

Siemens Headquarters Case Study



Siemens Headquarters
Wittelsbacherplatz
Munich, Germany

45,000
Square meters

6
Floors

800
Workplace

136
Conference rooms

1800
Hybrid employees

Siemens Headquarters optimizes hybrid workspaces and employee experience.

Overview

Siemens was among the first global companies to adjust working models permanently by establishing mobile working as standard and a core component of its *new normal* both during the global pandemic and beyond.

The hybrid working model enables Siemens employees to work on a remote basis for an average of two or three days a week, whenever it is reasonable. The new working model is in line with Siemens employee desire for greater flexibility and personalized solutions, when it comes to deciding where they work.

This commitment to hybrid working accelerated Siemens

need for digital workplace tools, while highlighting the importance of the office and its spaces as the location for collaboration between employees.

In June of 2016, the doors opened to a new, modern Siemens headquarters at Wittelsbacherplatz in Munich, Germany. Environmental friendliness and energy efficiency played a key role as the building meets the world's highest sustainability standards.

The headquarters is a beacon for collaboration, global entrepreneurship, the principles of sustainability, and technology that shapes the company's future.

“

It's imperative to utilize time now to prepare with digital workplace tools like Enlighted and consider space for collaboration so you don't impact people when they are back in the office.

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FABIAN TELKE

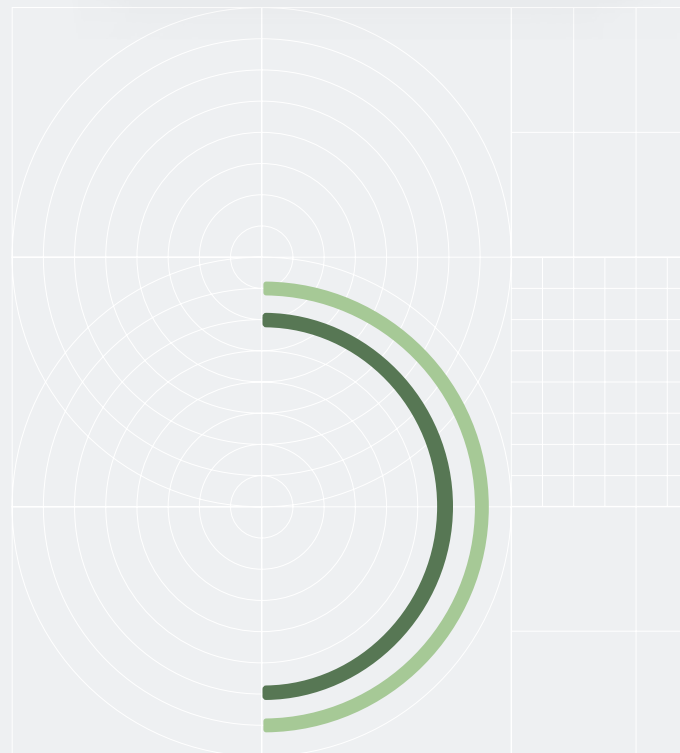
Head of Contracting/Services at Siemens Real Estate Hub Germany

The challenge

Committing to a hybrid workplace

The commitment to a mobile work model and its added flexibility meant Siemens required implementation and management of sustainable dynamic workplace models quickly, so that employees could work on premise safely, at home, and on-demand.

Quickly providing employees with a workspace productivity tool was high on Siemens' agenda, and working with proptech partner Enlighted was a natural choice, as Enlighted is widely considered to have the best workplace-experience app on the market.



“

Our priority is to protect our people, so they can return to the workplace safely and confidently, wherever they are. By using smart office technologies, we can reshape how we work. Our Enlighted app supports our new mobile working model, by enabling employees to better plan when they choose to work from the office.”

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ROLAND BUSCH
CEO Siemens AG

The solution

A dynamic intelligent workplace

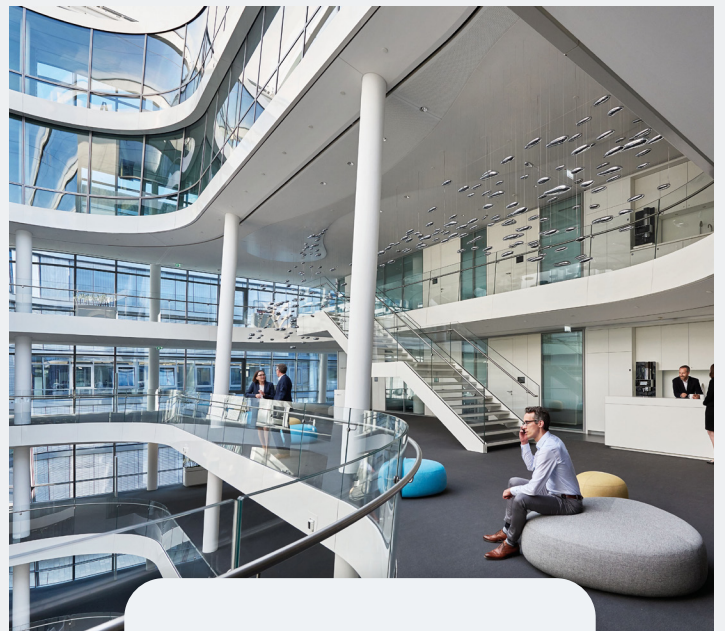
“The Enlighted solutions are an essential part of the new normal strategy, and we’ve implemented the room and desk booking and amenities at our Munich headquarters,” stated Fabian Telke, Head of Contracting and Services at Siemens Real Estate Hub Germany. “At the same time, we’ve updated and redesigned the office environment to create more collaboration areas and to bring employees together for engagement.”

The Enlighted Flexible Spaces solution was implemented in late 2021 with room and desk booking and additional functionality coming online quickly. The solution’s rich functions, open platform, and mobile app enabled Siemens to deploy quickly across the almost 2,000 headquarters employees and keep the business flexible to the needs of the future.

The Enlighted app is intuitive for employees to book and utilize space, as well as access amenities and other features. The app also provides the insights that CRE and management teams require to plan and optimize space.

Empowering employees with choice and control

At the Wittelsbacherplatz headquarters, employees can view and book desks and rooms directly from their mobile phones using Enlighted’s interactive, digitized office map. The app provides a view of available workspaces by combining its booking data with real-time occupancy



Find My Coworkers

Find your coworkers' workspace locations in your building.

Find Coworkers

information gathered from non-intrusive sensors that identify if a space is occupied. All this valuable space-booking and occupancy data is captured and analyzed using Enlighted insights, and employees can opt out of the data collection upon request. Employees have access to corporate-wide and site-specific messages and facility information, such as reception hours, as well as other safety announcements.

Siemens - Enlighted Workplace Solutions



Room and desk booking



Amenities - cafe and transportation



Work requests



Navigation



Temperature



Shading



Desk and conference room sensors

Three imperatives to hybrid working

Enlighted solutions support three important Siemens hybrid working imperatives.

Portfolio strategy

Leverage utilization data to make refined portfolio right-sizing decisions while avoiding business disruptions.

Space management

Organize and control the new, hybrid workspaces, enforce access policies, and understand employee preferences and trends for future design decisions.

Employee engagement

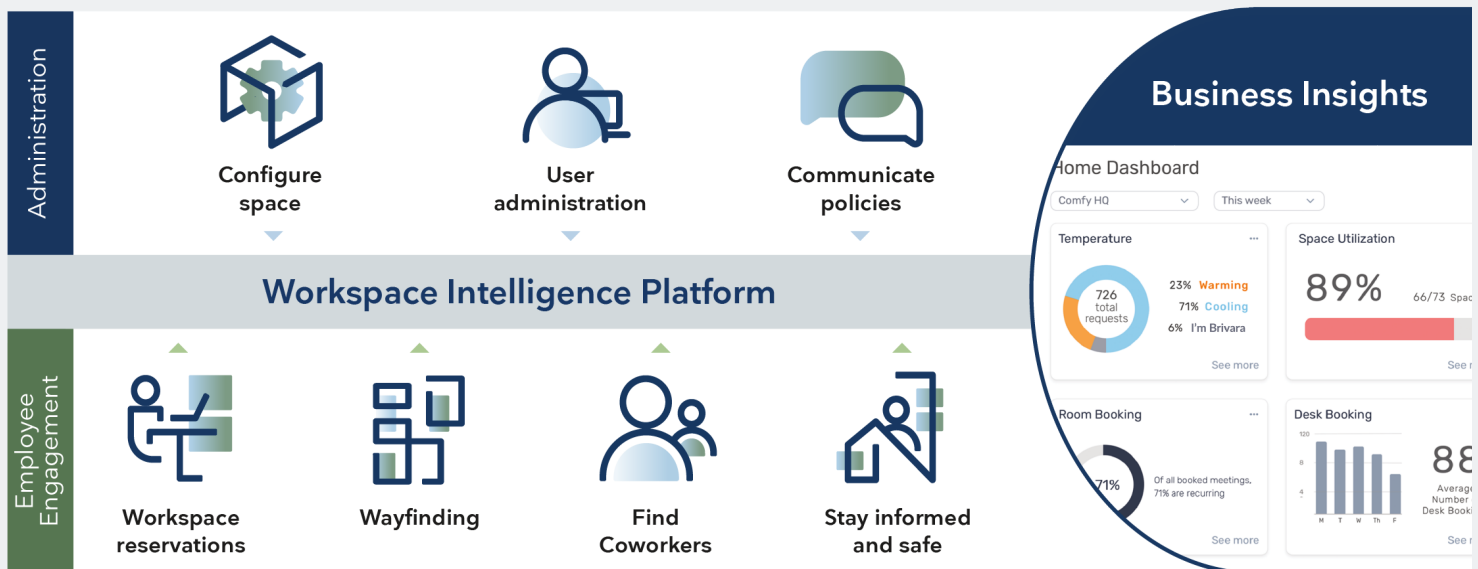
Provide an initiative and engaging tool for employees to reserve space now and in the future, locate and collaborate with colleagues, and control their environment.

Data drives employee engagement and building portfolio management

The solution integrates data from employee actions and building IoT sensors into the Enlighted Workplace Intelligent Platform to provide deep business insights for real estate and facility management teams. With these two dynamic data sets, Siemens gets an adaptive cycle of dynamic, real-time business intelligence that only gets smarter over time.

“The insights we receive from Enlighted are really convincing,” stated Zsolt Sluitner, CEO Siemens Real Estate. “Enlighted provides important findings about our space usage and helps with planning and decision-making in the further development of real estate matters.”

The intersection of employee engagement and building portfolio management



Intuitive and easy to learn

Headquarters employees received a newsletter announcing the Enlighted app availability with a brief overview of the app's features. Online master classes shared how to download and install the app, how to book rooms and desks, and explained other location-specific features.

Results

Easy to use and delivering high-impact results

The feedback is positive from both employee users the management team at Widdlesbacherplatz. A few employees share their experiences using Enlighted:



I like the Enlighted app. It is user-friendly and it's simple to book the desk and floor I want. Seeing colors on neighborhoods helps me to navigate easily around all floors.

NATALIE MAIER
Enterprise Account Executive

I recently joined Siemens, and the Enlighted app has helped me tremendously. Booking my desk, seeing where my colleagues are sitting, and having access to additional information like the building reception hours or transportation options has been a breeze.

DANIEL MÜHLBAUER
P&O IT Solutions

