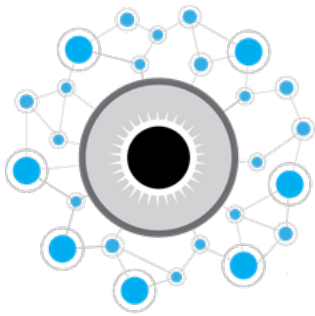


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Design Impression - The Edge

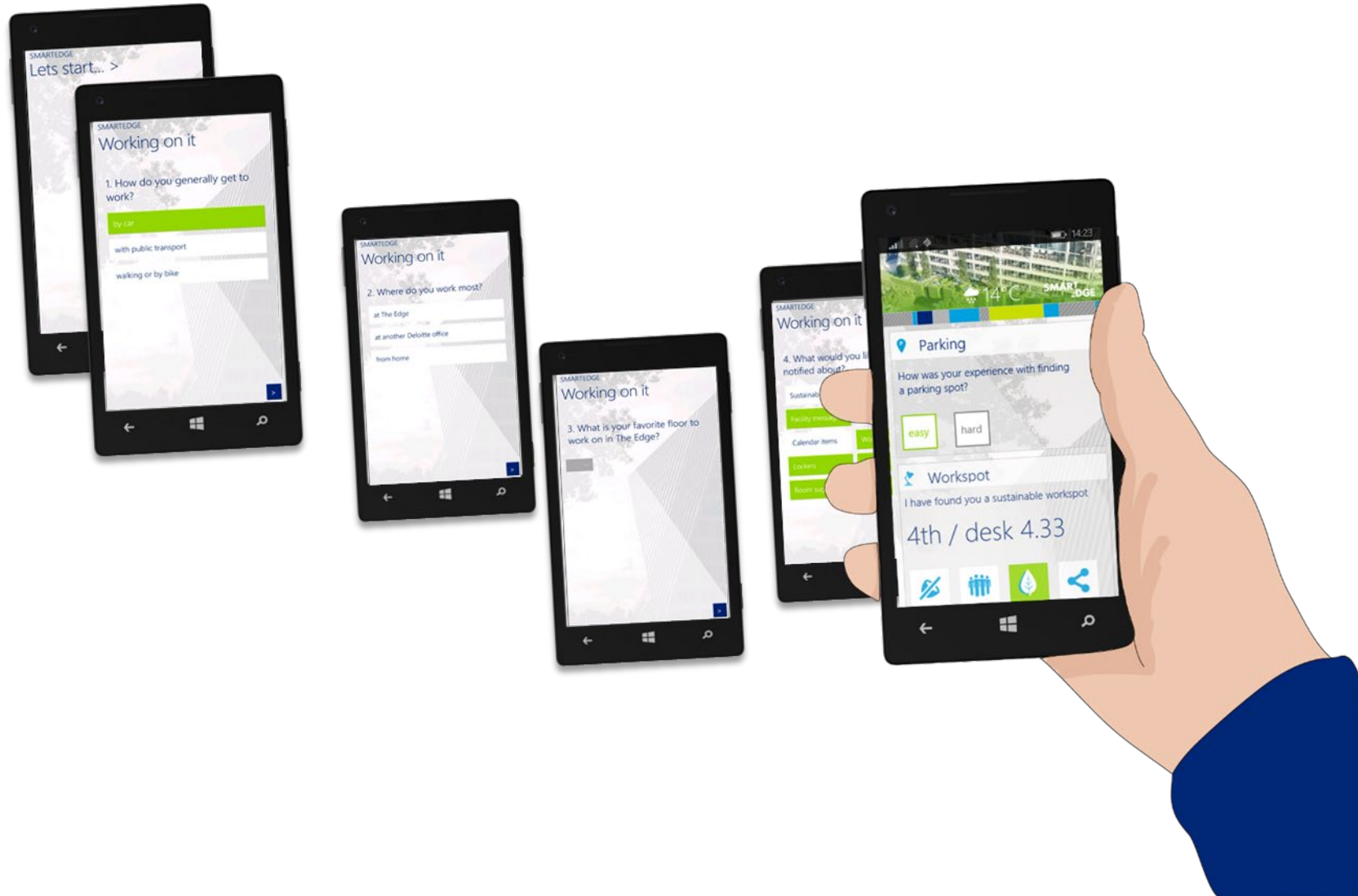


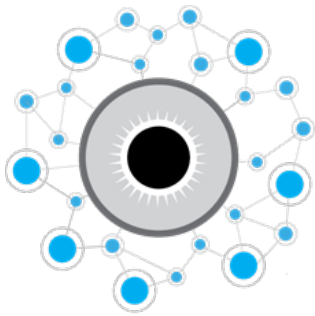
App - The Edge



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The App - The Edge

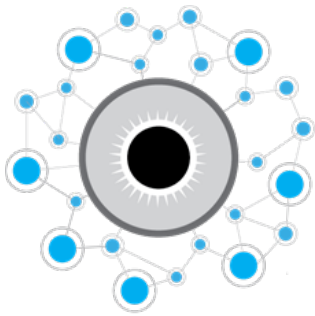




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The App - The Edge





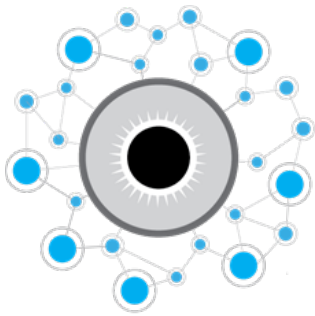
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The App - The Edge



"Based on your location I found you the following lockers"

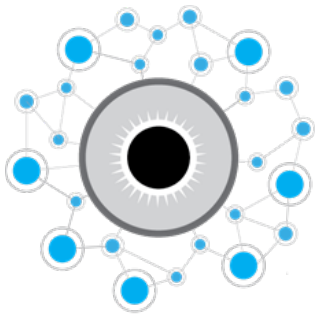




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The App - The Edge



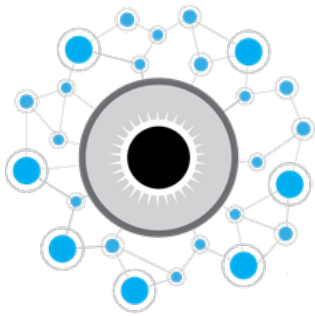


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The App - The Edge

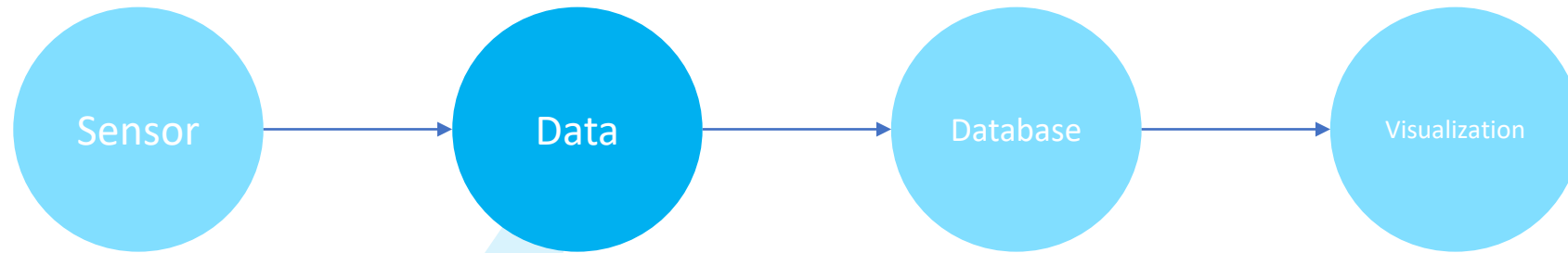


Data – The Edge



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Data – The Edge

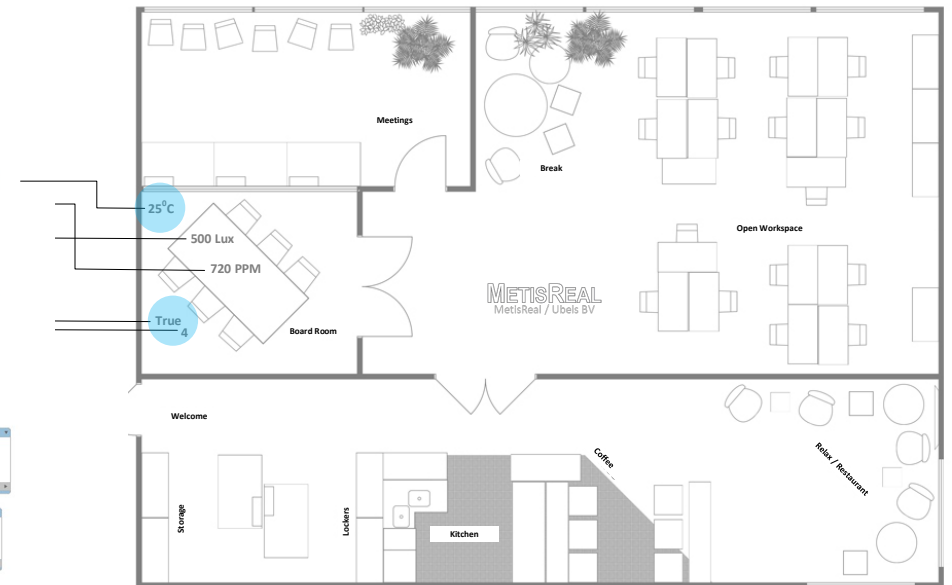
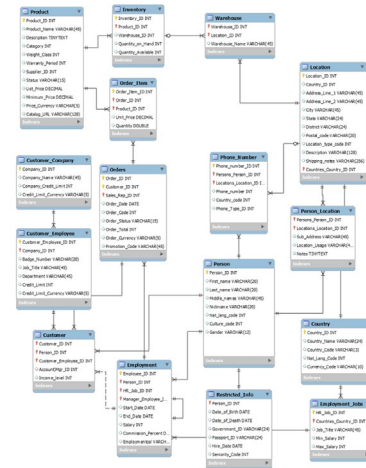


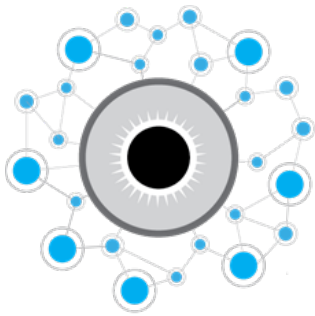
	A	B	C	D	E
1	Building	Adres	City	Size	Floors
2	A	Batrixlaan Laan	Den Haag	10.000	5
3	B	Willem-Alexander Straat	Rotterdam	12.000	4
4	C	Maxima Plein	Utrecht	8.000	4

	A	B	C
1	Gebouw	Vloer	Oppervlakte
2	A	1	1.200
3	A	2	1.400
4	B	1	830
5	B	2	670
6	C	3	1.100

	A	B	C
1	Gebouw	Vloer	Room
2	A	1	Room 1.1
3	A	2	Room 2.1
4	B	1	Room 1.1
5	B	2	Room 2.1
6	C	1	Room 1.1

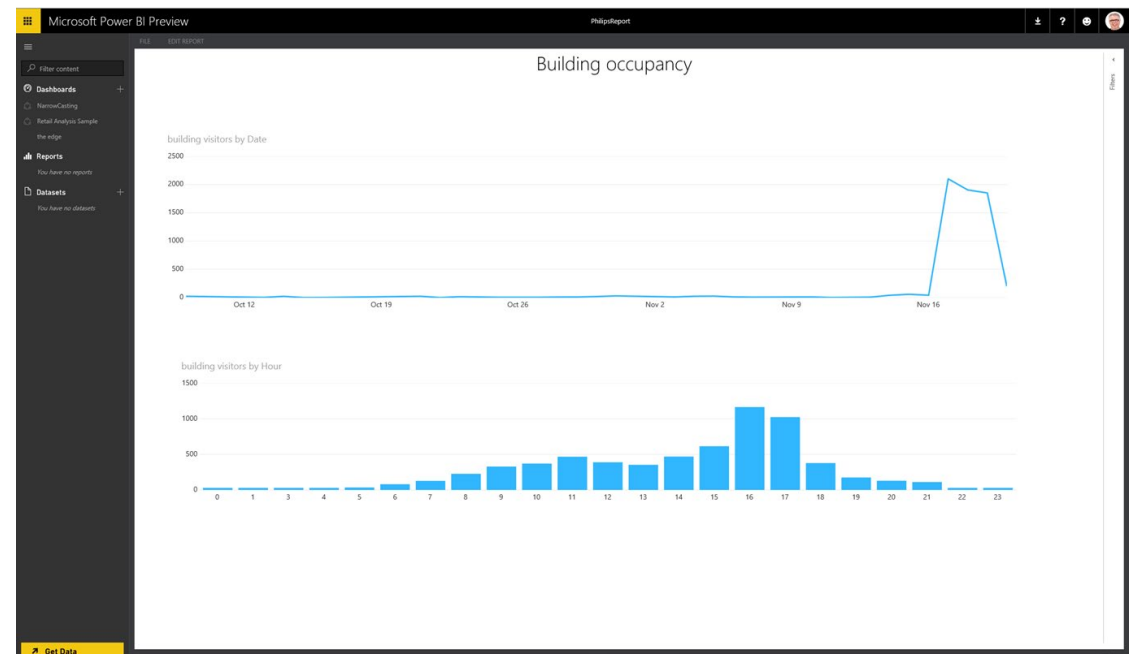
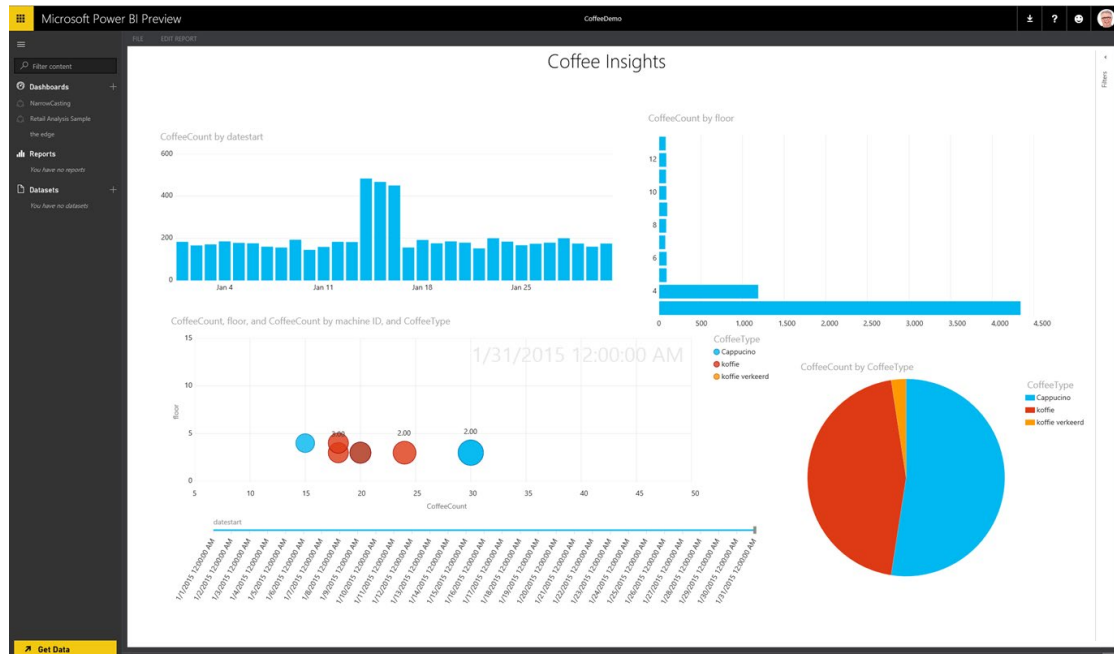
	D	E	F
1	Temperature	Humidity	Occupied
2	23.7	55%	Yes
3	22.6	58%	No
4	21.9	54%	No
5	22.5	46%	Yes
6	22.0	44%	No

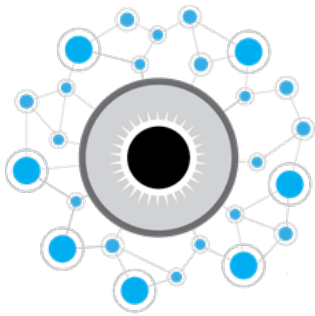




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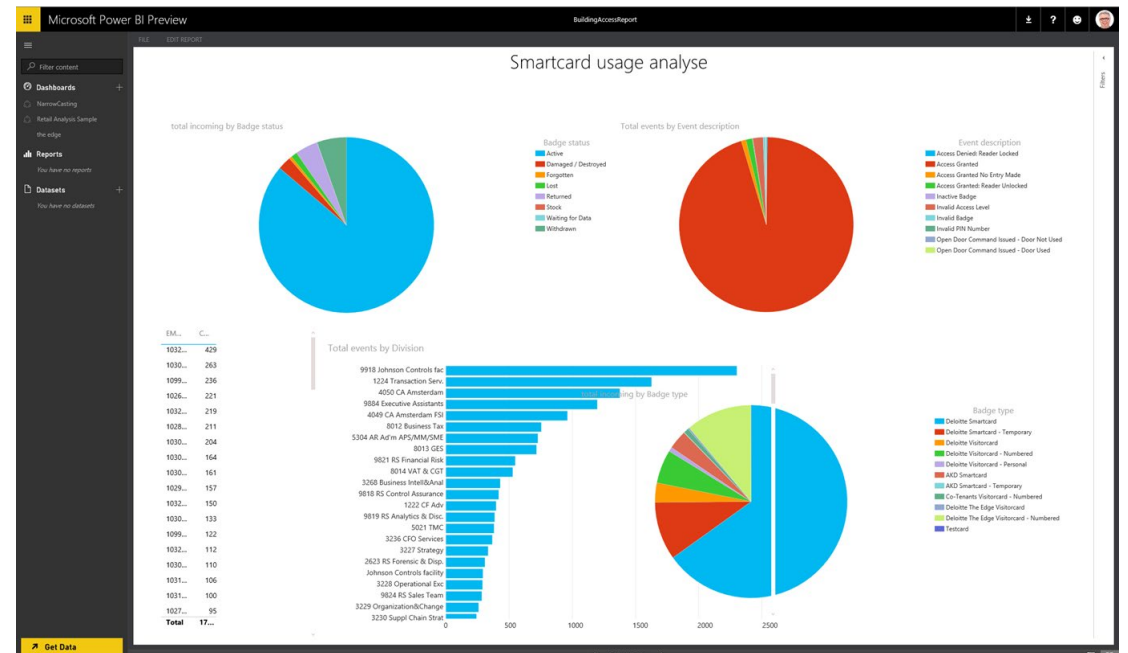
Data – The Edge



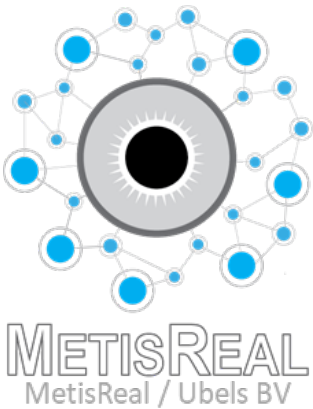


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Data – The Edge

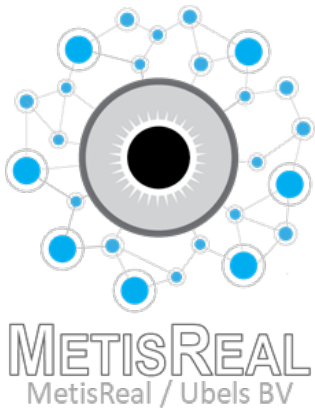


Uitkomst – The Edge



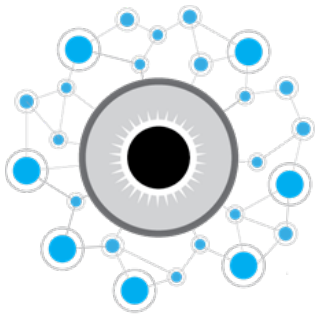
Uitkomst – The Edge

- Meest duurzame kantoorgebouw ter wereld (2014)
- Hoogste score BREAAAM ooit
- ‘Most connected and intelligent building’ – Bloomberg TV
- Een scala aan awrds, voor design, innovatie, smartness...
- Wereldwijde bekendheid voor The Edge / Deloitte
- Deloitte – Meest aantrekkelijke werkgever
- 2000+ Tours in 1^e 2 jaar van het gebouw
- Ontwikkeling ‘Smart Building’ business
- Succes voor alle leveranciers en startup’s



Uitkomst – The Edge

- Energieverbruik licht 3,7 Watt/M²
- Totaalverbruik nooit boven de 50% van vermogen
- Zonnepanelen produceren boven verwachting
- Daglichtervaring is spectaculair
- 'Activity Based Working' is nu de norm
- Thuiswerken is normaal (COVID-19)
- Gebruik APP valt tegen
- Licht & Temperatuur beïnvloeding wordt nauwelijks gebruikt
- Het interieur wordt na 8 jaar aangepast (COVID-19)
- Nieuwe sensoren worden geïnstalleerd (Well)



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“ A Smart Building is that in which the design, sustainability and technology, provide for the health and wellbeing of humans, and come seamlessly together ”

(Erik Ubels, 2020)



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