Mersive's Guide to

Workplace Analytics

Data-driven insights to optimize your
workplace using Solstice Cloud Analytics

by Mersive Technologies

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Mersive Solstice is a software-based, cloud-enabled collaboration platform optimized for both onsite and remote participants. As a software-centric solution, organizations gain access to a steady stream of new features and can centrally manage, analyze, and optimize their spaces with ease using Solstice Cloud. This paper explores data and insights available through Solstice Cloud Analytics.

Introduction: Solstice Cloud Analytics

When Mersive launched Solstice Cloud, the intention went beyond simply providing a cloud-based portal for deployment management and monitoring of Solstice-enabled spaces A key component was to offer unparalleled insight into how those rooms are being utilized, providing meaningful data about meeting space use, workplace collaboration, ROI, and more. These data-driven insights are critical in today's uncertain and fluctuating environment and are accomplished through Solstice Cloud Analytics.

Prior to the COVID-19 pandemic, meeting spaces were already changing at a quick pace. Physical spaces had to adapt to changing workplace needs, such as open floor plans, new collaboration trends, and a steady increase of remote workers. In addition, the technology that outfit those rooms was evolving at an even faster pace. Fast forward to today – the disruption of the workplace from a global pandemic has proven to be an unprecedented accelerant on that evolution.

Meeting spaces are critical to an organization's success; team collaboration is how decisions are made and businesses move forward. And true collaboration requires a supportive workplace environment, with meeting spaces and technology that enhance productivity, engagement, and inclusiveness. As something that is very important AND changing very rapidly, understanding meeting spaces is crucial to your workplace strategy, and the best way to understand them is with data.
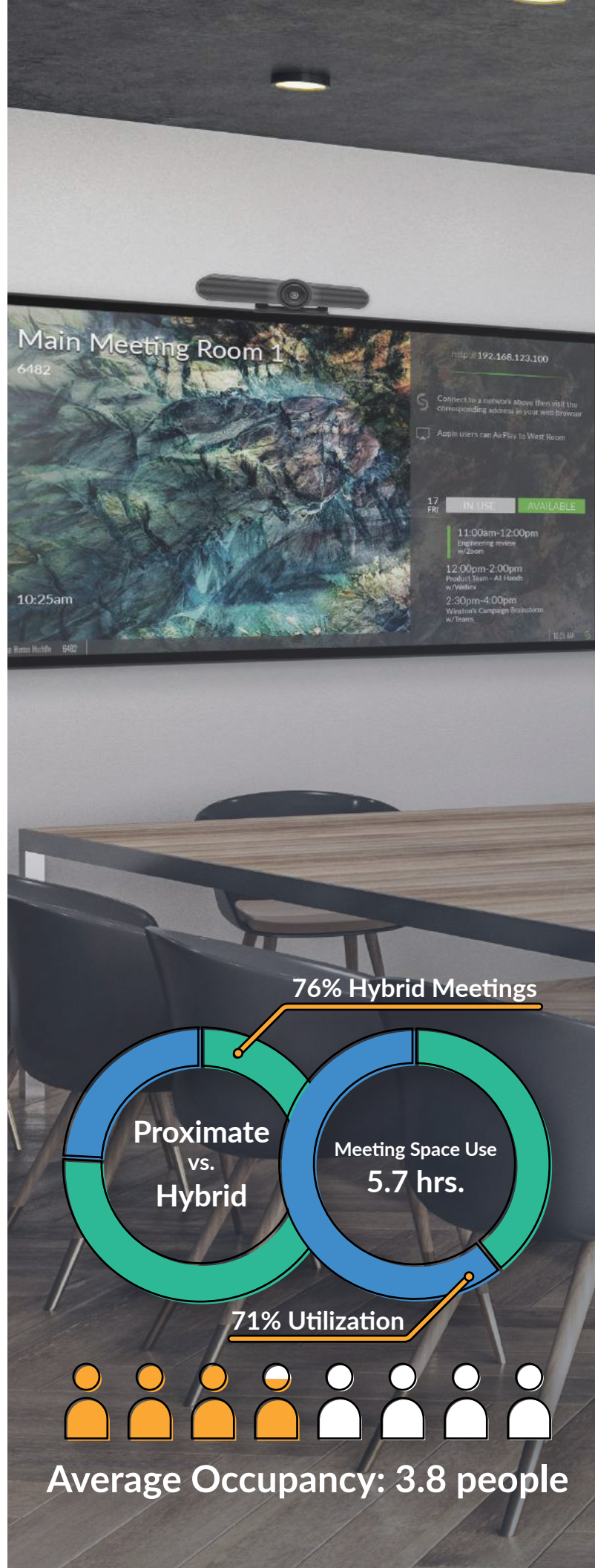
Enter Solstice Cloud Analytics. When Solstice is deployed in meeting spaces, it has a unique capability to provide meaningful data on how effectively those spaces are performing – at the individual room level all the way to a global perspective. Solstice can, of course, offer utilization stats on your organization's wireless screen sharing, but Solstice Cloud Analytics goes much further.

For instance, Solstice Pods can be attached to your calendaring system (such as Office 365 or Microsoft Exchange). This provides value to those using the space, but it also provides visibility into the scheduled versus utilized rates of each room. Going further, with the recent ability to plug a USB room camera into the Pod (to enable Solstice Conference), the Pod can now utilize that camera as an intelligent occupancy counter, providing data on true room occupancy regardless of how users engaged with the technology in the room. This allows for realtime reporting on occupancy rates and visualizations of occupancy over time.

Want to know if rooms are being used as they were designed? Solstice Cloud Analytics provides transparency into your investment. For instance, if your conference rooms were designed for 14 people but typically host meetings with 2-4 attendees, that can inform room refreshes and real estate planning, and potentially save a lot of money. Similarly, you can visualize how often "meetings" occur with only one person – a common phenomenon since the rise of the open floor plan. This may signal a need for more distraction-free, heads down spaces that team members can use. Bottom line, when the guesswork is taken out of room utilization, you're freed up to make confident, data-driven decisions that can increase efficiency and save money.

Who can benefit from this data? This guide includes several examples of actionable insights that are important for AV/IT administrators, room architects, real estate planners, facilities managers, CIOs, executives, and decision makers. The guide is divided into specific sections for each of these groups, though many of the insights are valuable across professions.
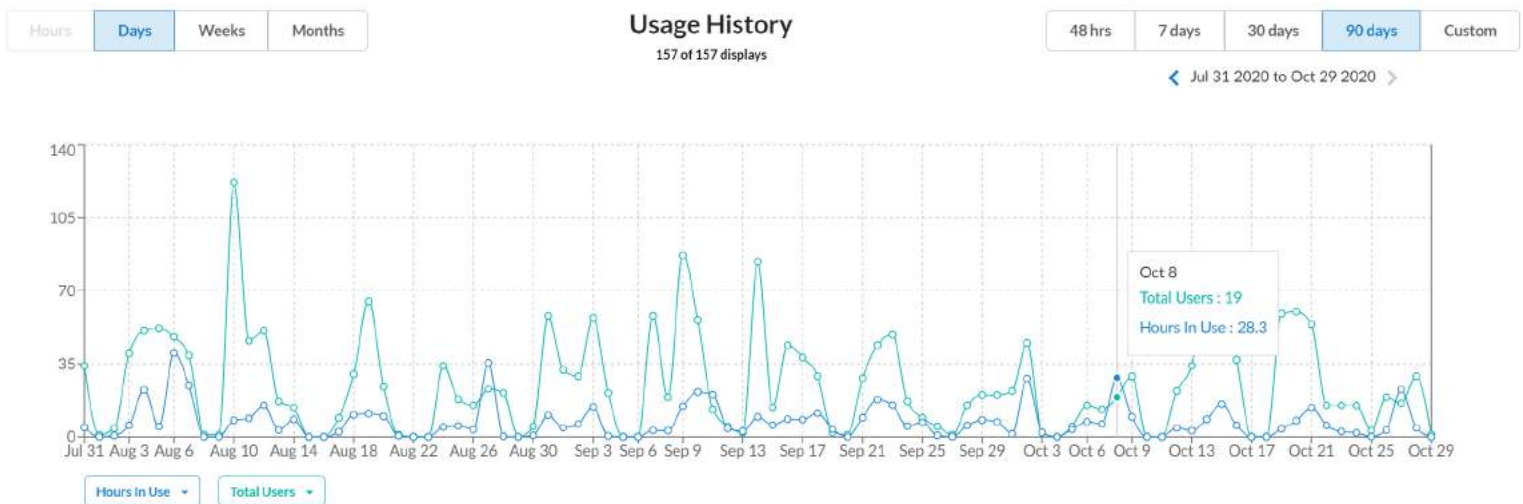
Actionable Insights *for . . .*

AV/IT Administrators & Room Architects

AV and IT administrators are constantly providing support to their teams and responding to last minute fire drills. What if they could recognize trends proactively and avoid the late reactive responses? With Solstice Cloud Analytics, AV and IT administrators can track meeting room data giving insight into room utilization and workplace collaboration. As a room architect, this same data allows you to justify your technology decisions and determine future office configurations to support high ROI.

Room Utilization
Solstice Cloud Analytics provides full transparency into the ROI of Solstice-enabled spaces via utilization data (Figure 1). Technology administrators and room architects can quickly view the busiest meeting times, average meeting duration, room density, and more, then compare across categories to ensure their rooms are being utilized as intended, identify locations that might need attention, and optimize spaces accordingly.
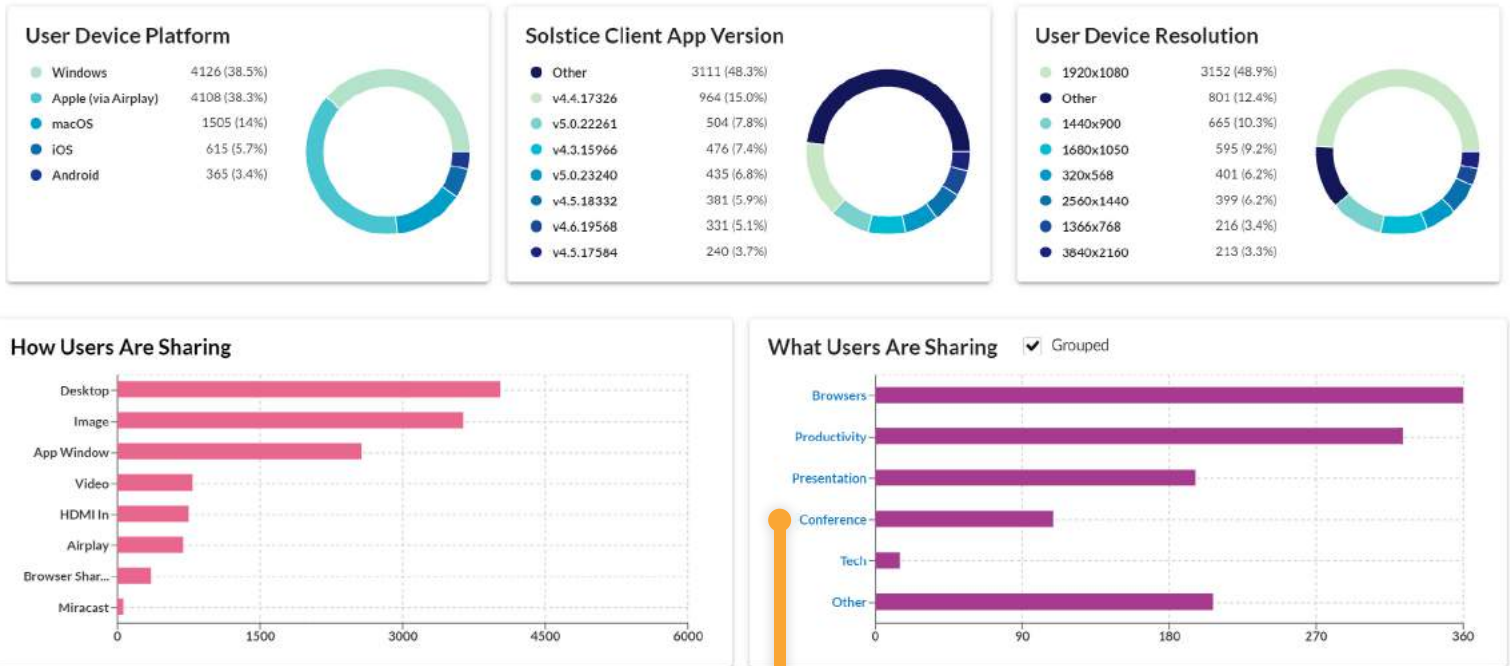

Figure 1: Room utilization: daily hours in use and number of users across 90-days.
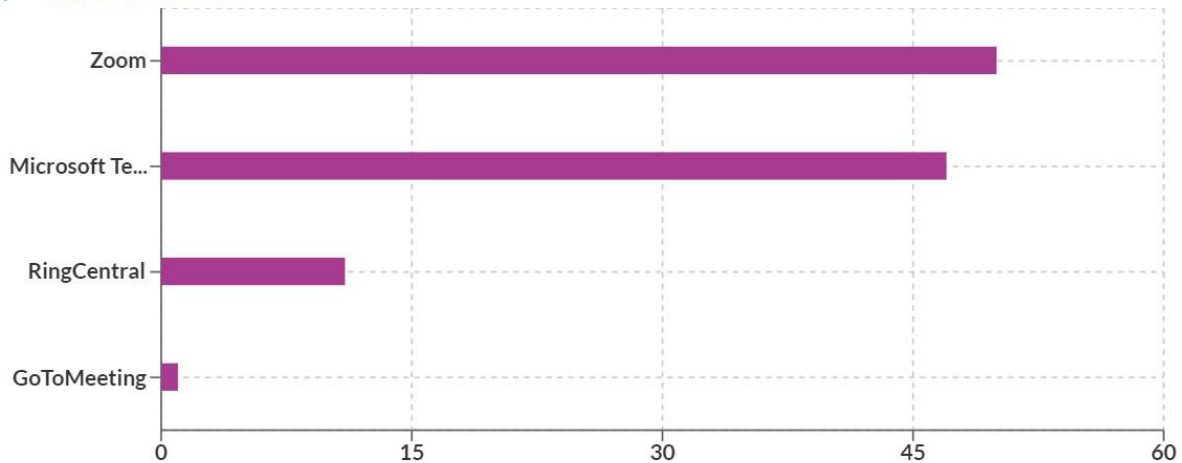
Workplace Collaboration
Beyond room utilization, Solstice Cloud Analytics allows administrators to dive deeper and understand how the technology in the room is being utilized to drive team collaboration (Figure 2). How do users engage with the room? What devices are they bringing to share content? What types of software are they presenting? Solstice Cloud Analytics captures all of this data to better inform IT and AV decision making.

With a more remote workforce, technology administrators can also track video conference meetings more easily (Figure 3). Even if your organization standardizes on Zoom, you can see how many meetings your teams participate in using other conferencing services, since Solstice Conference offers agnostic conferencing support. You can also view the proximate versus hybrid meeting split (Figure 4).

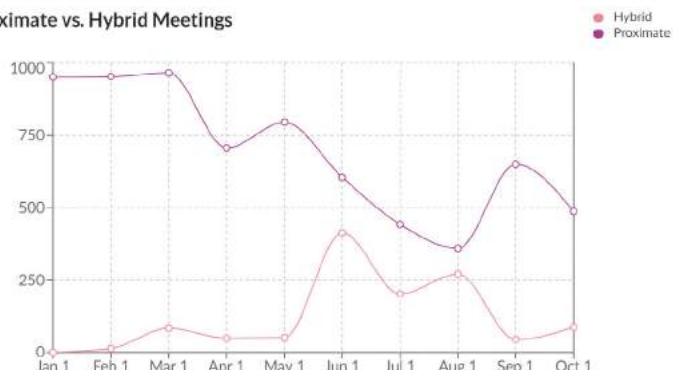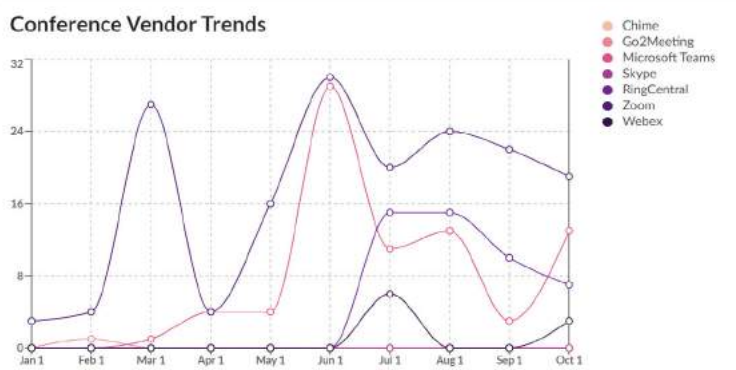**Figure 2:** Workplace collaboration: In-room technology.

User Device Platform

Windows	4126	(38.5%)
Apple (via Airplay)	4108	(38.3%)
macOS	1505	(14%)
iOS	615	(5.7%)
Android	365	(3.4%)

Solstice Client App Version

Other	3111	(48.3%)
v4.4.17326	964	(15.0%)
v5.0.22261	504	(7.8%)
v4.3.15966	476	(7.4%)
v5.0.23240	435	(6.8%)
v4.5.18332	381	(5.9%)
v4.6.19568	331	(5.1%)
v4.5.17584	240	(3.7%)

User Device Resolution

1920x1080	3152	(48.9%)
Other	801	(12.4%)
1440x900	665	(10.3%)
1680x1050	595	(9.2%)
320x568	401	(6.2%)
2560x1440	399	(6.2%)
1366x768	216	(3.4%)
3840x2160	213	(3.3%)

How Users Are Sharing

What Users Are Sharing ☑ Grouped

Conference

Figure 3: Workplace collaboration: video conferencing services.

Proximate vs. Hybrid Meetings

Conference Vendor Trends

Figure 4: Workplace collaboration: video conferencing meeting trends.

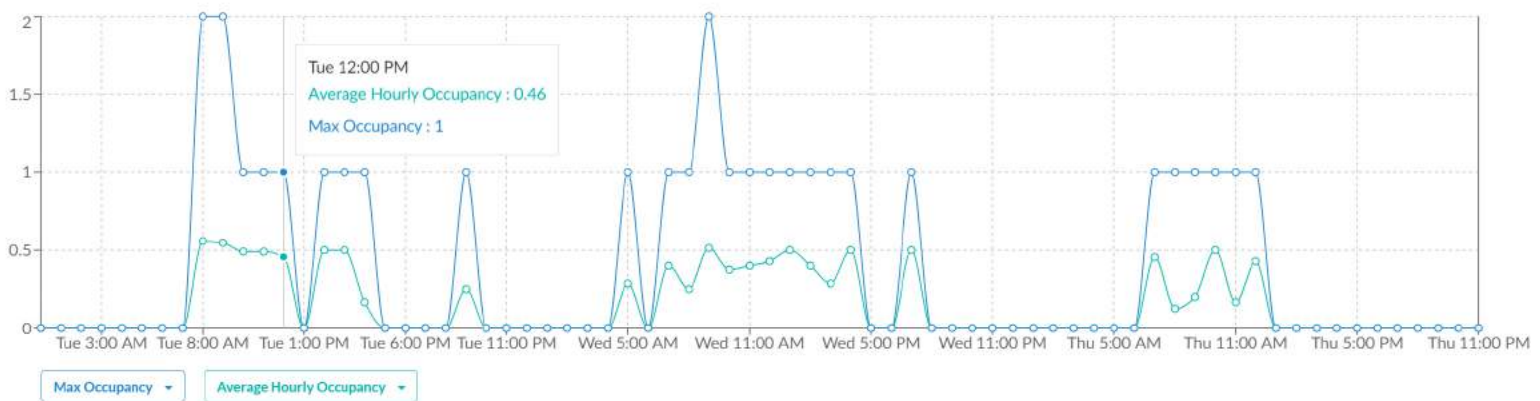# Real Estate Planners & Facilities Managers

For real estate planners and facilities managers, there is an important ratio to help understand why this data is important.

$$\frac{\text{The cost of the room}}{\text{Cost of the technology that outfits the room}} = \frac{\$\$\$\$\$\$\$}{\$}$$

This is a lopsided ratio! The cost of the real estate, facilities, maintenance, and everything associated with the cost of the room is dramatically higher than the cost of the technology that outfits it. What if the technology could inform decisions and save money on the larger room cost? These insights are available through Solstice Cloud Analytics.
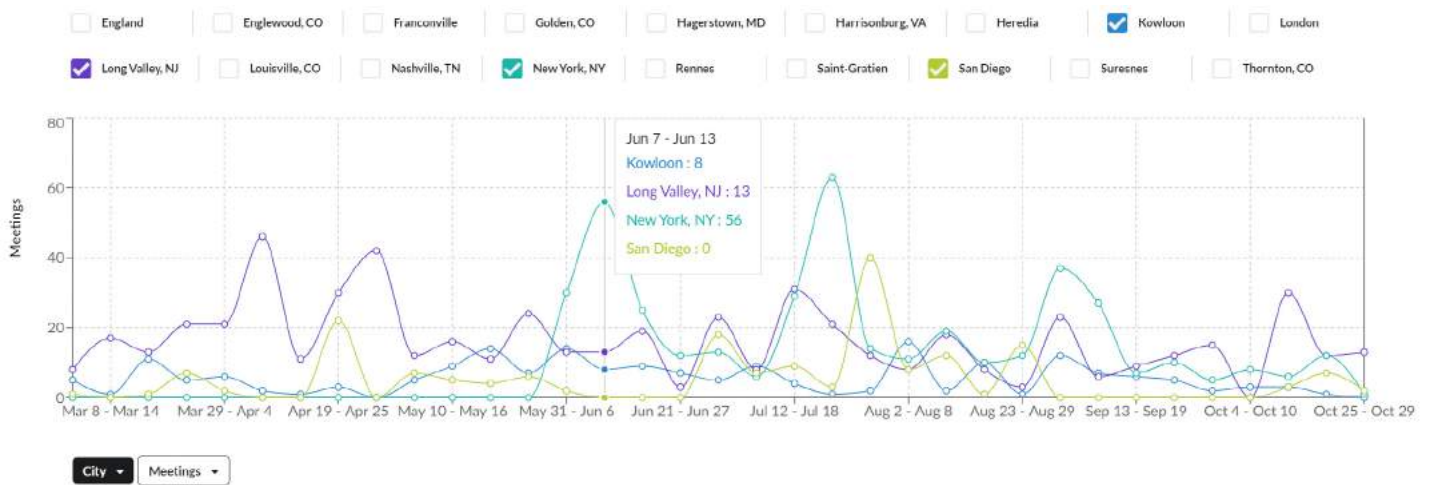
Room Occupancy

Solstice Cloud Analytics can provide accurate utilization data even when users don't engage with the technology in the room (for instance, in one-on-one conversations and whiteboard sessions). Occupancy counting is built into Solstice Cloud and available for any room with a USB camera. Drilling down to the hour-by-hour occupancy metrics of a single room can quickly identify maximum occupancy and average occupancy to compare against density limits set for each meeting space (Figure 5).

> Tue 12:00 PM
> Average Hourly Occupancy : 0.46
> Max Occupancy : 1

Max Occupancy ▾   Average Hourly Occupancy ▾

Figure 5: Room occupancy: average and max hourly occupancy.

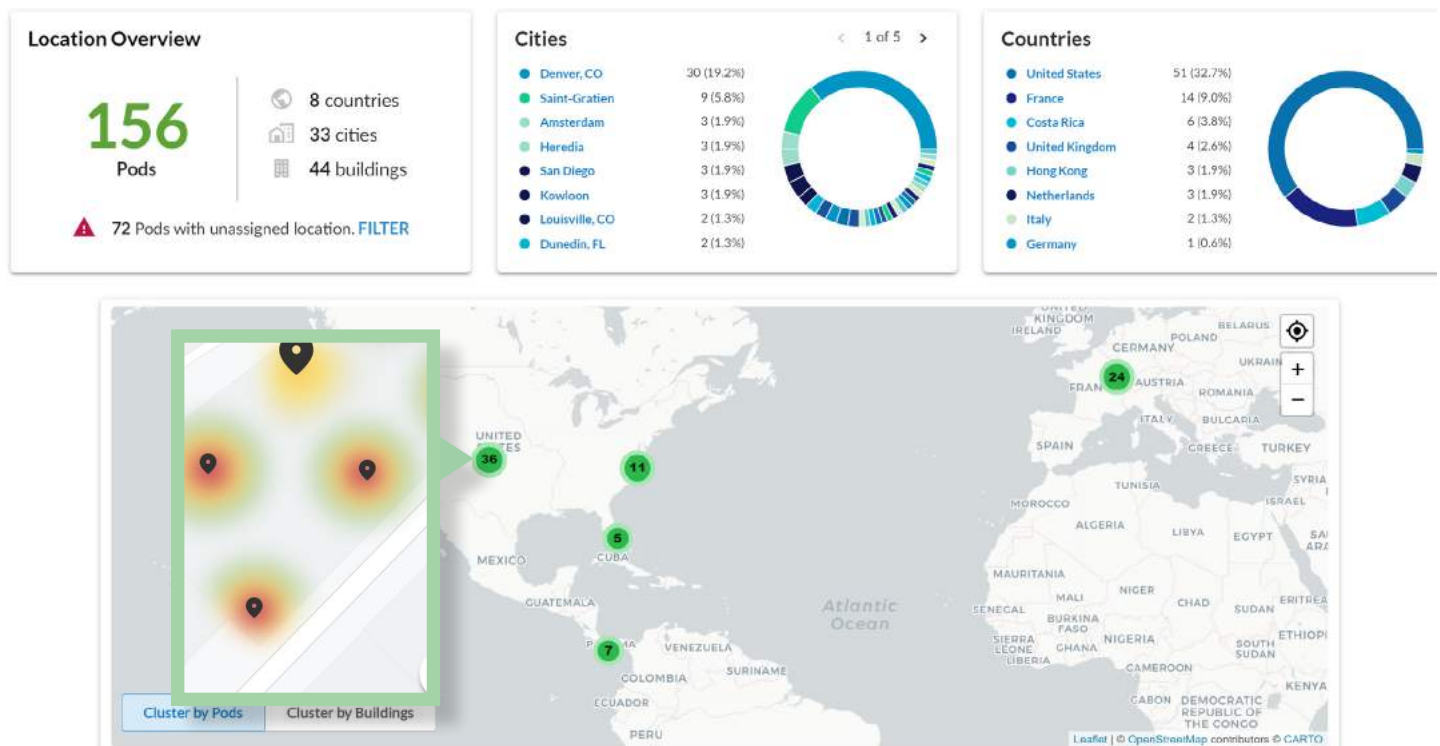## Comparative Analysis

This data can of course be viewed in aggregate as well as compared across your spaces by location, room type, or any other category you create. Want to see the weekly number of meetings by location (Figure 6)? The hourly average occupancy of all rooms in a certain floor of a building? Compare that to other locations or facilities? Want to see the peak/max occupancy at any given time for any room? Are your large conference spaces typically underutilized with two or three person meetings? Solstice Cloud Analytics can answer those questions and allow you to make data driven decisions for improvement.

Figure 6: Comparative analysis: weekly number of meetings by location.

Solstice Cloud Analytics also has intuitive location-based visualizations for all of your rooms (Figure 7). Easily drill down by location to see how one building is performing compared to others, or even compare your spaces at the city or country level and use interactive maps to easily detect usage trends that emerge geospatially (coming soon).

Figure 7: Comparative analysis: location-based visualization.

Global Solstice Cloud Insight

From processing over 250,000 hours of meeting utilization, clear trends emerge. Globally, meetings in huddle spaces tend to be about 13 percent shorter than those in conference rooms. If you drill down, you can see that meetings in huddle spaces have 28 percent more content shared per hour and attract a broader audience of unique users. This is global data, but you can see how the numbers break down for your organization with Solstice Cloud Analytics.
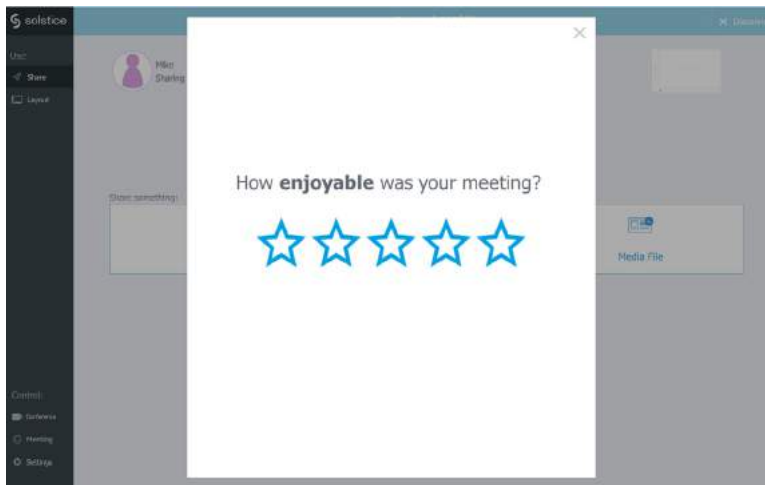
CIOs, Executives, & Decision Makers

Effective, efficient collaboration is critical. Solstice Cloud Analytics can provide insight into how effectively your spaces are meeting the needs of your users. By tracking these user-based trends, CIOs, executives, and decision makers can make high-level changes resulting in a healthier and more productive workforce.

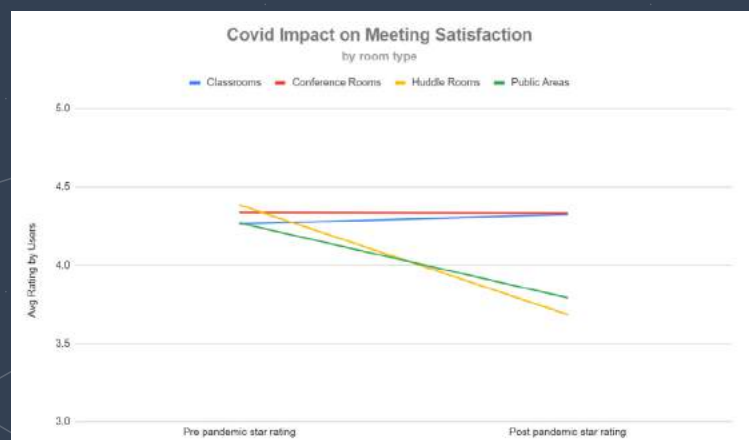**Figure 8:** User feedback: enjoyable meeting rating prompt.

User Feedback

Periodically after meetings, Solstice will ask users to rate the meeting they were just in (Figure 8). This prompt is similar to how rideshare services or many other apps ask for a star rating when the service is complete. Solstice asks for that feedback for the same reasons those other apps do – because the data is extremely valuable – and Solstice Cloud Analytics provides that data right back to Mersive's customers. This feedback from your user community offers insight into how productive, efficient, and enjoyable meetings were over time. Everything is collected anonymously with no personally identifiable information, but the ratings can be traced back to individual rooms (or groups of rooms) so you can isolate spaces that host productive meetings, ones that host highly efficient meetings, ones that might be underperforming, and so on.

Global Solstice Cloud Insight

Here's a meaningful example: Mersive examined global data and, prior to the COVID-19 pandemic, the average meeting rating was around 4.32 (out of 5). Since the pandemic began, that global rating dropped to 4.09. That's not particularly surprising, one would expect a drop in satisfaction given the circumstances. However, if you dive a little deeper, a clear trend emerges. Meeting satisfaction from conference rooms stayed fairly consistent, but satisfaction from huddle spaces dropped precipitously – actually going from the top spot to dead last in the room types listed (Figure 9).

What does this tell you? It says that huddle spaces aren't meeting the needs of a workforce that's been heavily disrupted. This could be due to a number of reasons, one of which is likely shifting technology needs. Are your huddle spaces outfitted with the right technology to support hybrid meetings with in-person and remote attendees?

Figure 9: User feedback: COVID impact on meeting satisfaction.

Workplace Collaboration: User Behavior *(coming soon)*

In addition to insights on meeting spaces, Solstice Cloud Analytics will also offer data on the collaborative behavior of your user community (Figure 10). Easily visualize how many rooms a typical user visits, how much time they spend sharing content, the percentage of users that collaborate with colleagues during meetings versus solo presenters, and identify the rooms that inspire the most collaborative behavior.
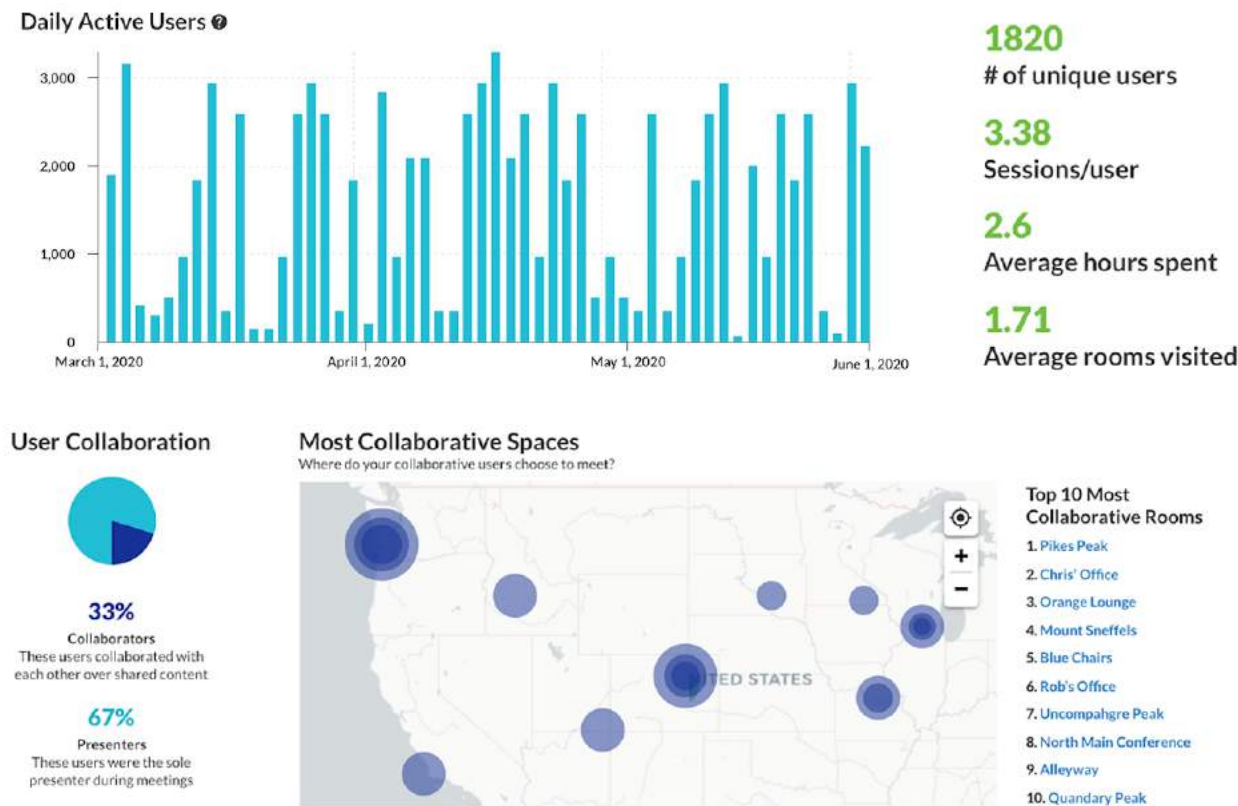

Figure 10: Workplace collaboration: user behavior and location.

Do users typically return to the same meeting room or do they venture out and collaborate in multiple spaces? Interestingly, the 'mobility' of most enterprise organizations looks like the following (Figure 11), where most users only visit one or two rooms, but there's a group of "power users" that engage very differently. It's not uncommon for those power users to represent only 4 percent of the population but account for close to 30 percent of overall meeting engagement. Understanding how your user community behaves will allow you to effectively meet their needs – resulting in higher productivity, fewer inefficiencies, and overall greater satisfaction.
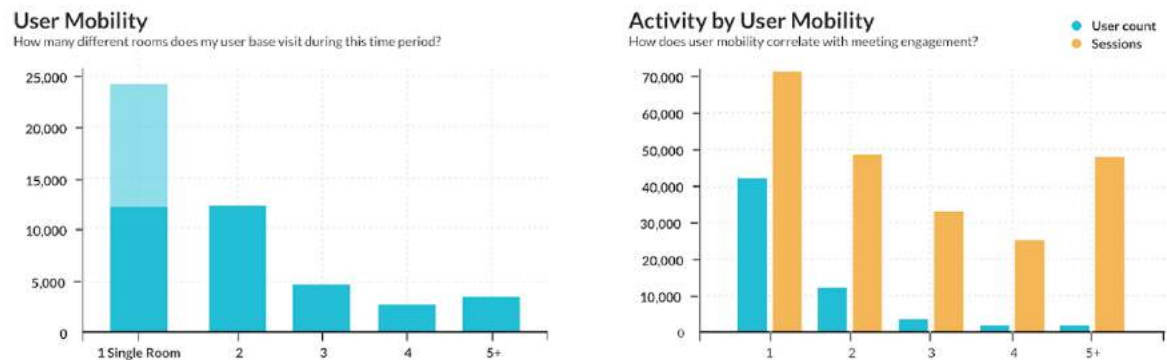

Figure 11: Workplace collaboration: user mobility viewed by number of rooms used and correlated to meeting engagement.

Solstice Cloud

What's Next?

Solstice Cloud Analytics combines data on your meeting space occupancy, utilization, calendaring system, and much more to offer unique insights into how your meeting infrastructure is performing and how your workforce collaborates. Are spaces being booked but not utilized? Are spaces being used for more ad-hoc meetings? Does your infrastructure support the dynamic needs of a changing workforce? Is your user community able to meet productively and efficiently? Take the guesswork out of these questions and use Solstice Cloud Analytics for data driven solutions.

Looking Ahead

Solstice Cloud has an exciting roadmap for analytics with a number of new capabilities rolling out in 2021. In addition to more visualizations and reports available online, Mersive is also planning to make certain data available in real time so building automation teams can utilize APIs to integrate into existing systems. Viewing workplace trends and insights around meeting space occupancy, room utilization, and workforce collaboration has become increasingly important, especially as many organizations move toward hybrid workplace models. Solstice Cloud Analytics provides administrators, managers, and decision-makers with the data-driven insights they need to make informed real estate, facilities, and technology decisions.

Want to Learn More?

Learn more and request a demo at mersive.com/solstice-cloud.

For questions please contact Mersive or your AV/IT dealer.

by Mersive Technologies