




Andrew Price, ISS

Places that Work , Think and Give Digitalisation and the Consumer

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Call Office

Call Stephen

Call Office
Urgently

Meeting at
1400
cancelled

Jane needs to
speak to you

Jeff needs the
numbers today

Can you
meet at
1500 today

Buy a mobile
phone

A wide-angle photograph of a modern, open-plan office space. The room features a high ceiling with exposed white ductwork and various hanging light fixtures. Large windows on the left side offer a view of a city skyline. In the foreground, a group of people are seated around a long wooden table, engaged in a meeting. To the left, there is a lounge area with a long grey sofa and several large, round ottomans. In the background, a person is standing near a glass-walled area, and another person is seated at a long wooden bar or counter. The overall atmosphere is professional and collaborative.

People make places and places make people

An aerial night view of a city skyline, likely New York City, featuring a river (Hudson River) and numerous illuminated skyscrapers. The text "Connecting People and Places makes the world work better" is overlaid in white. The background shows a dense urban landscape with various buildings, including the Citigroup and HSBC towers, and the Manhattan skyline in the distance under a twilight sky.

Connecting People and Places
makes the world work better

How can the digital world make this come true – my challenge to the eco-system?



Technology as a means to driving down asset costs



BUILDINGS
AND ASSETS



TOTAL COST OF OWNERSHIP
ENERGY USAGE PER BUILDING
SQUARE METERS PER EMPLOYEE
\$ PER SQUARE METERS

...and as a means to

improve workplace experience



INCREASED
USER EXPERIENCE



EASIER COLLABORATION
HIGHER EMPLOYEE PRODUCTIVITY
LEARNING ENVIRONMENT
EFFICIENT WORKING ENVIRONMENT



- Automation
- Prevention
- Prediction
- Productivity

Help me to push the discussion further

What to why

Vertical to
horizontal

Place to
people

Needs to
outcomes

Top of Mind for Businesses



A woman with brown hair in a bun, wearing a dark jacket, smiles at a man in a dark suit who is seen from the side. They are in a cafe or bakery. On the counter, there is a cup of coffee, several jars of jam or preserves, and a display of cakes or pastries with small tags. The background shows a window with a view of a city building.

Top of mind for Consumers

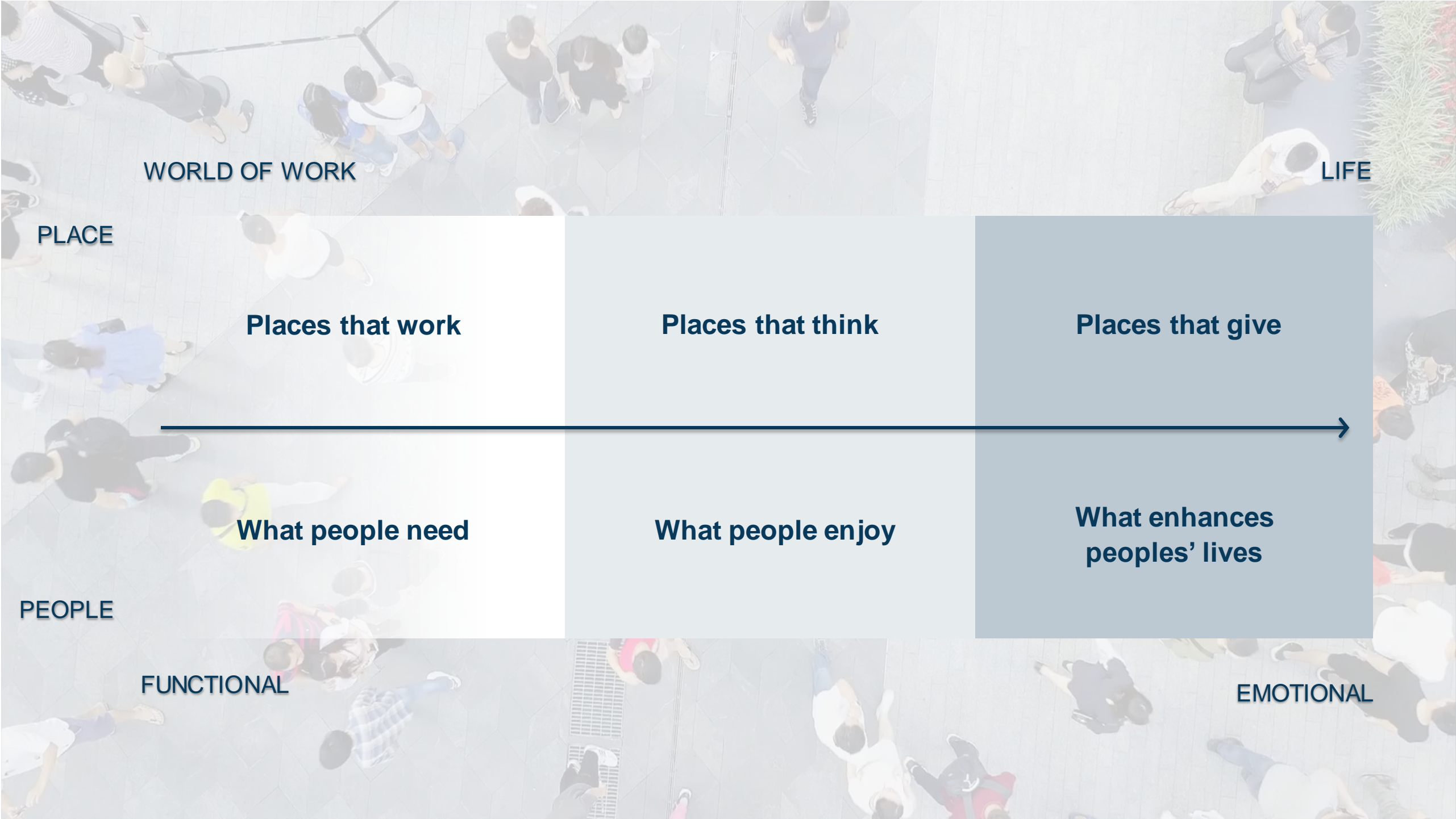
Places that...

Work

Think

Give





WORLD OF WORK

LIFE

PLACE

Places that work

Places that think

Places that give

What people need

What people enjoy

**What enhances
peoples' lives**

PEOPLE

FUNCTIONAL

EMOTIONAL

HYGGE [hoo ga]

- 1.the art of building sanctuary and community, inviting closeness and paying attention to what makes us feel open hearted and alive;
- 2.to create well-being, connection and warmth;
- 3.a feeling of belonging to the moment and to each other;
4. celebrating the everyday.

A friendly authentic place – continually new