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Workplacer — *Product Story.*

Workplace intelligence for enterprise real estate. Two sides, one source of truth: the Portfolio you watch, the Projects you run. Written for the people who own the estate — and the people who change it.

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OPENING

The problem we *solve*.

International companies with 20+ offices make portfolio decisions on incomplete information. Leases sit as PDFs in SharePoint. Cost data lives in the finance system. Occupancy sits in a sensor tool. Strategy lives in a PowerPoint from last year. When the board asks for a view of the portfolio, it takes two weeks and forty consulting hours to put together a half-correct answer.

What's missing isn't more tools. It's **a platform where every data source connects, every insight is AI-generated against the right context, and every report writes itself** — so CRE, FM and the C-suite decide on the same basis, in the same view, in real time.

THE COST OF THE STATUS QUO

And it's rarely on any budget line. A missed break option on a mid-size lease is a multi-year, seven-figure commitment — made by default, because nobody was looking at the right date. Assembling one portfolio view by hand costs weeks of senior time. Every quarter.

That is what Workplacer is.

THE SHAREPOINT FOLDER, SPECIFICALLY

The first line of this page used to be pure problem. Now it's an instruction: point Workplacer at that folder and the leases flow in on their own — presented for approval before anything imports, read on arrival, kept current when a file genuinely changes, and left untouched at source. The opening complaint of this document is a connected data source by page three.

THE MODEL

Two jobs, one *platform*.

The Portfolio you watch. The Projects you run.

Corporate real estate is two jobs. **Running the estate** — keeping the truth about what you hold current, and never letting anything material fall through. And **changing the estate** — taking a decision to relocate, renegotiate, refit or consolidate, and driving it to a delivered outcome. They're usually two different people — the portfolio owner who must stay in control of the whole, and the project owner asked to transform one office. Workplacer is built for both, on one data layer — so the project you run always works from the portfolio's current truth, and the decision you ship lands back as portfolio truth the moment it's made.

GROUNDING, NOT A METAPHOR

This is how the product is built. The app reads your scope from where you are: the portfolio, a site, a contract, or a project. Site and contract are the portfolio zoomed in; only a project flips the posture from watching to changing. A scope switcher and an accent bar tell you which of the two you're in.

Portfolio is the world you watch. Project is the work you run on it. One data layer under both.

COPILOT

Ask, don't *navigate.*

One way to ask, on either side.

A whole portfolio plus every project on top of it is a lot of surface. Copilot makes it simple: it's the canonical way in — an embedded analyst that asks, plans, runs and cites. A resting **Ask chip** sits at the bottom of every page: quick questions stream a compact answer right where you are; deeper conversations hand off to the side panel and back, one conversation across both. And it's **scope-aware**: in the Portfolio it answers about the whole; inside a project it plans the stage and runs the right tool.

Asks before it acts — clarifying questions when a request is under-specified.

Persists its thinking — every advisory plan saves as a project ActionPlan.

Fires tools inline — cost-of-exit, market comparison run as action cards.

Knows the catalogue — proposals match the project's persona and asset class.

Answers from your data — ranked, cited, narrowed to your scope.

Cites everything — inline source pills on every answer.

THE FRAMING

Copilot is a surface, not another module. Two sides, one source of truth — and one way to ask.

ONE DATA LAYER

One truth. *Everything connects.*

What makes Workplacer a platform — not a bundle of tools — is that all data is shared between both sides.

DATA FLOWS IN FROM

- Contracts & leases
- HR & headcount
- Occupancy & sensors
- Financial data
- Knowledge & strategy
- Document folders (SharePoint)

INTELLIGENCE FLOWS OUT AS

- Portfolio insights
- Cost benchmarking
- Obligation alerts
- Board-ready reports
- Project deliverables & action plans
- Lease accounting packs (IFRS 16 • ASC 842)

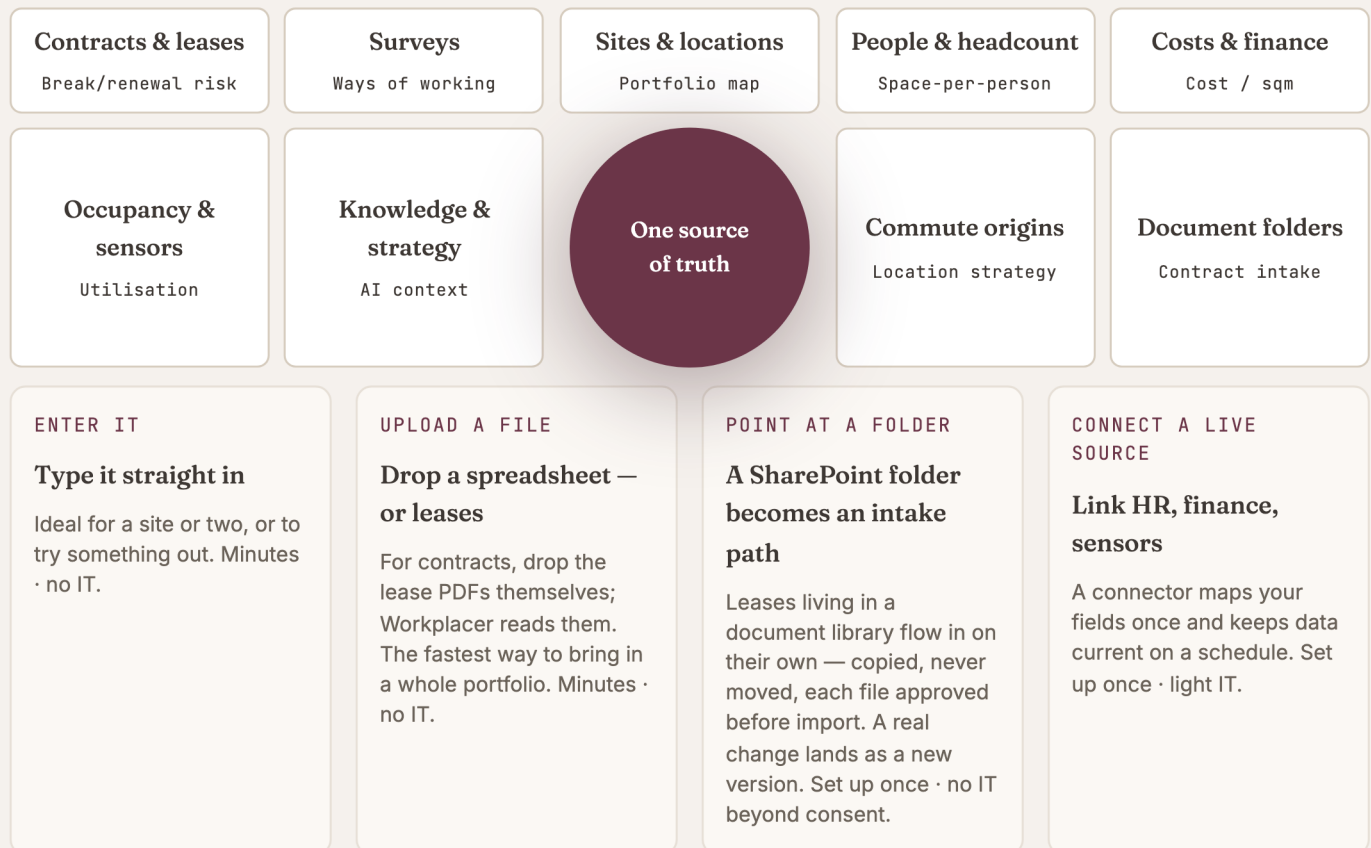
Multi-tenant by design. Every query scoped to your company. Encrypted at rest and in transit. EU-hosted. Nothing re-keyed.

ONE DATA LAYER · CONNECT YOUR DATA

Connect your data — as you *choose*.

Your sources are a web. Connect any of them, however suits you.

Your portfolio data lives everywhere — leases as PDFs in SharePoint, headcount in HR, costs in finance, occupancy in a sensor tool, strategy in last year's deck. Workplacer turns that scattered web into one connected source of truth. There's no mandatory integration and no order you have to follow: connect one source or all of them, and everything you connect immediately works with everything else. The map fills in as you go.



THE PRINCIPLE

If you can export a spreadsheet, you can start today. Live connections are an upgrade for hands-off, always-current data — never a prerequisite. Mix the methods, snapshot now and go live later, no lock-in. Every live source can also run in propose mode, buffering each change for review, so imported data never silently overwrites what your team curated. Not sure where to start? Plan your data walks you from the decisions you want to make back to the few sources that unlock them. Nothing imports itself: a folder of 500 files presents a list to approve, and the screen states plainly what importing means before anything runs.

ONE DATA LAYER · GETTING STARTED

Live in weeks, not *quarters*.

No mandatory integrations. No order to follow. No IT project.

The question every platform evaluation comes down to is not "what can it do" but "how long until it does it for us." Workplacer's answer is deliberately boring: start with the files you already have, and let the picture assemble around them.

WEEK 1

Drop what you have

Upload your lease PDFs and a headcount export. Workplacer reads the contracts, builds the portfolio map, and generates the first AI site briefs. Minutes per site, no IT involved.

WEEK 2-3

The picture assembles

The obligation calendar goes live — every break, notice and renewal, ranked by exposure. Cost per sqm and space per person land on every site. The first weekly insights arrive.

WEEK 4

The first board report

A narrative portfolio report, generated against your own data and strategy documents — shareable link, PowerPoint export, scheduled delivery from then on.

AND THEN, AS IT SUITS YOU

Connect HR, finance or sensor systems whenever the moment is right — mapped once, current on a schedule, propose mode on if you want every change reviewed. The platform gets richer with each source; it never waits for one.

PART A

Portfolio.

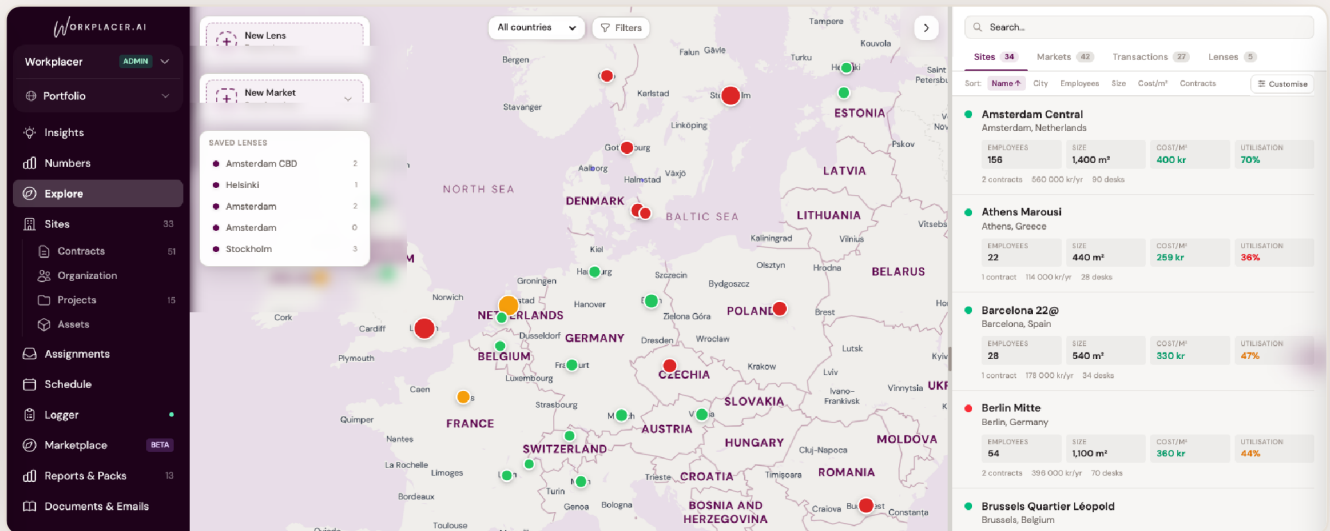
Stay in control. Identify potential.

The job: steward what you hold, and surface what needs attention before it's urgent — and what's worth acting on before anyone asks.

The mental model: a standing picture that assembles itself.

PORTFOLIO

Portfolio Map & Market Areas.



Every site on an interactive map — clickable pins, KPI heatmaps, contract status as colour. Market areas as polygon overlays, drawn freehand or from an address.

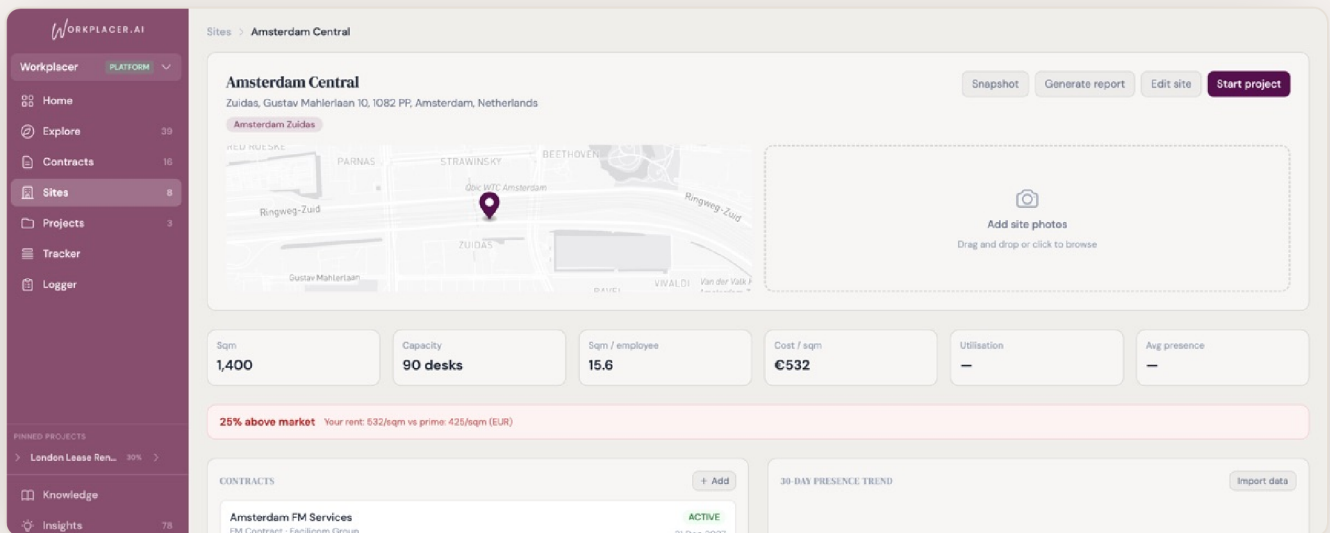
For every market area, an **AI analysis across 7 dimensions** — walkability, culture, transport, health, rents, standard responsibilities, other occupancy costs — grounded in live web search. Current market data synthesised into decision-ready format, not generic estimates.

OR JUST ASK.

"Analyse Vila Madalena as a market area" — Copilot geocodes it, runs the 7 dimensions, streams a live status, and attaches the analysis to your chat.

PORTFOLIO

Site Analytics & Briefs.



Per-site dashboards — cost/sqm, sqm/employee, desks/employee, occupancy, utilisation. Trend graphs over time. Photo galleries with category tagging.

And — what customers love most — **AI-generated site briefs** that read like a paragraph, not 14 KPIs, and update automatically as data changes. And the model is yours to extend — admins define company-specific site fields ("Has cameras", "Last fire inspection", "Waste contractor") that appear on the site, in the sites list, and as portfolio filters.

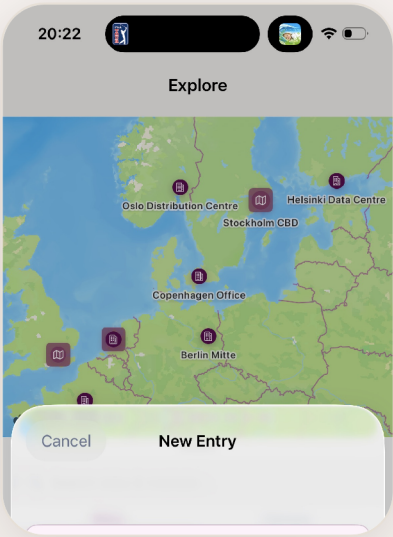
EXAMPLE BRIEF

"Stockholm Kungsholmen — 1,240 sqm, 87 employees, 14 sqm/employee (18% below portfolio average). Utilisation 62% (peak 81% Thursdays). Lease expires June 2027 with 12 months' notice. Negotiating position good given vacancy in the area..."

PORTFOLIO

The portfolio in your *pocket*.

Site visits, photo documentation, AI visit summaries.



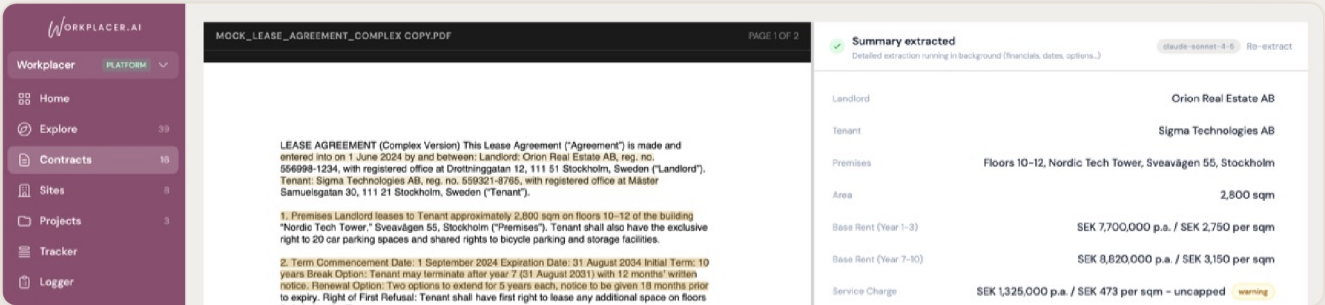
An iOS app for CRE and FM teams moving between offices. Structured walkthroughs with guided observation categories. Photo capture with location tagging. Activity logging — meetings, calls, decisions, maintenance tickets. AI-generated visit summaries with action items.

THE VALUE

A site visit that used to produce a hurried airport note now becomes a structured, searchable document before the person has left the parking lot — and it feeds straight into the site's brief.

PORTFOLIO

Read every contract.



Upload a lease PDF in any language. Seven specialised AI agents read it in parallel — each trained for one job — then an orchestrator reconciles their findings into one cross-checked abstraction, flagging contradictions before it lands in your portfolio.

- FINANCIALS**

Rent, indexation, deposits.

CLAUSES

Restrictions, assignment.
- DATES**

Commencement, expiry, notice.

RESPONSIBILITIES

Landlord vs. tenant.
- OPTIONS**

Breaks, extensions.

PARTIES & PROPERTY

Counterparties, area.

And every extracted field **shows its source** — a citation naming the page and clause it came from, with click-through to the exact place in the PDF. Comparisons cite both documents. You can check the AI's work in one click before a number enters your portfolio.

THE ENGINE THAT KEEPS IT TRUE

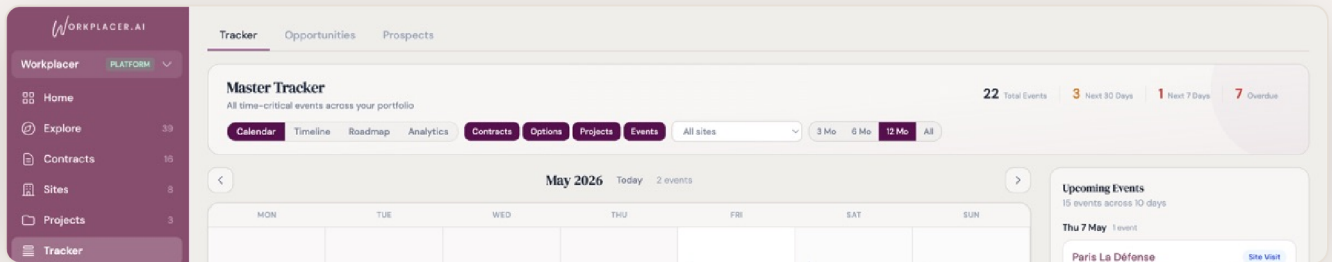
Once it's in, the Contract Temporal Engine takes over. Every contract carries a lifecycle phase the reconciler maintains in real time. When new documents land, the amendment proposer reads the change and drafts the exact diff — and **every proposed change waits for a person to confirm it** before it touches the record. Every change leaves a provenance trail back to its source document. Nothing changes without a human saying so.

THE SECOND OPINION

After the read comes a review. A second AI pass grades every contract from your side of the table — 0–100 across six dimensions (financial terms, flexibility & exit, risk allocation, obligations burden, protections & remedies, drafting clarity) — states the purpose the contract serves (editable: regrade it against *your* intent), and lists strengths, weaknesses, risks and recommendations, each grounded in the extracted terms, never speculation. Weak grades surface portfolio-wide. And contracts know which side you're on: where you're the supplier, the extracted duties are your delivery duties — and the value reads as income, not cost.

PORTFOLIO

Miss *nothing*.



Every break point, notice deadline and extension option from every contract — in one aggregated timeline. The point isn't the nearest deadline; it's the **most impactful**, ranked by financial exposure and urgency. ICS export to Outlook/Google, a weekly digest to email. And the calendar is no longer only the contracts'. Every site carries its statutory and operational duties — OVK, fire-safety rounds, lift inspections, PPM, certificate renewals — adopted in one dialog from a curated 87-item Nordic obligation library, each entry carrying its legal basis and typical interval. Contracts feed the calendar themselves: an FM contract's PPM schedule is read out at abstraction and linked to the site it serves, visible from both sides.

FROM DATE TO DONE

A deadline on a calendar is still just a date. Every obligation here is an **action with an accountable person and three verbs**: *execute* — with the evidence attached, the protokoll landing in the site's documents and the AI knowledge base; *defer* — with a dated reason; *escalate* — up the manager chain, the original owner kept watching. Due actions land on the responsible person's work board as tasks, synced both ways.

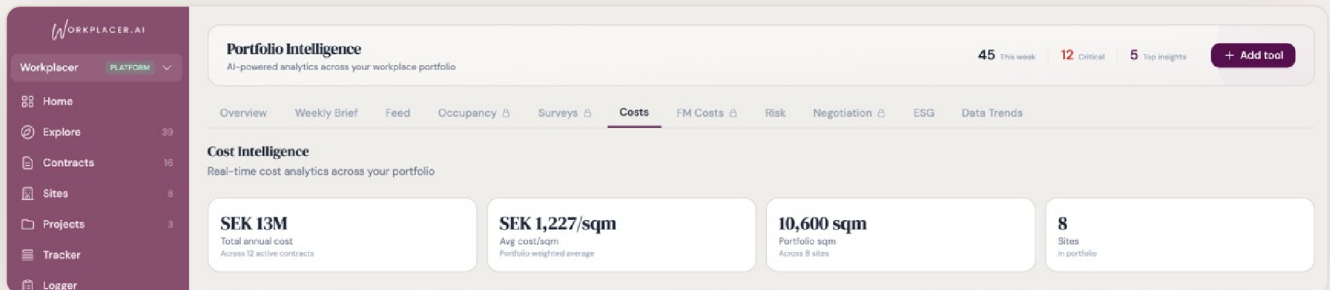
THE ENGINE UNDERNEATH

Each deadline is more than a date — it's a line item the Financial Obligations Engine has costed, currency-normalised and variance-watched. CPI forecasts come from national adapters with an AI research fallback; a cross-currency aggregator captures FX snapshots on every invoice and payment; a variance-watch pushes an alert the moment a service-charge invoice lands 18% above schedule — before anyone asks.

Built to one standard: zero unowned obligations. Every deadline has a name on it — and the platform knows what happens next when the name doesn't act.

PORTFOLIO

Money in one *place*.



Portfolio financials have a dedicated home. Four tabs — **Portfolio** (revenue, cost, net) · **Cost breakdown** (where it goes) · **Capex** (spend over time) · **Reconciliation** (schedule vs actual) — all filterable and searchable, all re-aggregating to whatever you've narrowed to. Every card carries a share-of-total read.

Money now flows both ways. Contracts where you're the supplier — sublet space, services you deliver — read as **contracted income**, kept apart from cost across every engine: occupancy cost counts the paying side only, cashflow shows supplier rent as money in, and rent-at-risk excludes the leases where expiry means losing income, raising an income-at-risk callout instead.

OR JUST ASK.

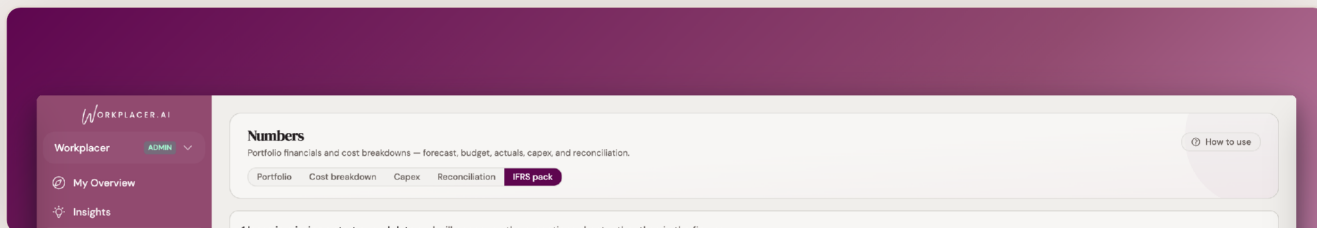
Ask the Portfolio tab "which five sites are most over budget for 2026?" and the answer comes back as ranked sites with citations. Numbers is a place to ask, not just to read.

A CFO asks two things — "what do we cost?" and "where are we exposed?" Numbers answers both in one place.

PORTFOLIO

The quarter closes itself.

IFRS 16 • ASC 842 • IAS 16 — one run, at any reporting date.



Every quarter, a finance team rebuilds lease accounting in a spreadsheet from lease PDFs — right-of-use assets, liabilities, the maturity table, the disclosure note, the journals. It is the most painful recurring job in the finance calendar, and it is entirely reconstruction: the answers were already in the leases. Workplacer now measures the **whole portfolio as at a reporting date** and hands back the pack finance actually posts from: lease register, ROU and liability schedules, the maturity analysis that reconciles to the balance sheet, a print-ready disclosure note, postable journals carrying your own account codes, an assumptions sheet — and, first among equals, an **exceptions sheet** naming every lease that was excluded or needs a human read.

US-reporting entities get **ASC 842** from the same run — same balance sheet, the expense pattern the other standard demands. Owned property gets its **IAS 16** reconciliation; sublet space gets lessor accounting, classified against your own head lease the way the standard actually requires. And the movement in the liability is *attributed*, not just shown: ordinary unwind — interest and payments on leases nothing happened to — separated from named events. A rent review landed. The term was reassessed. The rate moved. That distinction is the one an auditor cares about.

THE EVIDENCE STANDARD

Every figure carries provenance — the page of the source document and the wording the amount was read from, frozen into the saved run. Packs lock only once the accounting period itself is closed, and each run is a snapshot with its own engine version, so “what did we report at 31 December” has an answer that cannot have drifted. The pack's cover states plainly that Workplacer is not the book of record: it exists to be checked against and posted from — which is exactly what makes a finance team willing to trust it.

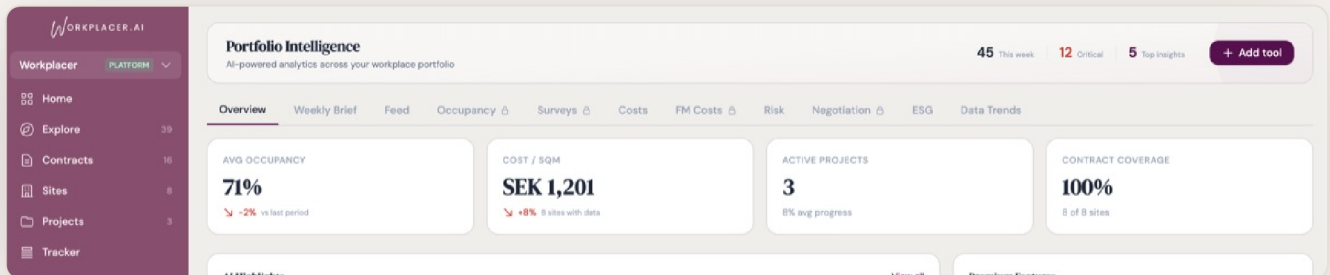
AND THE RENT UNDERNEATH IT

Indexation compounds into figures that go on a balance sheet, so *usually right* is the wrong standard. Every indexed and stepped lease escalates from the base index the lease states — and where a clause is ambiguous (“CPI”, three candidate series), a **review queue** shows what the lease actually says and offers the candidates as a single click, ordered by the rent at stake. Blended clauses are flagged as unmodellable rather than approximated.

A CFO's most painful recurring job, reduced to a reporting date and a click — with an exceptions sheet honest enough to survive audit.

PORTFOLIO

Insights that find *you*.



Workplacer runs automatic **weekly insight generations** across your portfolio — comparing against baseline and prior periods, identifying anomalies, and presenting narrative insights when you log in. A **portfolio health index** aggregates across five dimensions — cost, utilisation, risk, sustainability, strategic alignment — as trends, not just numbers.

The occupancy view now prices what it describes: an annual cost on the unused share of the portfolio, and a ranked list of sites where under-use meets a lease event inside 24 months — each with a defensible desk count, the rent riding on the sheddable desks, and the months left to act. A weekly scan writes the findings into the feed, the Monday brief presents them as hard figures, and each one becomes an assigned task in one click.

THE ACTIVITY FEED

A weekly record of what the platform did — scenarios refreshed, notice windows opened, cost anomalies flagged, briefs generated — burst-grouped and delivered by email Sunday evening.

RE teams that were reactive become proactive — they find what needs attention before it becomes urgent. That's the difference between managing and leading.

PORTFOLIO

Identify the *potential.*

Control is table stakes. The same data layer that keeps you safe finds the upside.

SIGNAL 01

Over-rented positions

Every lease benchmarked against market-area rent intelligence; "25% above market" flags on the site card. *Tee up: renegotiation project.*

SIGNAL 02

Underutilised space

Utilisation vs capacity per site, the unused share priced in currency per year — and where a lease event lands inside 24 months, a ranked opportunity: a defensible desk count, the rent on the sheddable desks, months of runway. *Tee up: right-sizing at the break.*

SIGNAL 03

Leverage windows

Expiries and break options ranked by financial exposure, seen 12–18 months out — when you still have negotiating power. *Tee up: lease renewal, started while leverage is real.*

SIGNAL 04

Scenario headroom

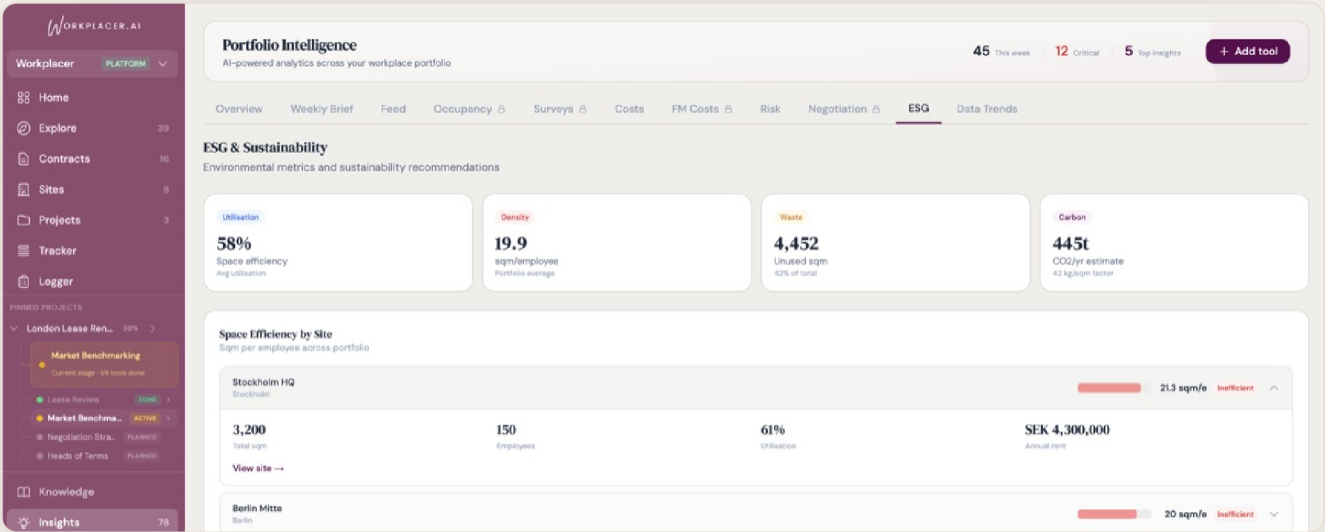
Model consolidation, expansion or relocation across sites: headcount fit, cost delta, sqm impact, side by side. *Tee up: the board conversation with numbers attached.*

And in Space Search, a space offered to you twice is flagged as a **bargain signal** — every sighting, with the asking rent at the time.

Every signal ends the same way: with a project. That's the next chapter.

PORTFOLIO

ESG as operations, not a *report*.



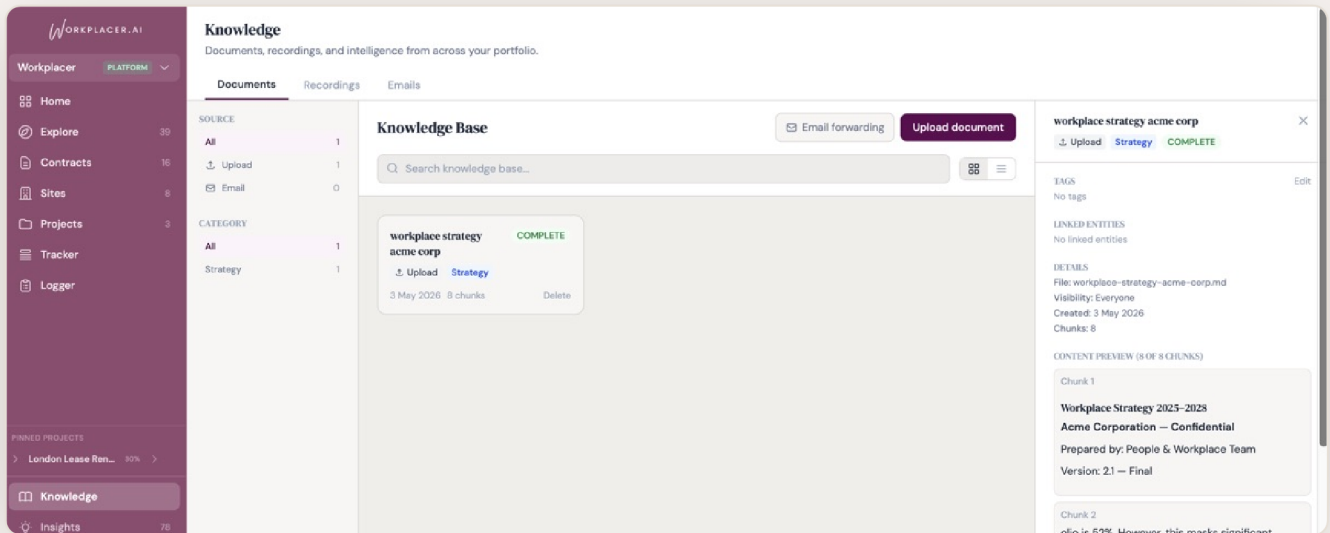
Space efficiency per site and across the portfolio. Carbon intensity linked to occupancy and energy data. Identification of underutilised space. CSRD readiness assessment and ESRS controls. AI-generated sustainability recommendations per site.

THE VALUE

ESG has gone from voluntary reporting to mandatory EU compliance. Workplacer integrates sustainability into daily portfolio management — not a separate track twice a year. For universities, public-sector buyers and EU-compliance-heavy enterprises, this turns ESG from a quarterly headache into a daily signal.

PORTFOLIO

Your company's truth as AI *context*.



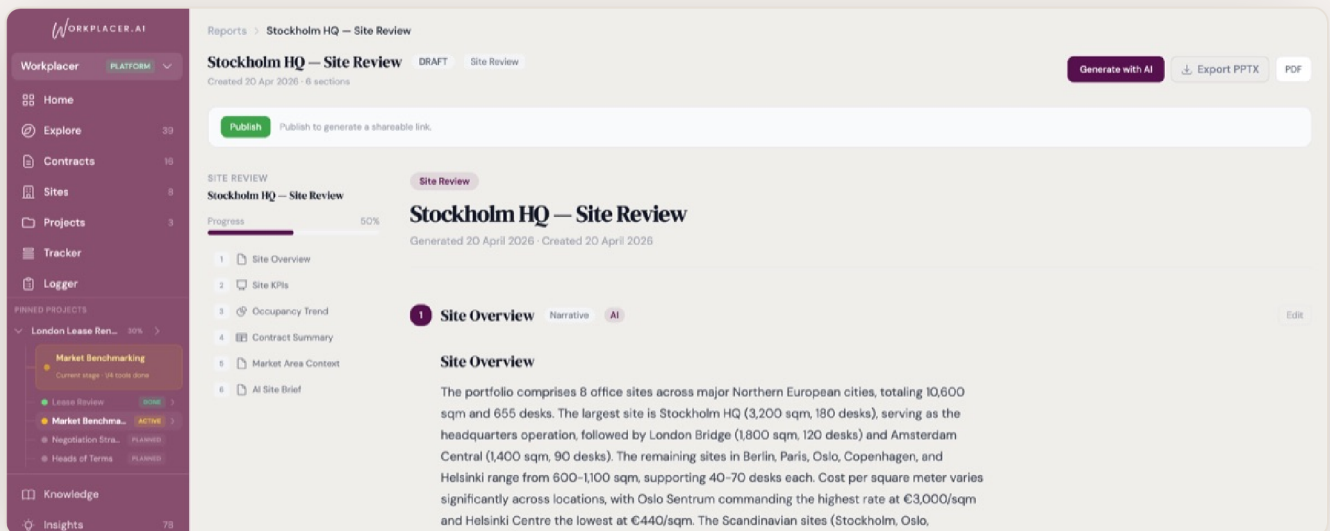
Upload policies, workplace strategies, KPI thresholds, sustainability targets, fit-out guidelines. AI embeds and indexes everything — and every insight and report the platform generates pulls in relevant context via RAG retrieval before creating anything. Documents can also arrive by email: a per-company magic inbox routes attachments straight into the knowledge pipeline.

THE VALUE

That's the difference between AI that sounds smart and AI that says something meaningful about your specific business. And every document is scoped to your company — it never leaks to another tenant.

PORTFOLIO

The board report writes *itself*.



AI-generated narrative reports — portfolio summaries, cost development, risk status, project progress. Shareable links stakeholders read without logging in. PowerPoint export with your own brand templates. Scheduled delivery — the monthly report lands in the CFO's inbox Sunday evening, without anyone lifting a finger.

Reports even preview themselves: a tool that hasn't run yet still renders its section as a placeholder, so a board pack reads end-to-end before the work behind it is finished.

A full-time role at most CRE organisations is "someone who assembles board materials." Workplacer gives them back 70% of the month.

FROM WATCHING TO DOING

Work that finds the right *person*.

The hardest part of running a portfolio isn't deciding what to do — it's making sure the right person is doing it, on time, with context. A lease expiring 18 months out, a break window opening in 60 days, a site crossing its sqm-per-employee threshold — none of these should depend on someone remembering to look.

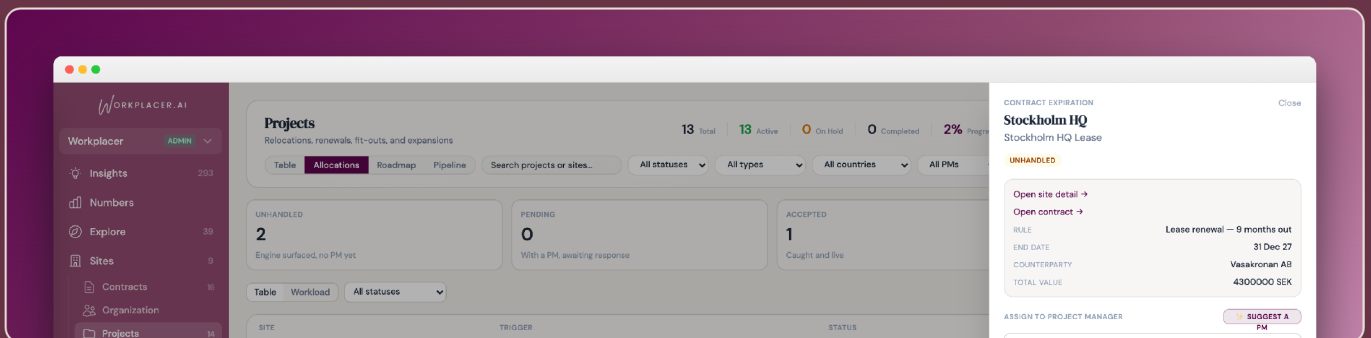
PORTFOLIO TRIGGER

Lease expiry · notice deadline · duration
· size threshold

ALLOCATION ENGINE

PROJECT INSTANTIATED

Lands in the right inbox — contract, site context and a draft project attached



WORKLOAD

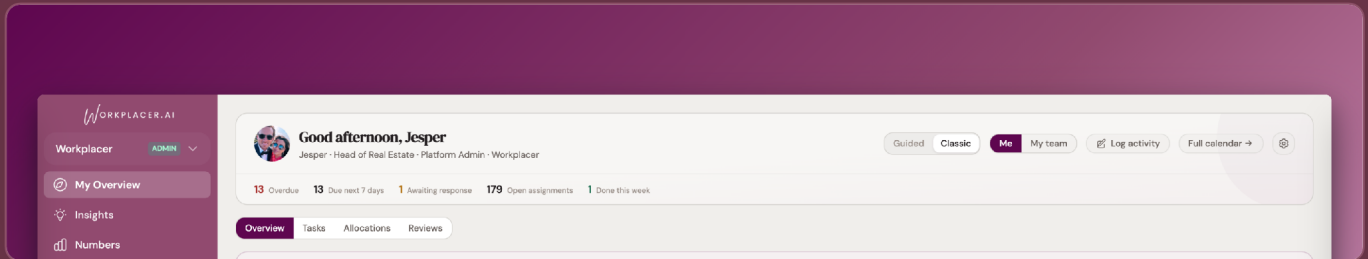
A swimlane shows who's running what and who has capacity, with an AI second opinion — "least-loaded PM with the closest match to this kind of project" — that ranks but never decides. And not every project starts from a trigger — the project owner with an ambition starts one from a blank slate, picks a blueprint, and gets the same machinery.

This is how the world you watch becomes the work you run — automatically. What happens when it lands is the next page.

FROM WATCHING TO DOING

Then it gets *done*.

Every user's front door is their own work.



Allocation routes the work; **My Overview** is where it lands. Signing in now opens a personal operational home: workload numbers, a triage board merging everything on your plate across six work engines — tasks, contract actions, allocations, approvals, reviews, flags — ordered *overdue* → *due today* → *waiting on you*, a 14-day agenda drawing critical dates, visits and stage targets on one date spine, and an AI day brief that reads the actual plate: what's contract-critical, what clusters, what can safely slip.

Done this week — completed work finally counts: a tally in the header and a day-by-day list, read from timestamps the product already records.

Me / My team — managers flip to a per-person workload board with click-to-expand drill-ins.

Three verbs everywhere — done; defer with a dated reason; escalate up the reporting chain, tracked until resolved.

Handover without holes — removing a member inventories everything they hold and refuses to finish until every category has a named taker.

THE VALUE

A portfolio platform is usually somewhere you check. This makes it the place you work — and for a manager, the first honest answer to “is the team on top of it?” that doesn't require asking.

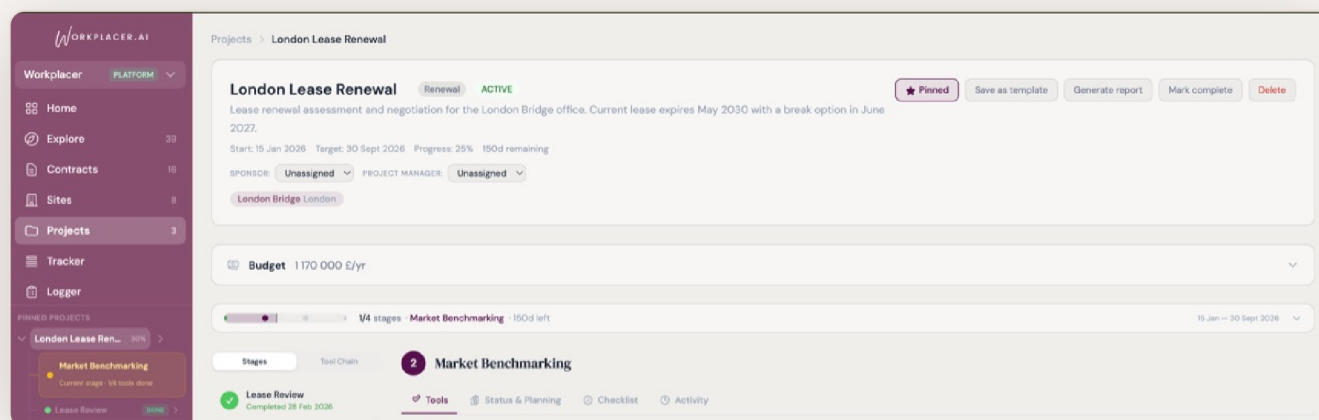
Nothing material falls through — not because someone remembered to look, but because it was on someone's board, with a date, and the platform knew who was next if they didn't act.

PART B

Project.

*For the people transforming an office — the work you run, from first
survey to day one.*

PROJECT

Drive *change*.

Stage-based workspaces for every strategic project — relocation, merger, new establishment, renegotiation, fit-out, consolidation. Within each, **100+ AI-powered tools**, typed by kind so you see the shape of the answer before you commit.

You never face the catalogue raw. A **blueprint** sequences the right tools into stages — Workplacer Standard is the house methodology, nine stages from first survey to move-in. The next three pages walk it.

YOUR PROCESS, ENCODED

Workplacer doesn't impose a methodology — it gives you a framework to encode the one you already run. Types, Stages and Tools are three independent locks: admins set the standard, members work within it. Workplacer Standard ships as the starter blueprint — import it, edit it, or replace it entirely.

PROJECT

The journey. Nine stages, one *thread*.

PRESTUDY • STAGES 1-4

01 Survey way of working

Every team leader and employee heard — structured, anonymous, synthesised into insight.

02 Strategy

Your ambition on one page: principles, success criteria, attendance model, activity mix, first space sizing.

03 Location strategy

Search areas drawn on the map, with the criteria that will judge every option.

04 Design program & requirements

The detailed space program plus building, ICT, security and sustainability requirements — RFP-ready.

THE PRESTUDY ENDS — THE SEARCH BEGINS

SEARCH → DAY ONE • STAGES 5-9

05 Search options

A live funnel of candidate buildings, scored on commute reality and market position.

06 Request offers

A structured RFP published to landlords; responses collected and normalised to total occupancy cost.

07 Sign contract

Term-by-term negotiation support with NPV impact — and the signed lease lands in the portfolio.

08 Refine design

The program reconciled to the actual floor plate; architect layouts reviewed against it.

09 Implement & move in

A day-by-day move plan, a change plan, and day-one readiness confirmed before anyone arrives.

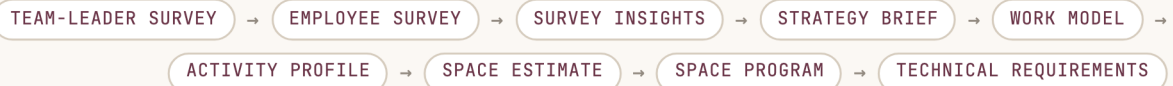
THE POINT

Each stage's output feeds the next — the survey shapes the strategy, the strategy sizes the program, the program writes the RFP, the RFP becomes the contract, the contract becomes portfolio truth. Nothing is re-keyed; nothing is a blank page.

Import it, edit it, or replace it with your own methodology. The stages are yours; the machinery is Workplacer.

Understand, before you *commit*.

The prestudy a consultancy would charge six figures for — built in, and grounded in your own people's answers.



01 • HEAR EVERYONE, STRUCTURALLY

A team-leader survey captures each department's needs — sizing, work patterns, sound environment, security, space requirements. An anonymous employee survey captures how people actually work: patterns, commute, activity preferences. Survey Insights turns both into a dashboard with an AI executive summary.

02 • TURN ANSWERS INTO A STRATEGY

The Workplace Strategy Brief drafts the ambition, guiding principles and success criteria from your survey data — publishable as a shareable link for stakeholders. The Work Model sets the attendance model in a guided five-step process; the Activity Profile distributes office time across nine work activities.

03 • SIZE IT

The Space Estimate gives an early sqm answer — today vs needed, with a three-year growth outlook — before you've spent anything on design. The Space Program then builds the real thing: work settings from a library, support areas, AI-recommended quantities driven by your activity profile.

04 • SPECIFY IT

Technical Requirements captures building, ICT, security, sustainability and operational needs across nine categories — AI parses free text into structured requirements, pulls security signals from the team-leader survey, and feeds straight into the RFP.

OR JUST ASK.

"Draft our workplace strategy brief from the survey results" — Copilot pulls the insights, drafts the narrative, and saves it to the stage.

This is the flow Telenor Sweden and Länsförsäkringar Bergslagen ran — see Who we work with.

PROJECT • SEARCH & RFP

Search the market. Ask on your *terms*.

A structured search, an RFP landlords answer inside the platform, and a negotiation you walk into with numbers.

01 • SEARCH LIKE A TENANT-REP

Space Search runs a full discovery pipeline — add candidates by hand, from a URL, a PDF, a CSV, or let AI search online — and manages them through a funnel on the map, with site visits and evaluation attached. Commute Impact then scores every shortlisted option against real employee home locations from the survey: average and percentile commute per option, share of staff within 30/45/60 minutes, net change versus today's office. Market Comparison positions each option against market rents.

Behind the funnel sits your **network**: a directory of the landlords, owners and brokers behind your buildings, harvested from existing proposals in one click. One send asks the whole network for spaces — each recipient gets a branded email and a personal submission page that speaks their language and their pricing model — and replies file themselves: forward a landlord's email, or let their Excel of five options become five proposals, brochures attached.

DISCOVERED → LONGLISTED → SHORTLISTED → FINAL

02 • ONE RFP, EVERY LANDLORD, SAME QUESTIONS

The Interactive RFP is built from your space program and technical requirements — publish it, share it with landlords, and collect their responses in the platform. AI compares the responses; Cost Benchmarking normalises them to total occupancy cost, so offers are compared like for like — not brochure vs brochure.

03 • NEGOTIATE WITH THE LEDGER OPEN

Negotiation & Signing gives advisor-grade support: a term-by-term snapshot with NPV impact, a round-by-round concession ledger, a leverage score, a walk-away NPV anchored on your best alternative, and the top NPV-positive package trades — down to the counter-letter brief.

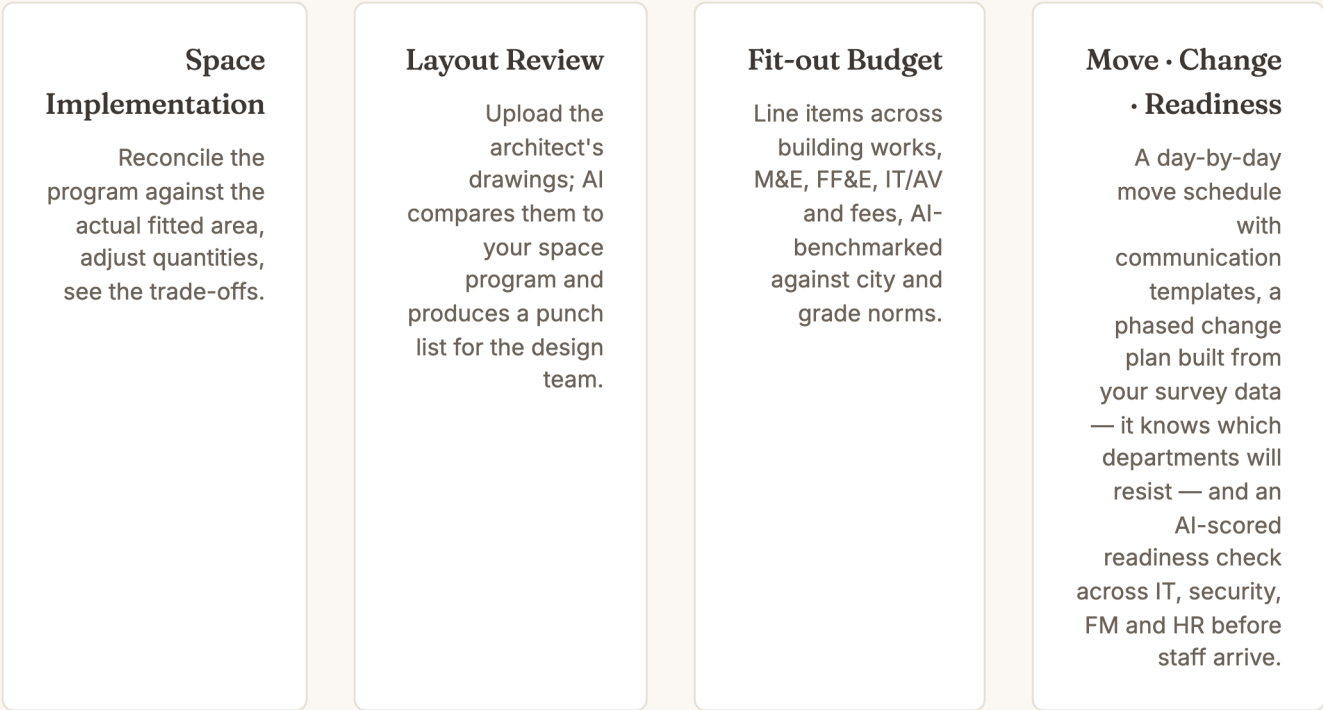
THE VALUE

This is the stretch where companies traditionally hire a tenant-rep firm and hope. Workplacer doesn't replace judgement — it makes the project owner the best-informed person in the room.

And the moment the contract is signed, it's portfolio truth — obligations tracked, deadlines watched, from day one.

PROJECT • SIGN & DELIVER

From signature to day *one*.



Then the Workplace Pulse survey starts measuring whether the new office delivers what the strategy promised — closing the loop back to stage one.

PROJECT

From strategy to square *metres*.

The Project side's design engine.

STEP	WHAT WORKPLACER DOES
Activity profiling	Understands how roles and departments actually work, grounded in survey and occupancy data.
Space demand modelling	Calculates the space actually needed from headcount, activity and hybrid patterns.
Work-settings configuration	Defines the mix of settings — focus, open desks, collaboration, meeting rooms.
Space program generation	Generates a detailed program with areas, quantities and m ² distribution.
Scenario comparison	Models headcount, hybrid ratio and growth scenarios side by side.
Fit-out & layout review	Checks the resulting layout against the space program before it goes to landlords or contractors.

Activity profiles → space demand → space program → scenario comparison → fit-out review. Every output reads the same data.

The same chain adapts by asset class — retail swaps activity profiling for footfall and turnover-rent modelling; logistics for racking and last-mile; industrial for production-flow and uptime SLA with effluent compliance as the locked input; mixed-use adds a demise allocator so floors can split across tenants without breaking the program.

PROJECT

Beneath the journey: the full *catalogue*.

The blueprint walks you through it; the catalogue is what else is on the shelf — 100+ tools across seven categories, for the projects that don't follow the standard path. The seven categories also trace the arc of a typical initiative: understand → decide → design → transact → cost → deliver → sustain.

CATEGORY	THE JOB	REPRESENTATIVE TOOLS
Needs & people	Understand how people work	Office Activity Profile · Presence Analysis · Employee & Team-Leader Surveys · Desk-Sharing Ratio
Strategy & direction	Set the direction	Portfolio Strategy · Location Strategy · Headcount Growth Plan · Work Model
Design & space	Strategy into square metres	Space Estimate · Space Program · Test Fit · Neighbourhoods · Dimensioning
Lease & market	Negotiate from evidence	Lease Expiry Planner · Market Comparison · Rent Review · Break-Clause Analysis · RFP Generator
Financial	Model the money	IFRS 16 Calculator · Cost of Exit · Capex Appraisal · Asset Valuation · PP&E Schedule
Delivery & FM	Execute and hand over	Change Management Plan · Day-One Readiness · Handover & Snagging · FM Service Quality · Condition Assessment
Sustainability & ESG	Meet the mandate	ESG & Sustainability · Energy Audit · Carbon Footprint · EPC Compliance · Climate Risk

A relocation runs Needs → Strategy → Design → Lease → Financial → Delivery in sequence; a renegotiation lives in Lease & market + Financial; a refit in Design & space + Delivery. The catalogue narrows to the project's persona and asset class — an occupier project never sees owner-side tools.

PROJECT

One platform. Every asset *class*.

The data layer, Copilot and project engine are the same for everyone. What changes by asset class is the catalogue of tools activated on top.

ASSET CLASS	TOOL EXAMPLES
Office	Activity profile · space program · work model · commute impact · layout review
Retail	Turnover-rent · footfall · membership pricing
Logistics	Last-mile · racking · returns processing · cold chain
Industrial	Production flow · effluent compliance · uptime SLA
Mixed-use	Community programming · demise allocator

A multi-asset owner used to keep four or five platforms in step. Workplacer is one — a site can carry more than one class and inherits the tools from each.

ENTERPRISE

Who can see what, and who used *it*.

Three questions enterprise procurement asks first.

Who can see what?

Nine standard roles, clone-and-customise. Reach is per membership not per role; the sidebar is a composable workspace.

Who actually uses it?

Every session records last-seen and active-days-this-month, per user × company — the retention answer procurement asks for.

What changed?

Every mutation recorded with user, timestamp and before-and-after state; cross-referenced to contract-amendment and allocation provenance — one trail, not many.

THE VALUE

Enterprise IT cares about three things — who can see what, who actually used it, and what changed. Workplacer answers all three from one model, not three bolted-on logs.

ENTERPRISE

Built for enterprise *procurement.*

Encryption & hosting

AES-256 at rest ·
TLS 1.3 in transit ·
EU-hosted
Frankfurt · multi-
tenant by
architecture.

Data & AI governance

Choose what the AI
sees — Full
document, Text
only, or Text with PII
redacted — per
company and per
document, with
human redaction
review available as
a required gate.
Never used to train
models · tenant
data never crosses
companies · every
AI-proposed
change confirmed
by a person.

Compliance

GDPR/DPA/EU
residency · CSRD-
aligned · audit log ·
SSO/SAML · public
Trust Centre + DPA.

Access & delivery

Role-based access
+ per-user activity
+ full audit trail ·
outbound product
email never reaches
demo accounts ·
private document
storage · files
deleted with their
records.

THE VALUE

The slowest path to enterprise procurement is "IT, legal and InfoSec haven't approved."
Workplacer is built so that conversation finishes in the first meeting, not the third.

Where Workplacer *sits.*

LEASE ADMINISTRATION TOOLS

Store contracts

Dates and documents, filed and searchable — but static, and blind to cost, people and utilisation.

IWMS & FM SYSTEMS

Run buildings

Work orders, maintenance, space bookings — operational depth, but no portfolio strategy and famously long implementations.

WORKPLACER

Decides the portfolio

Cost, contracts, people and utilisation on one data layer — AI-analysed, board-ready, live in weeks.

Workplacer sits on top of what you already have. The sensor tool, the finance system and the HR platform don't compete with it — they become sources. Nothing you've bought is wasted; it finally adds up to one picture.

Other tools give CRE teams data. Workplacer gives leadership decisions.

CLOSE-OUT

Value *by role.*

EVERY USER	A personal front door: everything on your plate, triaged; done, deferred or escalated without leaving the page; an AI day brief that reads the board.
CF0	Total occupancy cost for the whole portfolio in one view; drill-down portfolio → site → contract; cost-of-exit modelled per site; variance alerts the moment an invoice deviates; the quarter's IFRS 16 / ASC 842 pack from one run, provenance on every figure.
COO	"Are we right-sized for hybrid?" with data, not guesses; utilisation per site against peer benchmarks; AI recommendations before the quarter begins.
CEO / BOARD	The monthly report writes itself — narrative, shareable, scheduled; portfolio health index on one page; natural-language questions on all portfolio data.
CRE DIRECTOR	One platform where all data connects; guided blueprints + 100-tool catalogue per project; allocations route work to the right person automatically; board materials in minutes, not days.
WORKPLACE STRATEGIST	The whole prestudy in one place — surveys, activity profile, space program; every number in the steering meeting traceable to what employees actually said.
OFFICE / PROJECT MANAGER	A nine-stage blueprint from first survey to day one; AI drafts the deliverables, the platform tracks readiness — a transformation run with confidence, not a consultant's binder.
FM	Clear visibility into utilisation per site; contract and service deadlines that don't get missed; photos and observations as a structured data trail; every site's statutory duty calendar, evidence attached on execution.
HR	Workplace performance in one view; ways-of-working policy built on real behaviour; satisfaction data that flags retention risk early.
LEGAL / IT	Every contract change provenance-tracked; AI mutations confidence-gated; a per-user activity log answering "who's actually using this"; choose what the AI sees (full / text / redacted), with human review as a gate.

WHO WE WORK WITH

Telenor *Sweden.*

HQ relocation to Olivin, Västra Kungsholmen · delivery 2028

WORKPLACE STRATEGY

NEEDS ANALYSIS

SURVEYS

SPACE PROGRAM

SCENARIO MODELLING

KPI ANALYSIS

Ran stages 1–4 of the Workplacer Standard journey: survey → strategy → space program → scenarios.

"Together with Workplacer, we translated our vision into insights to shape a workplace that supports our culture and strengthens internal engagement going forward."

— ANNA CAU, CHIEF PEOPLE OFFICER · TELENOR SWEDEN

"Connectivity for a safer and smarter tomorrow is our purpose. A forward-looking digital approach to define our future workplace was therefore a natural step."

— TOWE REMMELG, HEAD OF FACILITY MANAGEMENT · TELENOR SWEDEN

WHO WE WORK WITH

Länsförsäkringar *Bergslagen.*

New office & customer center, Västerås · delivery 2027

NEEDS ANALYSIS

MANAGEMENT WORKSHOPS

SURVEYS

STRATEGIC DESIGN

FIT-OUT PLANNING

A prestudy-led new establishment: needs analysis → workshops → strategic design → fit-out planning.

"Together with Workplacer, we laid the foundation for clarifying our future needs. We want our offices to function as a magnetic hub."

— PIERRE SCHUSTER, CEO · LÄNSFÖRSÄKRINGAR BERGSLAGEN



*Other tools give CRE teams data.
Workplacer gives leadership decisions.*

One platform connecting operational data, portfolio insight and board-ready decisions — the Portfolio you watch and the Projects you run, on one source of truth. Copilot asks. Engines run. Decisions ship.

Watch the estate. Run the change. Do the work. One truth under all three.

For the owner who must never be surprised. For the maker who must land the move. For the person whose Monday it lands on.

WORKPLACER.AI • INFO@WORKPLACER.AI