Case studies 2017
Innovation in Technology & Systems

The winner of the Innovation in Technology & Systems Award goes to the organisation who has implemented the most innovative application of systems or technology in FM. The winning technology's scope is wide and has helped to improve FM service delivery to the customer. Most importantly, the innovation has been shown to be an effective and sustainable solution.

Overview

Category: Innovation in Technology & Systems
Winner: AstraZeneca, Macclesfield Campus
Sector: Education
Sponsored by: Rexel

Best Practice Learning Points

> The FM team collaborated with IT/IS teams from day one to establish the areas that could be improved and to help understand what technology could be implemented and how.

> The implementation of workspace technology not only led to a significant reduction in the time spent by the FM team fixing daily issues, but also enabled them to tackle issues proactively, before the issue had any impact on the user.

> The new technologies have a direct impact on the user – enabling them to locate staff and available meeting rooms quickly and efficiently, which has a positive impact on clients and visitors to the buildings, and giving the entire FM organisation a boost in its employer and consumer brand identity.

> The new systems enable the FM team to continue to learn how workspaces, meeting rooms and technology installed is actually being used, make adjustments to their structures and continue to improve the experience for users.

About

AstraZeneca has undergone a period of significant change over the last four years with its plans to move its R&D site from Cheshire to Cambridge. The impact of this change has a significant impact to the company’s UK Operations site in Macclesfield, which highlighted the need to transform parts of the Macclesfield Campus to accept the company's Enabling Functions from the former site in Alderley Park, Cheshire.

The space needed to become a multi-functional, flexible workspace with technology-led solutions to ensure resources could be deployed at an optimum level. The campus also need to accommodate an increased population of more than 20% with different needs from the then current incumbents.

Much of the existing technology was inefficient, with minute processes still managed by the facilities team, such as printing off paper copies to display on meeting rooms, which were only updated on a daily basis. A number of the rooms on campus featured old and temperamental equipment that often failed and staffing levels that were too low to observe and report the failures in time to prevent the fault from happening again.

These failures often impacted on other meetings and the FM team could not measure and assess how much time was lost as a result of failures.

When the FM team was called to fix an issue with technology, they were often unable to help effectively as they had not been trained in the technologies.

To combat failures, AstraZenca's FM team needed a longer-term system and with the help of the IT/IS teams, they established a suite of innovative, state-of-the-art systems and tools to ensure effective space planning and monitoring, an FM service catalogue uplift and an enhanced service provision to the customer.

The new technology reduced the number of manual interventions needed by the FM team, and gave them more time to upskill and focus on value-adding activities.

The new system created a multi-faceted approach to employee interaction, from employee-to-employee, to client facing relationships. Touch-screen digital signage was installed throughout the buildings, enabling an efficient, on-demand and intuitive way of organising desks, meeting rooms and people. The system enabled staff to function effectively and efficiently in real time.

One of the systems was implemented to create a flexible workspace through a system of unallocated desking; screens and screen arms enabled workers to access technology from any desk without trailing wires and issuing individual headsets. Staff could choose to work in quiet booths, project areas, meeting rooms, break-out areas and informal meeting pods.

All of the workspaces were designed to be entirely flexible and help to create a significant reduction in paper use and unused workspaces.

The team enhanced the meeting room types to include a wider range of communication tools and a more diverse look and feel across the rooms, from “corporate” to “homely”, to help the user to choose the best space for their meeting or activity.

To enable smooth transitions between meeting room bookings, the rooms were installed with motion sensors for use within a specific time frame if no movement is detected. This system freed up to 5,536 rooms for reuse from January 2017 to March 2017.

The “One Touch” booking functionality allowed for rooms to be instantly booked via a touch panel outside the room. The colour-coded system enables quick and easy visible occupancy from the room itself and via the digital Wayfinding system that feeds into touch screen maps located around campus.

Presentations were simplified by allowing users to present on display screens and share screens via the wireless network, which can then be shared across the VMR (Virtual Meeting Room) and Skype for Business (SfB) videoconferencing. Collaboration walls located in various rooms types are interactive, touch-enabled and can display shared content via remote connectivity.

Digital Wayfinding enables content editors to upload relevant content and provides touch-screen 3D mapping to the various meeting rooms across the campus. It also enables users to find an unallocated desk to use, or even to locate a colleague on campus.

The entire system can be remotely monitored and is enabled to proactively raise incidents via the ServiceNow Service Desk for fault reporting. By using a real-time room monitoring system, the FM

team are able to consistently improve and refine their FM strategy and technology development. They can even fix an issue before it affects the user via the proactive fault-finding system – a massive step forward in FM.

In order to implement these work-changing systems and technologies, the Middlewood Court facility has undergone significant investment and refurbishment. The Macclesfield Campus is now known as the flagship location for the company in terms of a flexible workspace, and the business is rolling out the approaches across its other locations worldwide.

All of the new systems are rigorously tested, and a series of user feedback sessions ensure every location experiences the maximum benefit and the best user experience from the new system.

Not only has the new system proved a success among users (with quicker set up times for video conferencing and easy-to-find free meeting rooms), but the FM team have been able to learn from real data and analyse the use of equipment to ensure any future builds and refurbishments are optimised for use.

They can show just how much time has been saved by implementing the new systems, and identify where savings can be made for example, by removing under-used technologies from some rooms.

The team are hoping to implement a mobile FM campus application, ‘companion’, in the near future so that users can use the new systems remotely and while on the move, in response to the collective request for simplification of the systems.

The Judges Said

The team at Astra Zeneca were able to demonstrate the value the technology has had and how the Facilities Function, working with the IT function, was able to successfully “glue” a number of technologies together using an application. The evidence for its success was clear, with optimisation of the footprint by 160%, and improved customer satisfaction of 50% while reducing their operation costs. The system is not only being used in one specific building, but is now being developed globally and being rolled out around the world.