

THE BUILDING YOU HAVE IS NOT **THE** **BUILDING YOU NEED**



Today's trips to the office are different. Hybrid work is transforming not only how, when and where people work – but also tenant expectations for company-provided spaces.

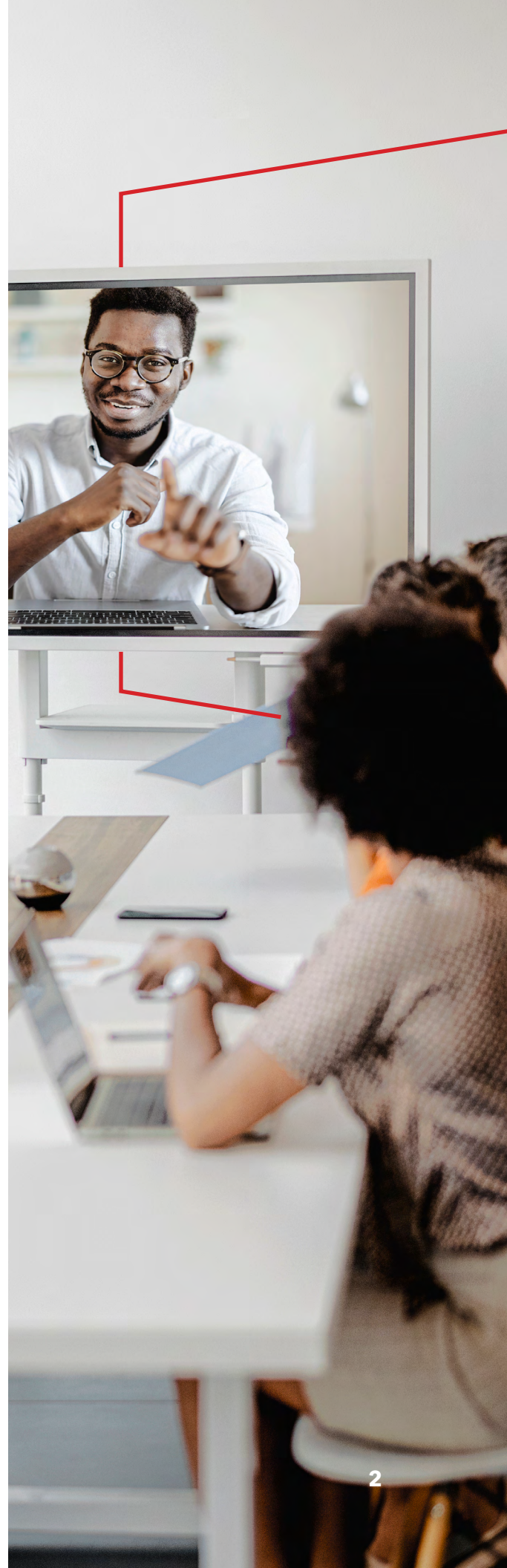
According to a [2022 survey](#) led by Building Owners and Managers Association (BOMA) International, nearly 90% of commercial office space decision-makers continue to see office space as vital to their business operations – even though a consistent majority support remote work as well.

The office isn't dead – it just needs an overhaul. Large private offices and spacious break rooms are giving way to more productive, flexible spaces and integrated building property technology (proptech) to enable efficiency, productivity and experiences that can't be re-created at home.

Tenants want offices to be a destination: places they'll make an effort to get to. Your building needs to be ready to support the unique preferences and behaviors that dominate the hybrid workforce.

This flight to quality – and flight to experience – is leaving outmoded buildings behind. Now is the time for property owners and operators to respond.

Smart proptech, such as modern access management, video surveillance and visitor-management systems, can help you turn the building you have into the building prospective tenants need.



1

TODAY'S TENANTS WANT MORE

It's a tenants' market, and today's tenants want it all. Are you providing the experience they demand?

In a recent survey conducted by [Essensys](#), a commercial real estate software company, more than 1,000 U.S. workers were asked about their office space. The vast majority – 81% – are frustrated with their current office experience, and more than half are envious of the technology available at other properties.

Amenity-rich buildings can capture the attention of prospective tenants, but are you providing the conveniences they actually want long term? Typical go-to amenities and technologies of the past no longer resonate.

Here are some examples of what today's tenants look for in their workspaces – and why conventional proptech can't meet these demands.





TENANTS WANT THIS



NOT THIS

ACCESS CONTROL

WHAT TENANTS WANT

- ✓ To understand occupancy, communicate during an emergency and discover how/where people move through a space by accessing real-time data about who's on-site
- ✓ Complete control over the security in their workspaces and the ability to provide unique access rights
- ✓ To prevent unauthorized access and other security issues by using mobile access with encrypted IDs
- ✓ To streamline costs and management and make sure all data is available in one database

HOW LEGACY SYSTEMS FAIL

- ✗ Data from access systems is nondiscernible, making it difficult or impossible to decipher who's in the building (and when) and how they use the space
- ✗ Access rights can't be differentiated or managed tenant by tenant; tenants can't control access based on specific preferences and needs
- ✗ Nonencrypted keycards found in many of today's systems allow for easy copying and create the potential for a security incident
- ✗ Systems that require separate databases for tenants and buildings duplicate work and complicate access management



VISITOR MANAGEMENT

WHAT TENANTS WANT

- ✓ To create seamless visitor registration by scheduling in-person meeting times online and providing guests with access IDs ahead of time
- ✓ To customize access visit by visit based on specified days, times and building locations using temporary and automated access credentials
- ✓ To easily search and streamline audit access activity through a digital record of access data
- ✓ Seamless, tech-forward visitor management that impresses clients and prospective employees

HOW LEGACY SYSTEMS FAIL

- ✗ Ad-hoc manual scheduling doesn't allow online scheduling or support automated emails about access; this impedes security and creates backups upon visitor arrival
- ✗ A full-time guard is required to manually grant access at entrances when automatic front-desk credentialing isn't available; this often requires multiple steps and delays check-in
- ✗ A system that relies on manual, paper-based entries makes it difficult to manage visitors and track visitation data, and it slows down auditing
- ✗ Manual, paper-based processes leave visitors with a poor impression



TENANTS WANT THIS



NOT THIS

VIDEO SURVEILLANCE

WHAT TENANTS WANT

- ✓ Excellent video quality and crystal-clear accuracy that high-definition digital technology can provide
- ✓ Proactive alerts that warn about potential and relevant threats through analytics
- ✓ The ability to easily find footage through powerful search capabilities to share with authorities
- ✓ Access to the surveillance system from anywhere on any online device through cloud storage
- ✓ To eliminate the possibility of human error and oversight and gather insight into other metrics, such as foot traffic or behavior patterns, through AI-driven surveillance technology

HOW LEGACY SYSTEMS FAIL

- ✗ Old hardware often leads to blurry and grainy video, sometimes rendering it useless when it needs to be reviewed
- ✗ Outdated cameras lack analytics altogether or incorporate poor analytics that leads to false alerts
- ✗ Video searches can take hours instead of minutes when relying on poor search capabilities or searching with motion detection
- ✗ Outdated systems are often stored on-premises and lack online connectivity, making it impossible to access live or recorded footage remotely
- ✗ Systems that lack integrated AI often rely on dedicated on-site guards, which increases costs and head count

When tenants head to work, they want to be happy, healthy and productive. They now demand robust technology, flexible layouts, Wi-Fi everywhere and the ability to control who has access to their workspace.

The right proptech can help you create this value by establishing a seamless experience. In today's market, you can also position proptech as a unique hiring and retention strategy that extends to your tenants.



THE WAY YOU MEET TENANT EXPECTATIONS **NEEDS TO CHANGE**

A recent (Y)OUR SPACE study found that 90% of office occupiers have frustrations about commercial real estate. Topping the list is the inability of their owners and landlords to offer flexibility to address their needs.

Are you prepared to address your tenants' changing requirements?

Historically, property owners have typically made technology investments building by building (or even floor by floor or suite by suite) to address isolated problems when they arise. Instead of proactively selecting

technology that can be standardized and address many challenges simultaneously, they react to incidents as they occur.

This creates gaps in performance, efficiency, monitoring capabilities and reporting. Your proptech becomes an ad-hoc collection of local components deployed to fix specific problems instead of a solution that can holistically provide value. For tenants, this mix of systems creates a disjointed experience that is confusing, time-consuming and frustrating. For property owners, it can lead to high operating costs, make scaling more difficult, and create management and maintenance challenges.

Today, tenants view technology as more important to business than the basic utilities they count on every day. Too many owners still view access technology as another utility or function that can be ignored, while tenants see it as a key amenity – more important than fancy lobbies and 24/7 fitness centers.

How do you know if your current technology is failing to provide what tenants want (negatively affecting your profitability at the same time)? Consider these questions:

- Does it create a shabby, unorganized or fragmented impression?
- Does it present a poor and inconsistent tenant experience?
- Does it create data variability that makes it difficult to pinpoint trends and optimize performance across buildings?
- Do you waste time managing relationships with multiple vendors (including some that aren't accountable for the work they provide)?
- Do you lose valuable time as you train staff to manage, maintain and troubleshoot different types of systems?

Answering yes to any or all these questions indicates that your proptech needs to be reevaluated.



3

THE FLIGHT TO QUALITY IS HAPPENING NOW

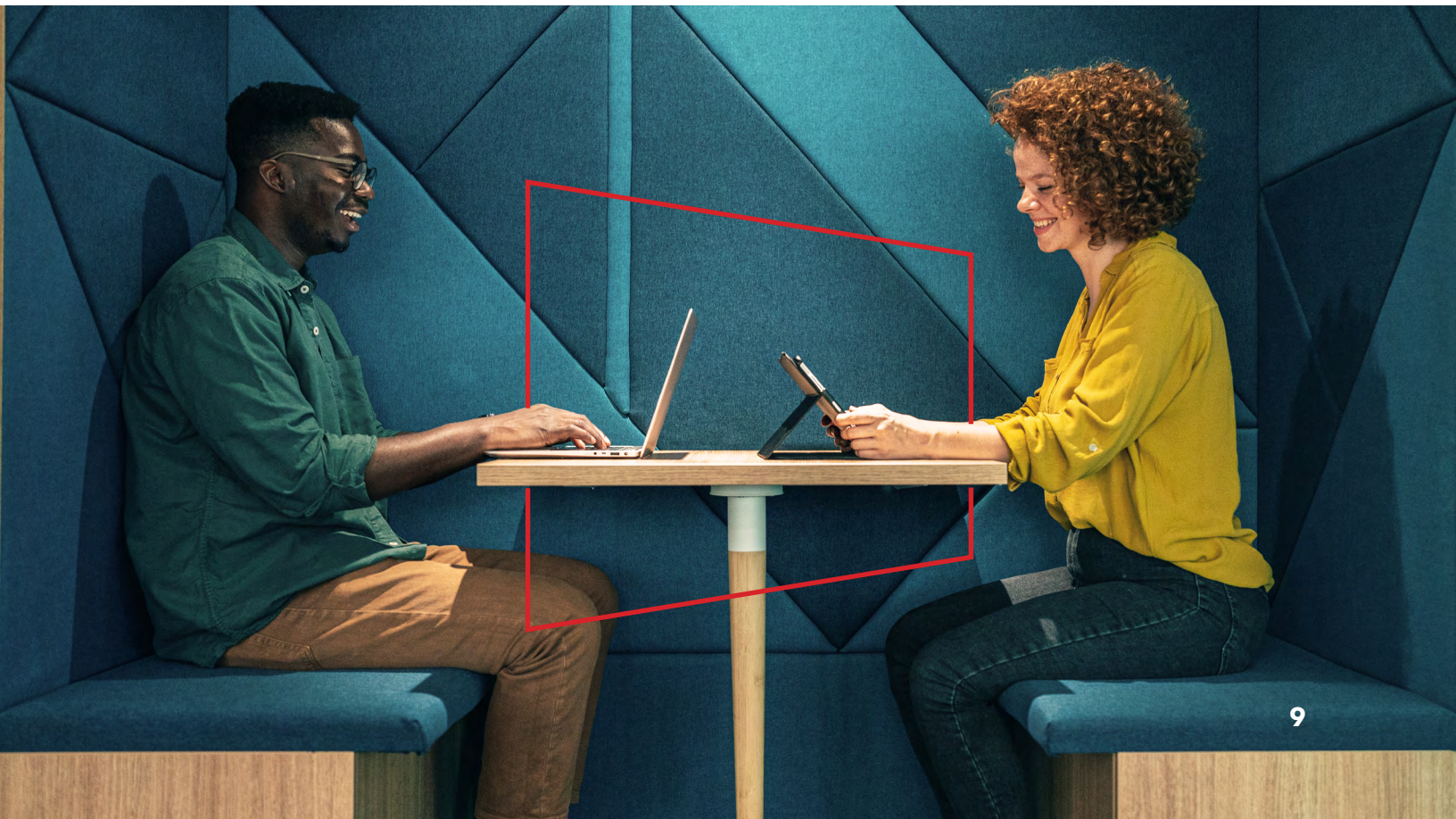
Given how quickly tenant demands have changed, it's understandable that many office buildings lack some of – or nearly all – these requirements.

Companies now use their workspaces much differently from how they did before the pandemic. The office now serves a different role.

Tenants need a comfortable sanctuary where they can collaborate, co-create and

reengage with colleagues. They want to feel safe and secure, but not at the sacrifice of convenience. They want spaces that will help them compete for the best people.

In fact, according to the BOMA survey, 78% of tenants now seek investments from property owners that span beyond typical amenities. These investments can range from creating more huddle and team-building spaces to offering higher-end tenant-facing technology.



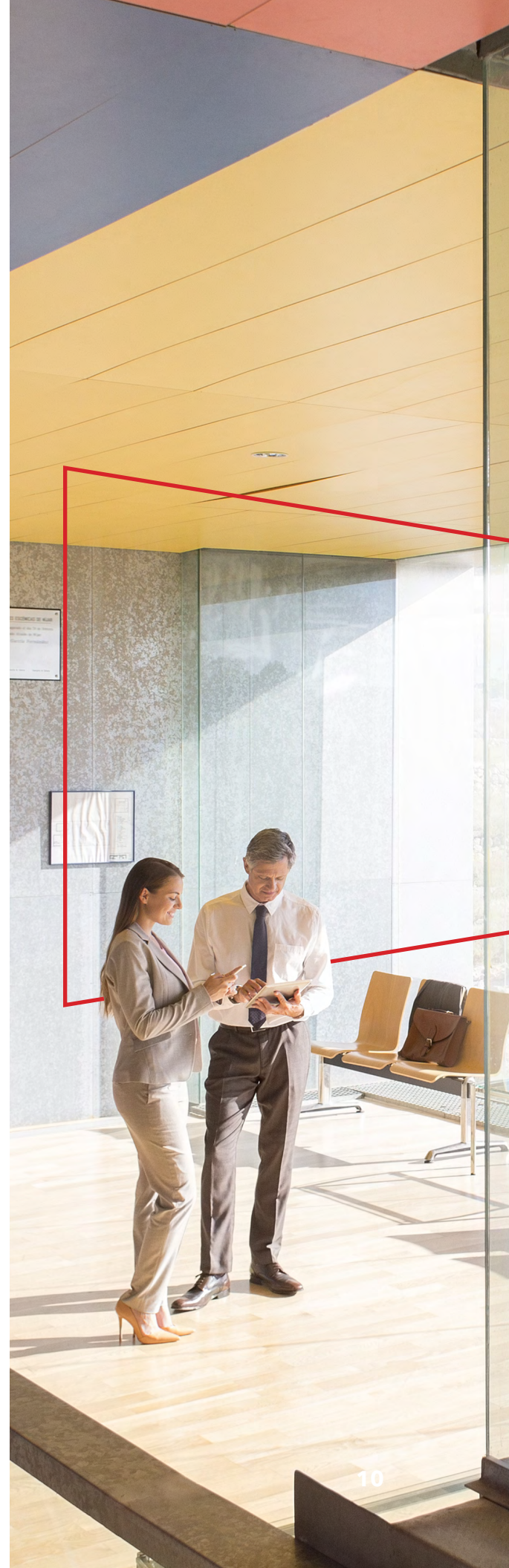
The flight to quality is happening now. How can you close the gaps between proptech and tenant demands? By being flexible and ready to pivot.

When managed correctly, proptech can be a practical way to enable the flexibility community tenants are looking for. Instead of deploying a mix of systems, base your tech investments on tenant demands and operational goals – not short-term fixes.

Keeping up with ever-changing access, video surveillance and visitor-management technology is hard to do. It can be a full-time job – especially when security isn't your core business.

Managed proptech services can help you ensure consistency, streamline building operations, and gain access to valuable performance insights by standardizing technology investments across buildings and even portfolios. Search for end-to-end solutions that can be tailored to address a wide variety of tenant needs. This will also make operations and management easier for maintenance teams, significantly reduce the number of vendors you need to deal with, and provide you with data that can be used to optimize performance and better evaluate tenants' needs.

Now is the time to turn the building you have into the building your prospective tenants want so they can do their best work.



4

CASE STUDY: A UNIFIED BUILDING UPGRADE

Property owners across the nation are grappling with the shift from theory to practice amid this new reality of transitioning their portfolios to support hybrid work. While it may seem daunting, it can be fairly manageable when the right partners are involved.

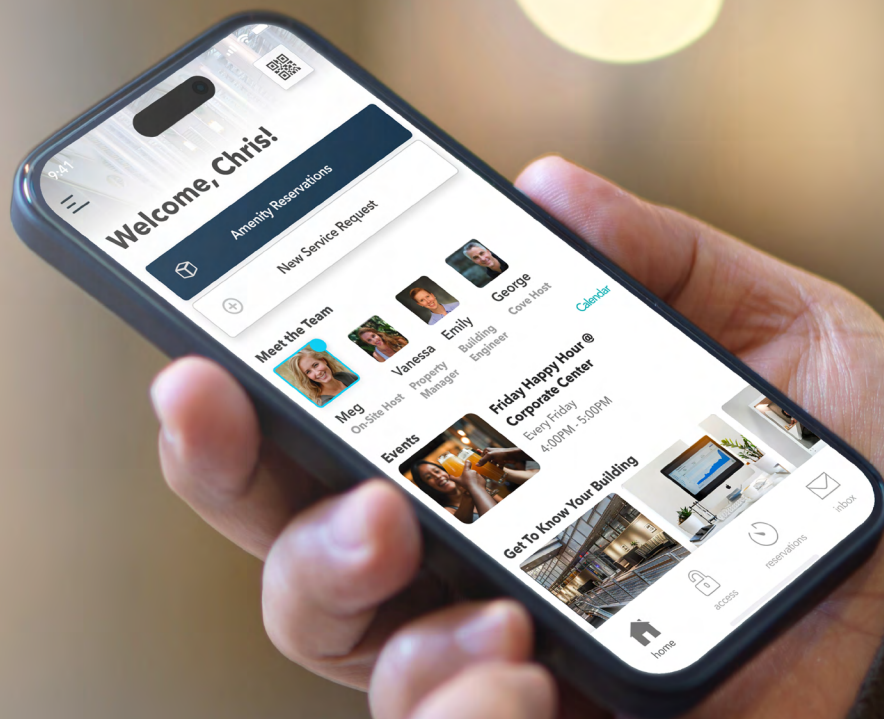
After recognizing how rapidly workplace demands are changing, for example, a commercial real estate (CRE) company wanted to modernize its portfolio to deliver a safer, more enriched experience as tenants returned to the office.

To upgrade the office experience and create more efficiency across all their properties at once, the owner opted to consolidate its

proptech, eliminate piecemeal upgrades and invest in a single operating platform across 17 facilities.

The foundation for the system is a tenant-experience app that occupants across the portfolio can use to easily access service amenities, move from building to building or office to office, and connect and interact with their work environment.

The legacy building systems that had been deployed across the CRE portfolio were replaced with a single solution that plugs a mobile access function right into the existing tenant-experience app – without disrupting operations.



Through this investment, the property owner accomplished three important objectives.



1. ENHANCE EXPERIENCES

Convenient and touchless mobile access for buildings across the portfolio allows tenants to flow freely throughout workspaces. Mobile access functionality syncs with the tenant-experience app through a software development kit to reduce the number of apps tenants have to manage. They can rely on a single smartphone credential to do everything they need. One app gets tenants from their parking spot in the garage to their desk inside their office suite – and anywhere else they need to go.

The technology is easy to learn and use, which makes onboarding and offboarding users simple. Permission changes and access can be granted or denied on a granular level in real time based on a single source of authority.

The system was deployed without disrupting tenant workflow, so the owner could maintain satisfaction levels while upgrading the overall tenant experience.



2. IMPROVE CLIENT NOI

By selecting a system that maintains flawless operation, the owner improved the client's net operating income (NOI) in several ways.

First, because of the experience it provides, the mobile access system helps attract new tenants and increase tenant retention, reducing lost rent and providing a steadier revenue stream.

Partnering with a single vendor to provide all security design, installation, monitoring and maintenance services helped the CRE organization:

- Streamline communication.
- Support many technology-integration possibilities.
- Reduce training needs.
- Eliminate surprise capital expenses for repairs.

The system also gives the owner access to data at portfolio, building, floor and suite levels so they can identify areas that may benefit from optimization and decipher patterns in tenant behavior for better decision-making.



3. **CREATE SAFER SPACES**

The owner was able to offer safer, more secure workspaces for tenants. These modern access solutions have the administrative flexibility to work effectively in a hybrid environment with access privileges that can be tailored according to occupant ID, time and space and track usage accordingly to enhance security in a dynamic workplace. When necessary, the client can remotely deactivate and lock/unlock entrances as well.

Access can be controlled per user so it can be differentiated and managed based on specific preferences and needs. Encrypted IDs offer another layer of security by preventing unauthorized access and making it much more difficult to copy access information.

During the pandemic, tenants and visitors could be granted access to the building after they completed a tailored health screening, which helped them enter the office safely and confidently without concerns about health or wellness. Moving forward, this option can be used as needed when the company wants to promote a healthy and productive work environment.



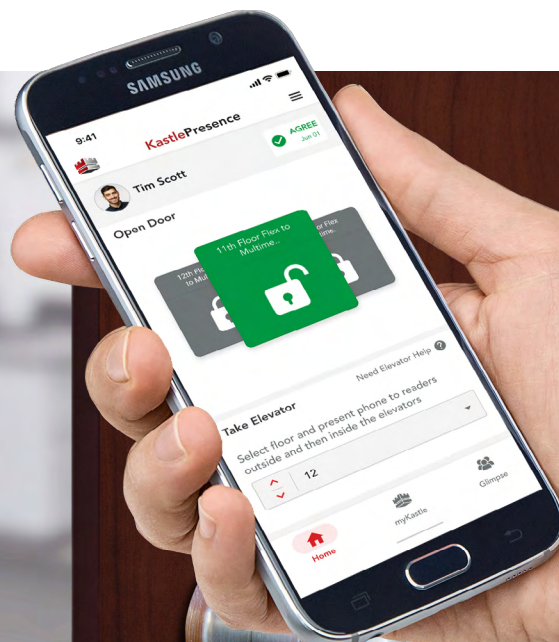
5

WHAT SHOULD YOU LOOK FOR IN A PROPTech PROVIDER?

Choosing the right provider is a critical part of staying ahead in the flight to quality.

In the race to modernize proptech, search for a partner that can provide each of these critical capabilities:

- **World-class technology** and state-of-the-art solutions that ensure safety, security and well-being while helping you create exceptional places to work.
- **An open platform** that allows you to integrate technology across multiple systems and applications, regardless of manufacturer.
- **Cloud-based access** synced with active-user directories, giving administrators the ability to assign, manage and revoke access privileges from anywhere.
- **Ultimate accountability** for making sure the system you select is the right one for you – and that it will continue to meet tenant requirements over time.
- **Proven data capabilities**, along with the resources and understanding to help you scale, document and maintain your reporting.



Kastle is the leading technology provider that can deliver this unique combination of capabilities.

WORLD-CLASS TECHNOLOGY

By offering the industry's best, most reliable hardware and software, you know you're getting advanced proptech to protect your tenants and property.

Kastle works with you to understand your building's unique vulnerabilities and challenges so the right proptech can be deployed to combat them. As needs change, Kastle can extend and add new capabilities to your solution.

Kastle's systems are managed in the cloud, so they can be accessed from anywhere via any online device. Because your data is secured in the cloud, your systems will continue to operate no matter what happens. Fast and easy data reporting supports space-use analysis, auditing, compliance and more.

AN OPEN PLATFORM

Proptech, which offers an open platform, allows Kastle to tailor your system to what you – and your tenants – need and want most. This flexibility helps you stand out in the flight to quality. It also allows technology integration across systems – without the need for middleware – to fulfill current needs while standing ready for future innovations and requirements.

Through this open architecture, you can often repurpose existing hardware, sync with third-party systems and enable custom experiences.

ULTIMATE ACCOUNTABILITY

Kastle designs, installs, operates and maintains your system for the long term. You'll have one contact across your portfolio, making it simple to manage systems and communicate about possible changes or ask questions. Kastle's local installation and maintenance teams keep your systems running like new.

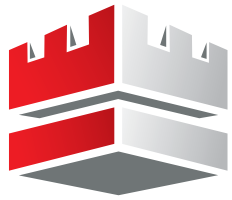




WORKING WITH KASTLE IS YOUR PATH TO:

- **Attract and retain tenants.** Kastle will help you provide a consistently excellent tenant experience through the use of superior proptech that is continuously monitored and maintained to ensure high performance.
- **Optimize your resources.** Your on-site staff can focus on value-added activities instead of guarding entrances or manning registration desks. Robust data reporting on tenant activity gives you the information you need to guide improvements and enhancements that make the most of your space and systems.
- **Improve profitability.** There are no hidden repair or replacement costs. System expenses are always known so you can budget appropriately. On-call service means you – and your tenants – won't deal with unplanned downtime. By standardizing proptech deployment with one provider across your portfolio, you can optimize performance, drive efficiency and reduce the amount of training your staff needs.

To learn how to turn the building you have into the building you – and your tenants – need, contact Kastle at **855-527-8531** or **info@Kastle.com** for a free proptech consultation.



KASTLE

HEADQUARTERS
6402 Arlington Boulevard
Falls Church, VA 22042

855.527.8531
info@kastle.com

License Number

www.kastle.com

