

# CoreNet Global CRE 2020 report Summary

2012



# Reports

- ❖ Enterprise Leadership
- ❖ **Partnering with Key Support Functions**
- ❖ **Sustainability**
- ❖ Service Delivery and Outsourcing
- ❖ **Workplace**
- ❖ Technology Tools
- ❖ Location Strategy and the Role of Place
- ❖ Portfolio Optimization and Asset Management

## EIGHT RESEARCH AREAS



Enterprise Leadership



Service Delivery & Outsourcing



Location Strategy & the Role of Place



Sustainability



Partnering with Key Support Functions



Technology Tools



Portfolio Optimization & Asset Management



Workplace

# Workplace Statement 1

## ❖ From Workplace Mobility to Presence

- By 2020, work and workplace will expand beyond a focus on “mobility” to include the concept of “presence,” both physical and virtual.
  - Office presence will become significantly more abbreviated, and office activities will become more **intense and highly specific**.
  - The major driver of these dynamics will be **extreme technology developments** that will continue to impact the workplace
- Woven throughout the interviews, was the implication that service providers have become highly valued partners for the specialized knowledge, skills and tools they can provide in the development of flexible work and workspace

# Workplace Statement 2

## ❖ From Owned to On-Demand Assets

- The need for owned real estate as we know it today will continue to decline and by 2020 will be extensively supported by a model in which **assets outside the portfolio are leveraged as readily as owned assets are**, to meet specific needs. Corporations will turn to third parties to provide **on-demand models of office space and technology to serve the mobile worker and knowledge work as a whole**
- With cost containment, knowledge-worker and younger-worker needs, as well as diminishing need for office space all hitting the workplace simultaneously, **flexible working strategies will remain in the forefront as a powerful solution to these issues**

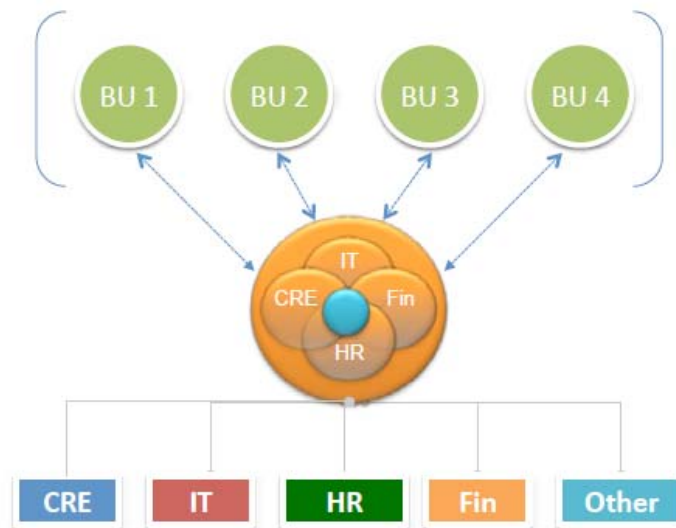
# Workplace Statements 3+4

- ❖ **From Facility Management to Work Experience Enabler**
  - CRE's role in major corporations will become **highly strategic in support of the business's requirements**
  - Key partners in the development of efforts to provide on-demand models of office space and technology will be a broad range of third party suppliers and strategists
  - CRE also has the opportunity to support and strengthen **the corporate brand and company culture**, as facilities provide a major way to make visible what the organization cares about.
- ❖ **Globalization to Localization & Economic Influences**
  - Unlike some earlier efforts in new global markets, we seem to be learning the lesson that **one size does not fit all**

# Partnering with Key Support Functions

## Statement 1: Formation of a Super Nucleus

- ❖ **By 2020, collaborating corporate support functions will form a new strategy-driven super nucleus entity to enhance overall enterprise performance.**
  - a 2011 Accenture study found that many organizations have only scratched the surface of what can be achieved with shared services.



The enterprise **business units** and internal customer.

The **super nucleus** is the integrated relationship management, planning, systems and strategy for support functions. It includes CRE, IT, Fin, HR and potentially other support functions.

Legacy service delivery **support functions** and infrastructure.

# Partnering with Key Support Functions

## Statement 2

- **IT functions** that deal with the workplace would be a natural fit for the super nucleus, while server farms would not. **HR teams** focused on the employee experience would reside in the super nucleus, while payroll and recruiting would not.
- The businesses can make more informed decisions about where they are headed in terms of workplace and work force strategy. We can make sure that the real estate is more of a just-in-time provision to them and that we're **better managing the capacity and the utilization**
- If you're operating like the super nucleus model, you have a seat at the table when you're doing **strategic business planning** for the corporation, and you're a key component in moving the company's vision forward

# Partnering with Key Support Functions

## Statement 3

- Enabling Employees to Maximize Their Impact at Work.
  - What is an Enabled Employee?  
Somebody who has the tools at their disposal to be productive, the support that they need to get things done, questions answered, the right resources etc
  - Take away everything that de-energizes employees.  
Companies should remove obstacles and give people freedom to produce results.
- Siemens Office is a balance of new office set-ups, changing office landscapes, high-performing IT, VOIP solutions and more. There is also a large HR component focused on working environment, flexible working agreements and **work-life balance activities**

# Partnering with Key Support Functions

## Statement 2:

### ❖ Emergence of New Integrated Workplace Leadership



# Partnering with Key Support Functions

## Statement 2

### ❖ Emergence of New Integrated Workplace Leadership

- The CRE leader of the future must have an **understanding of the various support functions** in the super nucleus in order to bridge them all together and leverage the collaboration.
- These future leaders will face **a dramatically different workplace**, as technology and mobility will drive the evolution of the office.
- New work space designs and the ability to work anywhere, anytime will continue to translate into **less space across the portfolio**.

# Partnering with Key Support Functions

## Statement 2:

### Emergence of New Integrated Workplace Leadership

- The workplace has become increasingly diverse with multiple generations in the office and the **younger generation of workers will have a significant impact in CRE**
  - They don't want the corner office or a closed-door office. They want the ability to work while sitting in a comfy leather chair and collaborating with their co-workers while listening to their iPods and chatting on Instant Messenger. And hopefully, they've got a latte in their hand while they're at it.
- I think that we will see an evolution of people's attitudes about the workplace, but I don't think it's necessarily a generational thing. You need to have a very straight conversation rather than pandering to the Millennials, the Baby Boomers and Generation X, Y, Z

# Sustainability

- ❖ **Technology advances and understanding of sustainability will result in dramatic restructuring of real estate portfolios**
  - Reducing the size of the workplace reduces the amount of space that needs to be heated and cooled, which reduces the carbon dioxide emitted and energy required. And as space is used in a more “dynamic way” :
    - flexible workers using space as they need it
    - further energy reduction can be achieved by occupancy sensors that turn off lights, HVAC units and equipment when they are not in use
  - Flexible working strategies are often complemented by travel reduction programs to reduce costs and carbon footprints. This is enabled by advanced video and web conferencing, as well as by cultural changes in organizations that make working virtually more acceptable.
  - Overall, real estate professionals view **technology and sustainability as intimately linked**

# Sustainability

- ❖ **Energy Smart Buildings white paper** (Accenture, Lawrence Berkeley National Laboratory, Microsoft) offers some helpful guidelines for setting up and running an effective energy-efficient, building analytics program
  - 1. Identify, collect and aggregate relevant data, including building, weather, utility and organizational information from building systems and other sources to feed into the smart building solution.
  - 2. Employ **high-quality analytics software** to identify savings.
  - 3. Present results in a consumable and actionable form.
  - 4. Centralize the monitoring operation.
  - 5. Engage the organization by promoting greater awareness of energy use and benchmarks, displayed via dashboards.
  - 6. Avoid disruptive change.