



Occupancy Analytics & In-Building Location Based Services

COMMERCIAL OFFICE SPACE 2019 TO 2024

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Occupancy Analytics & In- Building Location Based Services



memoori

Synopsis

This report will be of value to all companies engaged in managing, operating and investing in commercial real estate technology around the world.

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Research AB

Introduction

This report is a new 2020 Study which makes an Objective Assessment of the Market for Occupancy Analytics & In-Building Location Based Services in Commercial Office Space to 2024

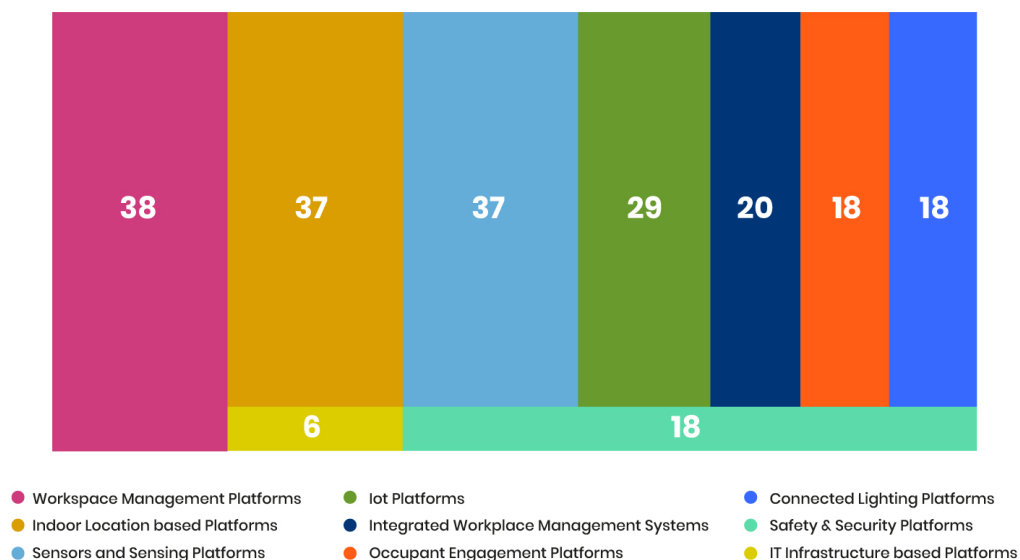
Memoori's presents a brand-new report entitled Occupancy Analytics and In-Building Location Based Services which is our 2nd comprehensive evaluation of these solutions and services in the Commercial Office space. It provides a completely up-to-date assessment of the emerging market for IoT technology platforms, which locate and map people, assets and workspaces.

One major trend reshaping the smart buildings market is the increased focus on occupant-centric workplaces, which has developed over the past few years. Organizations are looking for new ways to attract and retain the best people and empower them to be productive. Shifts in the landscape of work are driving a greater focus on occupant experiences and interactions with buildings. Although challenging to quantify, the impact of employee surroundings on business performance is receiving increased attention.

The tools required to effectively manage and optimize office space utilization have evolved rapidly and their usage is becoming more widespread, with case-studies citing increases in density of 80-90%, as well up to 30% less wasted space.

Fig 3.1

Number of Platforms by Type



221 IN TOTAL



Why Do You Need This Report?

Discover our global market projections & the striking diversity and range of companies addressing this opportunity. Our research indicates that there are 221 companies actively engaged in providing Occupancy Analytics or Location Based Services to the office buildings sector; of these 49% are based in EMEA predominantly Europe. In total, it is a 44% increase in the number of suppliers we identified 2 years ago.

Understand how & why the market is growing, with estimated system sales of \$2.17 Billion in 2019, rising to \$5.73 Billion by 2024, growing at a Compound Annual Growth Rate (CAGR) of 21.5%.

What is driving M&A and Investment in this business? Discover how Investment activity in occupancy analytics and location-based services has also seen an unprecedented rise since 2017. In total 70 companies received investment in the last two years. This amounted to \$627 million invested over 24 months.

At Memoori, we have decades of experience in the evaluation of building services markets, and regularly publish reports on several building technology areas including Future Proofing Smart Commercial Buildings, Building Internet of Things, StartUps in Smart Buildings, LED Lighting and Physical Security. This has given us a solid grounding on which to build our growth projections.

We estimate that the Occupancy Analytics market in Commercial Office space achieved systems sales of \$2.17 Billion in 2019, rising to \$5.73 Billion by 2024, growing at a CAGR of 21.5%.

Fig 10.1

Range of Buyers and Investors Circling the Smart Commercial Office Space



With office densification rates increasing across the world, combined with evidence of poor space utilization and the expectations of occupants for more human and productive environments, the need for workspace management platforms to provide better insight into the repurposing of current workplaces has never been so urgent.

While established green building certification schemes such as BREEAM and LEED have begun to cover aspects of health and wellbeing within their assessments, over the past 2 years we have seen other third party-validated assessments gaining traction in the market, including WELL, Fitwel and the Leesman+ certification.

We define Occupancy Analytics and Location Based Services in the Commercial Office space as: Electronic hardware and software used in workplace management and indoor location-based services to enable one or more of the following applications – Optimizing spatial efficiency in the workplace, Improving the location-based experience of building users, People finding, Using location-based data to optimize building and operational performance, Asset tracking.

Starting at only USD \$1,995 this report provides valuable information so companies can improve their strategic planning exercises AND look at the potential for developing their business through merger, acquisition and alliance.

The information contained in this report will help all stakeholders and investors in commercial real estate to understand the market for spatial and location analytics, a nascent, rapidly evolving market opportunity within the commercial office sector. In particular those wishing to acquire, merge, sell or find alliance partners will find it particularly useful.

Navigating Use Cases for a Human-Centric Office Building



Navigating through the wealth of use cases in the Smart Building landscape is not easy. Although technology is evolving rapidly and offers a vast number of Smart Building solutions, there is no one path on how to transform one's organization into a more human-focused building. There is no predefined sequence of measures to be taken; there is not the first step and end state, etc. The only right way is an individual customized approach. The aim is to understand, evaluate and prioritize one's own use cases. This graphic is intended to visualize possible ways of rethinking towards a more human-centric office building.

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The report is priced at \$1,995 USD for a Single User License, and ONLY \$2,250 USD for an Enterprise License. It is delivered as an electronic PDF download, via email.

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