

A nighttime cityscape featuring a dense skyline of illuminated skyscrapers and a complex network of light trails from traffic on a highway in the foreground. Overlaid on the image are numerous white, curved lines that connect various points across the scene, resembling a digital network or data flow.

IWG plc & Digital Twins

Building the story of a perfect match

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March 2021

IWG International
Workplace
Group



Leader in managed office services

We believe that business success is underpinned
by the effectiveness of its people.

So, we made it our mission to help millions of people
have a great day at work – every day.

A fantastic working
environment

+

A platform that unlocks
productivity

+

A valuable business
community

Regus™

Signature
by Regus

SPACES.

HQ

No18

A global network of inspiring workspaces



A global network
25x larger than our
nearest competitor



Over
3,300
Locations

1,000
Cities

110
Countries

A range of products to meet every business need



PRIVATE OFFICES



MEETING ROOMS



CO-WORKING



BUSINESS LOUNGES



VIRTUAL OFFICES



CUSTOM BUILD OFFICES




NETWORK MEMBERSHIP




WORKPLACE RECOVERY

The workspace revolution

**Digitalisation
and new
technologies
have transformed
the world of
work.**



People want the personal
productivity benefits of
living and working how
and where they want.



Businesses want the
financial and strategic
benefits. They want
workspaces and
communities to match their
needs.

**They
want
choice.**

IWVG

International Workplace Group

IWG is leading the workspace
revolution to provide that
choice. Our companies help
more than 2.5 million people
and their businesses to work
more productively. We do so
by providing a choice of
professional, inspiring and
collaborative workspaces,
communities and services.



Customer engagement in the real world...

Passive.

Reception / counter at
the centre of customer
engagement
experience

Workspace / Bank branch / Traditional
Retailer

Active.

Space and technology at
the centre of the
engagement experience

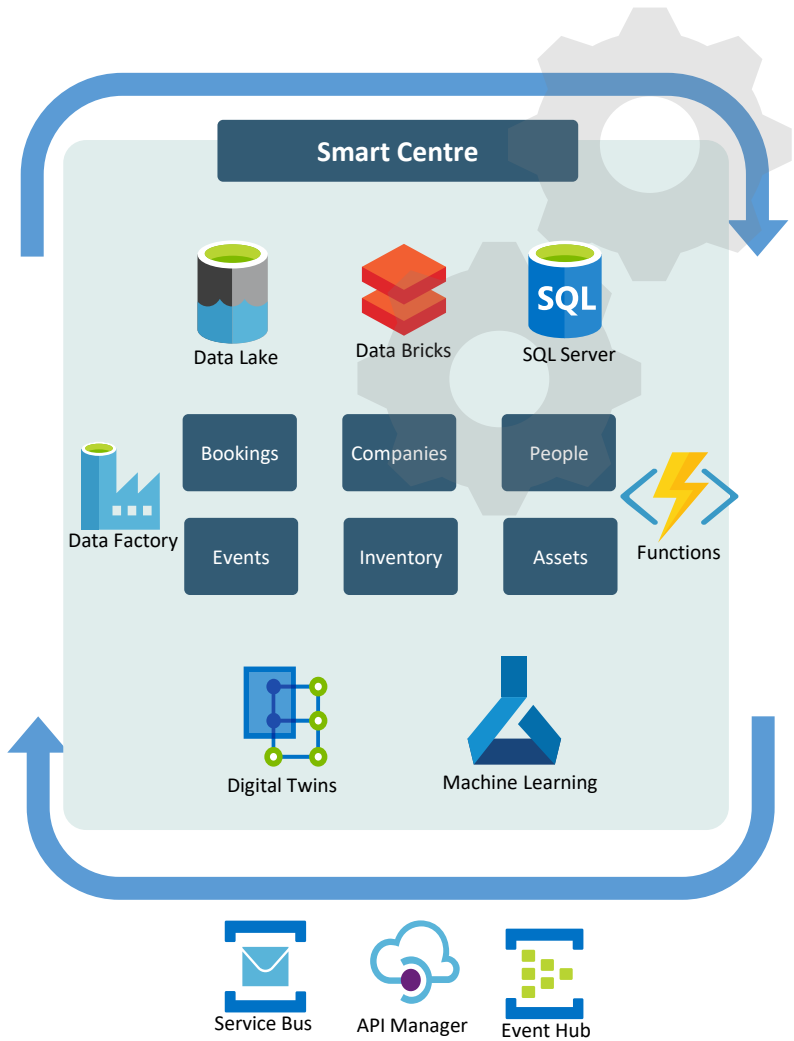
Amazon Go / Apple Store / CaixaBank All
In One

Our vision for active engagement...

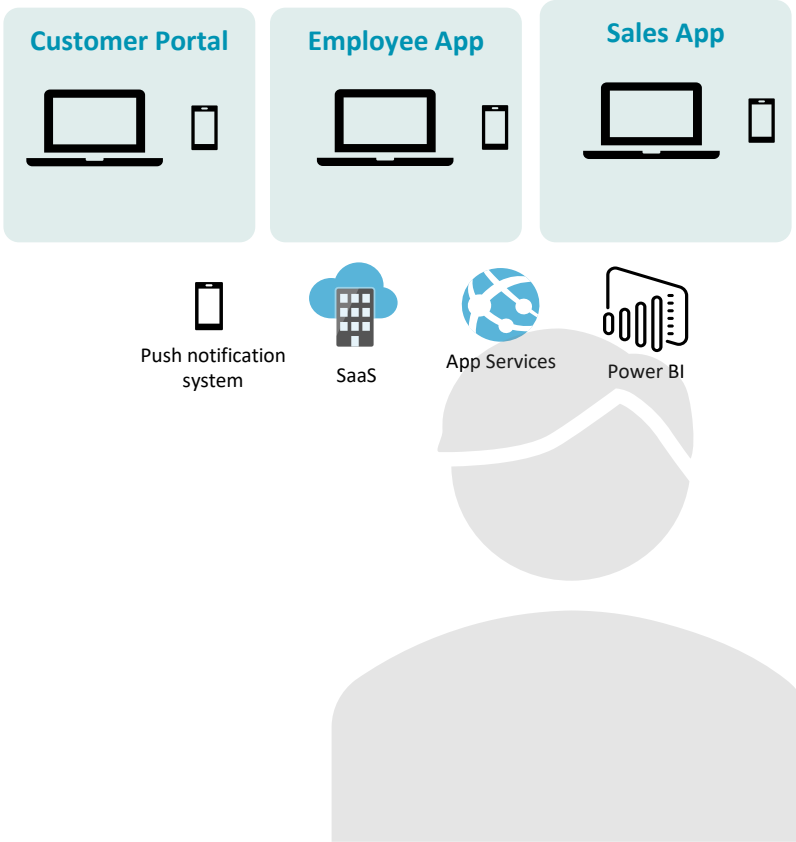
Sources



Insights



Channels



What Digital Twins means to us?

Positioning

Indoor positioning. Understand where customers are. Create **heat maps**. Ensure space **utilization efficiency**. Avoid overcrowded spaces.



Layout visualization

Digitise layouts. Keep maps and desk distribution and booking status up-to-date and exposed **real-time** to your customers and operation teams.



Asset Tracking & Monitoring

Track assets status and location in **near real-time** for better inventory management. Aggregate assets information to centre **property value**.



Wayfinding

Provide **indications** to users efficiently for accessing all spaces. Include **accessibility** routes for wheelchairs or visually impaired people.



Geofencing

Define **virtual areas** allowing alarms configuration based on occupancy limits or overcrowded areas. Enable smart **tariffication models**.

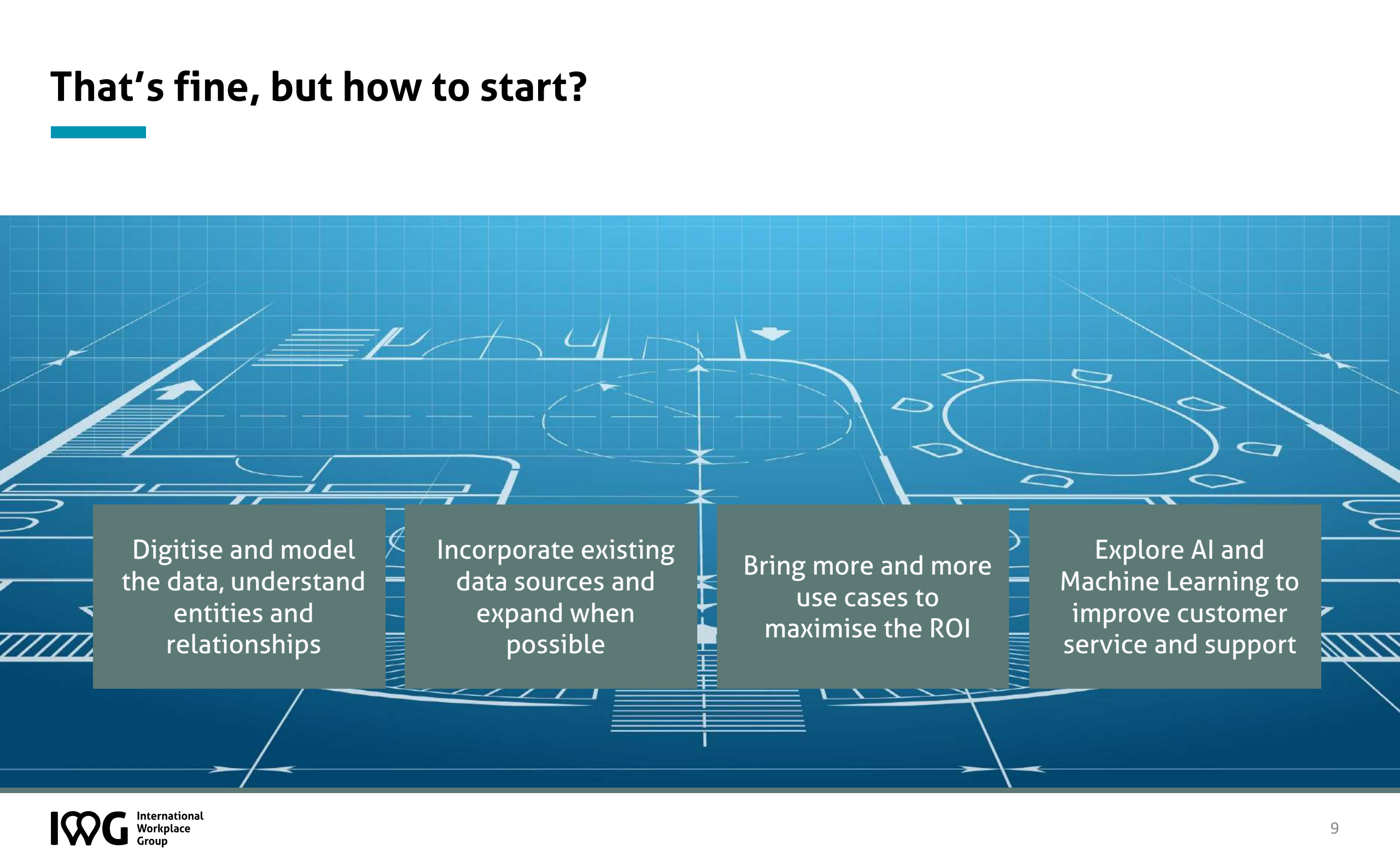


Analytics

Learn from behaviour and optimize processes and sales. Leverage **AI** and enable **predictive maintenance** and occupancy. Allow **intelligent sales**.



That's fine, but how to start?



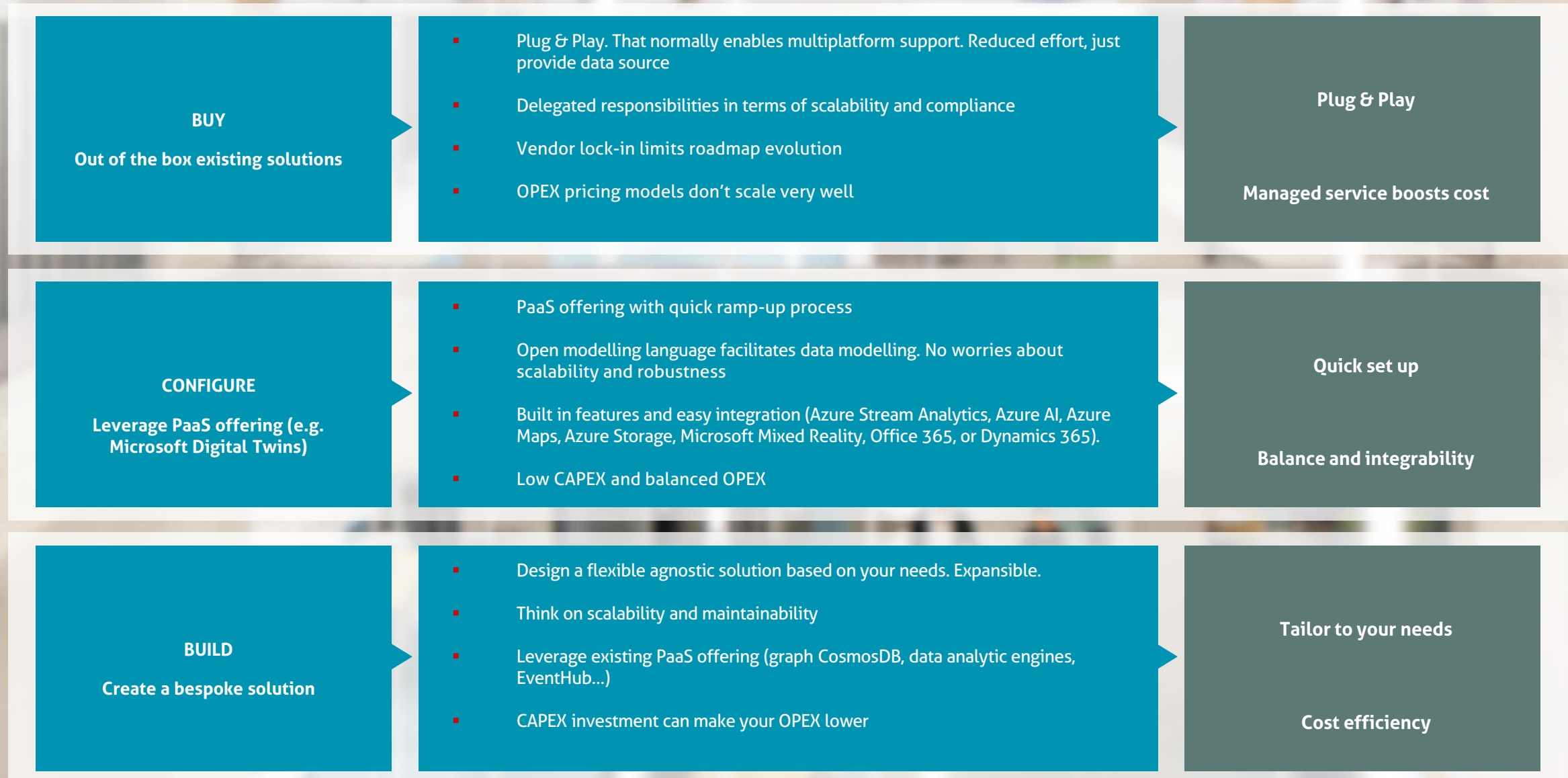
Digitise and model
the data, understand
entities and
relationships

Incorporate existing
data sources and
expand when
possible

Bring more and more
use cases to
maximise the ROI

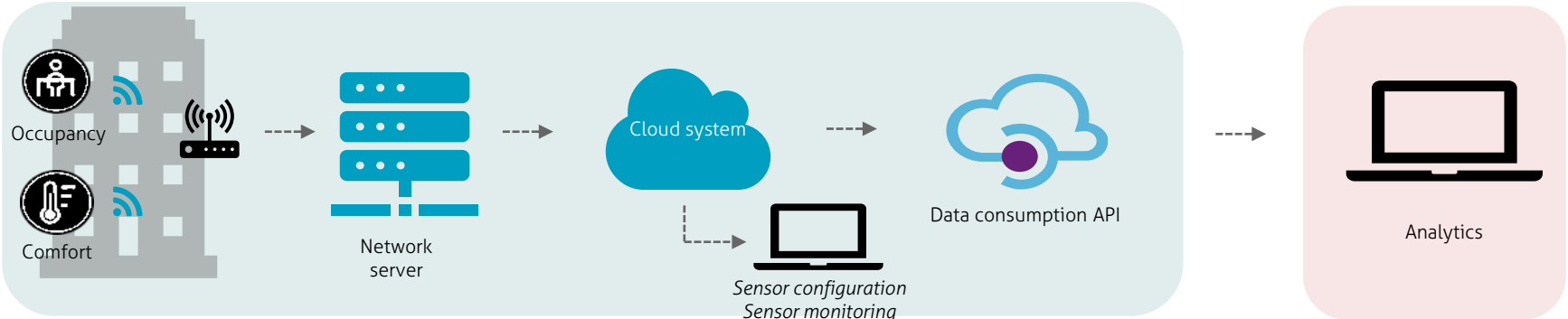
Explore AI and
Machine Learning to
improve customer
service and support

Let's execute it... Finding the best approach.

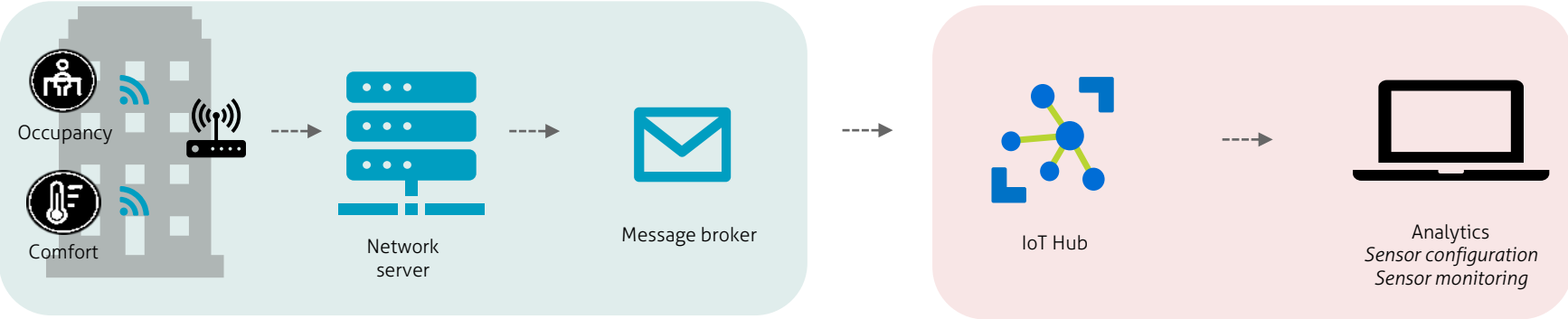


Let's also think on sensor strategy.

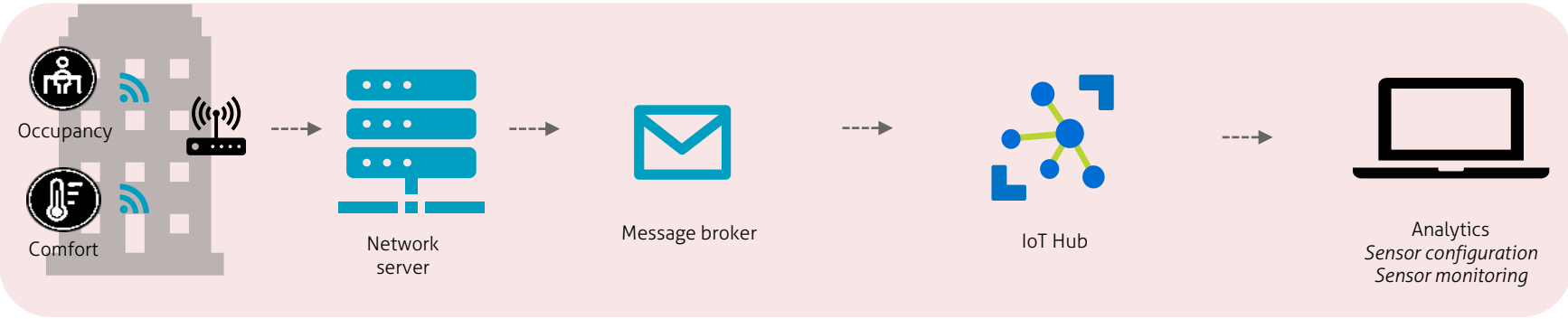
Sensor Data as a Service



Sensor Infrastructure as a Service

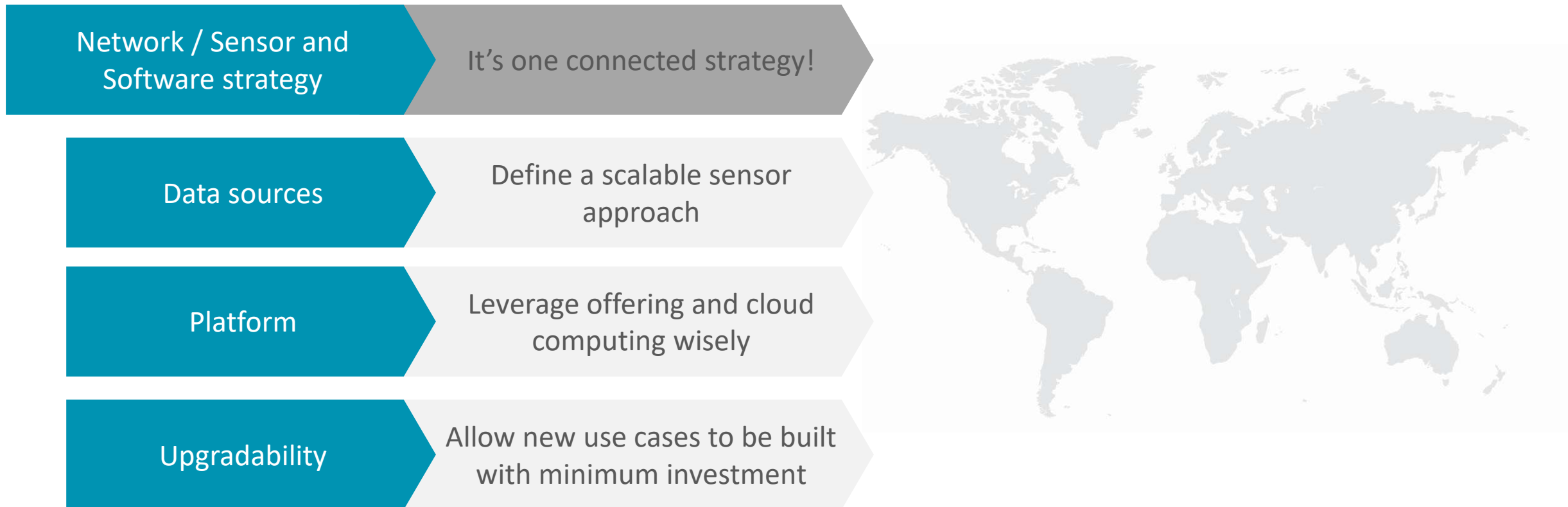


Sensor Owned Infrastructure



... and think about going mainstream

- IWG challenge: *We operate 3300 business centres in 110 countries*



Privacy or value added?

- ... and now everyone thinks:
 - GDPR, managing personal data, complaints, ...
- Do we remember when no one shared credit card number?
- The real question is:
 - What extra value can we offer our customer, so she/he is willing to allow us to track their activity?



Key learnings



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graph TD; A[Beware of complexity when digitising and modelling data at scale.] --> D[Impact revenue streams, lower operational costs and provide compelling business cases to shareholders]; B[Find the right execution approach for your Digital Twins platform.] --> D; C[Iterate. Onboard as many use cases as possible to maximize value added and ROI.] --> D;
```

Beware of complexity when digitising and modelling data at scale.

Find the right execution approach for your Digital Twins platform.

Iterate. Onboard as many use cases as possible to maximize value added and ROI.

Impact revenue streams, lower operational costs and provide compelling business cases to shareholders



Thank you

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