

# HubStar PresencelQ Service Definition

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# About HubStar

HubStar Systems Limited (company number 08853435) is a leading provider of hybrid workplace solutions that empower public sector organisations to transition from traditional to dynamic workplace management. As a privately held company founded in 2014 and headquartered in London, HubStar helps thousands of teams in over 60 countries create dynamic workplaces across diverse industries.

The challenges facing workplace leaders have fundamentally shifted. Tools and approaches built to handle relatively static work patterns and places – when policies, office layouts and seating assignments seldom changed – are no longer able to cope with today's dynamic attendance patterns, fast-paced changes to hybrid policies, nor data-driven decisions around the allocation and design of space.

This presents workplace leaders with a unique challenge: how to increase purposeful presence without compromising autonomy; how to manage the amount and type of space required to elicit people's best work while reducing waste; and how to measure and optimise the return on investment in employee workplace experience.

That's why HubStar exists: to boost purposeful presence by empowering everyone to make better decisions that optimise their personal productivity and their team's ability to collaborate; to measure, predict and influence hybrid occupancy using advanced AI algorithms that transform data accuracy and actionability; and to ultimately increase workplace value by optimising portfolios and adapting space designs, amenities, events, policies and more.

HubStar can unlock the potential in UK public sector Smarter Working programmes by:

- Providing a platform designed to support on-site collaboration across public sector organisations, directorates and teams.
- Delivering significant cost savings and progress towards net zero through reducing surplus admin office space.
- Achieving the hybrid workplace dividend through getting the right balance between on site and off site working.



We believe that our patented technology can deliver the Smarter Working objectives for the UK public sector, to improve on-site collaboration and productivity whilst optimising the cost and carbon footprint of the property portfolio.

# Why HubStar for Central Government?

HubStar can unlock the potential in Central Government Smarter Working programmes by providing a platform designed for on-site collaboration across and within organisations:

## Collaborate on-site with purpose and intent



HubStar Connect provides public sector colleagues with a privacy protected view of who is planning to be in the office so they can collaborate on-site with purpose. HubStar Connect provides decision support to help individuals co-ordinate their office days based upon when their key people are planning to be in. HubStar Connect extends across a variety of teams, directorates, cross-department taskforces, and social groups. Deciding to join a team in the office can be achieved with a single click or tap, with all the appropriate resources reserved seamlessly.

## Create an office magnet to turbocharge networking



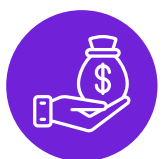
HubStar Connect enables leaders to create in-office events that can be advertised to all colleagues. On-site events are opportunities to collaborate and drive in person networking. Cultivating these experiences can provide colleagues opportunities to network with their peers. These events can positively influence office occupancy levels, by creating an office magnet with events that people want to join.

## Eliminate friction in the office



When colleagues do decide to come into the office, they can ask an AI powered conversational app to seamlessly book resources according to their team activity and previous booking history. The AI digital assistant also can be used to ask when the best day is to attend the office, based upon the plans and schedules of a specific group or team. The AI powered workflow can be configured to support departmental and organisational requirements. Complex tasks can be completed seamlessly, which will enhance productivity for all colleagues. HubStar Connect is compliant with the accessibility standard WCAG 2.2 AA.

## Right-size the Government estate



Hybrid working can deliver cost reduction and productivity benefits to the UK public sector. HubStar H2O can leverage advanced occupancy analytics to get the ideal balance between on-site and off-site working. Powerful space management planning tools enable central teams to optimise the performance of the hybrid workplace. Strategic tools and insights enable a refinement of the property portfolio to deliver better quality workplace with less cost and carbon footprint.

# Why HubStar for Local Authorities?

HubStar enables Local Authorities and district councils to achieve the hybrid workplace dividend by:



## Achieving the right balance between on- and off-site working

Hybrid working has been embraced by Local Authorities who see the benefit of allowing their colleagues to choose how and where to work. Research shows that colleagues are more engaged and productive when they are provided high levels of autonomy in how and where they work. HubStar Connect enables Local Authorities to create workplaces that are fulfilling and highly productive for their talented people.



## Reduce cost and carbon footprint of the estate

As Local Authorities continue to embrace hybrid working, there is an opportunity to evolve the workplace from fixed assigned seating towards a shared seating model. Through improved sharing of space within teams and neighbourhoods, it is possible to right-size the portfolio according to actual workplace usage. PresenceIQ will deliver cost savings and help achieve carbon footprint objectives by identifying office space that is no longer required, while improving employee workplace experience and strengthening culture. HubStar H2O can be used to optimise the estates strategy and deliver real value and significant savings in property cost.



## Sharing workspace to improve service delivery in the community

HubStar can be used by Local Authorities to achieve One Public Estate initiatives. Through increased sharing of space with other partners such as district councils and NHS trusts, local authority colleagues can benefit from a wider range of workplaces to work from. By enabling an easy way of viewing and booking a variety of workspaces, Local Authorities can provide greater choice of workspaces for colleagues whilst simultaneously reducing the cost of the owned estate.

# Why HubStar for NHS and Health?

HubStar provides NHS and Health departments with technology and services to deliver on strategic goals for Property and Estates teams:



## **Reduce surplus admin office space to save costs and assist Net Zero**

Hybrid working has transformed the way the NHS works. Through embracing new ways of working, NHS Trusts can transform their property and estates strategy to unlock significant cost savings. By adopting a desk sharing approach, NHS Property and Estates teams can reduce the excess admin office space that is no longer required. Through identifying and reducing surplus space, this will also reduce the carbon footprint and help towards achieving Net Zero.



## **Enable flexible working across NHS Trusts**

NHS admin colleagues can benefit from choosing how and where they work. Hybrid working enables teams to work from home for focused tasks, and when they do decide to collaborate in person, they can use HubStar Connect to see when their key people are also planning to be in an office. This approach provides the best of both worlds – the workplace choice that NHS talent wants, alongside an ability to easily collaborate in person when required.



## **Measure occupancy to further refine property and estates strategy**

As the adage goes; if you cannot measure it, you cannot manage it. NHS Property and Estates leaders can reduce admin office space through hybrid working. PresencelQ provides NHS Property and Estates leaders with a platform to understand space occupancy from Wi-Fi, various types of sensors, access control, scheduling systems and more. PresencelQ enables the wider estate to be continually refined based upon actual occupancy metrics.



## **Low-cost short-term sensor surveys for tactical views of occupancy**

For NHS Property and Estates leaders, some of the big decisions may require quantitative evidence to justify the business case. This is why PresencelQ can be deployed across healthcare estates to assist with key decisions such as property disposals, changes in usage or requesting additional resourcing. PresencelQ can use sensors that are low cost and easy to deploy that can be used for short term studies. These 'peel and stick' battery powered sensors can be easily relocated by NHS Property teams, providing a portable solution that can understand occupancy quickly and inexpensively.

# Why HubStar for Higher Education?

HubStar provides Higher Education and Universities a powerful platform to transform the campus into a smarter working collaboration hub:

## **Deliver modern ways of working for admin teams to achieve the hybrid working dividend**



Higher education and universities have embraced hybrid working and are seeking to modernise the workplace for their admin teams. Through increased desk sharing it is possible for universities to save significantly on square footage, with these savings funding a revitalised and redesigned working environment to improve staff experience and engagement. HubStar Connect enables admin teams to collaborate on site and reserve the rooms and desks they require seamlessly. For universities hybrid working creates an opportunity to achieve double the experience with half the square footage.

## **Optimise campus space usage through data driven insights**



HubStar PresencelQ can provide further benefits to higher education by optimising space usage through data-driven insights. The solution enables universities to better understand actual space usage, which helps in scheduling and allocating rooms more effectively based on actual needs rather than estimates. This optimises resource allocation and can lead to cost savings by reducing the number of underutilised spaces, which is crucial given the fluctuating student attendance and engagement patterns observed in higher education today as a result of blended learning patterns post pandemic.

## **Integration with timetabling to provide actionable insights**



PresencelQ includes 'Clocks', a module specifically developed for universities and higher education to combine occupancy data with timetables to provide actionable insights into how classrooms and other educational spaces are used. By combining classroom schedules with actual space usage data, universities can align their scheduled classes with actual space utilisation, resulting in improved forward planning and a reduction in operational costs. This is particularly important in managing the dynamics of modern higher educational environments where student attendance can be unpredictable and learning formats vary between in-person and online setups.

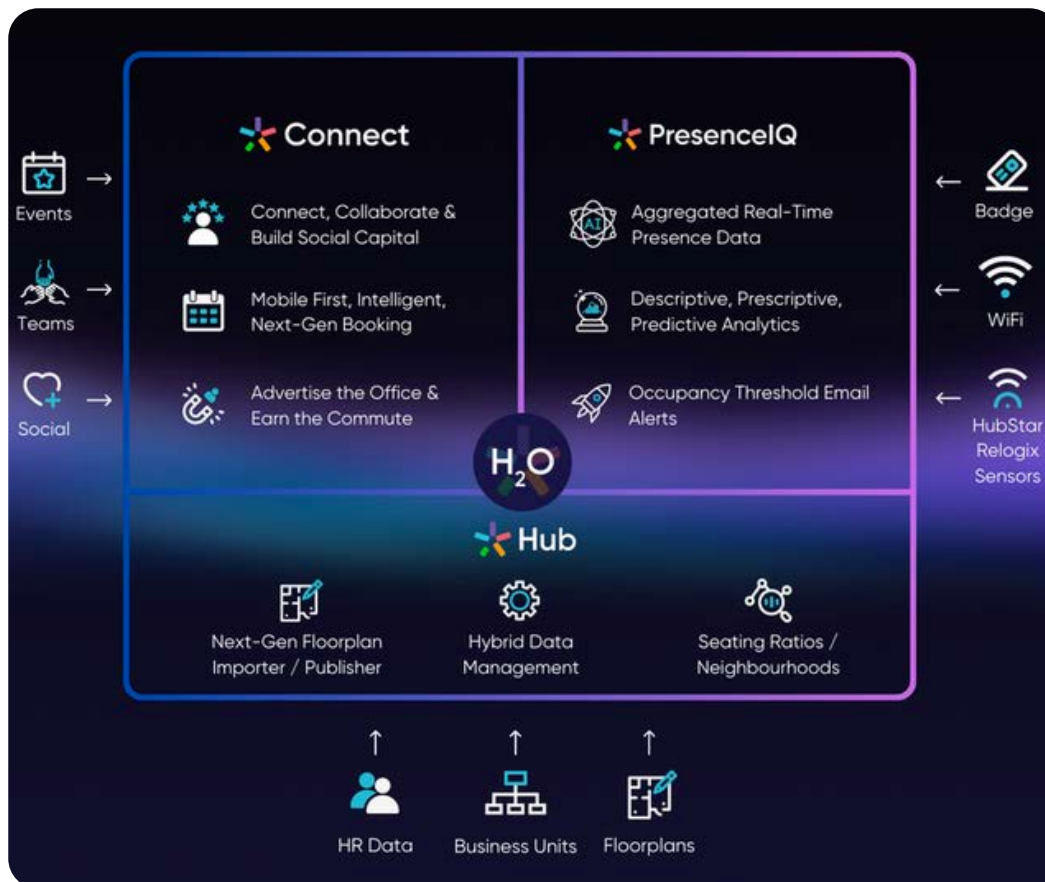
## **Breakdown silos across campus to unlock collaboration**



Combining HubStar Connect, Hub and Utilisation alongside integration with timetabling systems allows for a seamless flow of data across various administrative and operational functions. This breaks down silos across the institution and fosters a more collaborative approach to space management that is informed by actual space usage, which is crucial for optimising student experience, estates operational efficiency and cost control of the campus.

# HubStar – Platform Overview

Unlock the potential in your Hybrid Workplace with HubStar H2O:



## HubStar PresencelQ

- Measure the performance of your workplace with a hybrid workplace intelligence platform that provides real-time, predictive and prescriptive utilisation analytics
- Enable workplace leaders to make smarter decisions on real estate spending, space design and allocations based upon actual usage
- Patented algorithms automatically unify data from multiple sources – including multiple sensor types, Wi-Fi access points, scheduling systems and badge swipes – into a single source of truth
- Positional Intelligence Engine (PIE) is a patented technology-agnostic means of understanding workplace utilisation through leveraging data from existing Wi-Fi infrastructure – enabling unlimited scalability, including hardware-free options for cost effective, portfolio-wide insight with rapid time-to-value
- Predictive analytics delivers proactive 'push' alerts to stakeholders when user-defined thresholds have been reached; and offers recommendations on the amount, type and size of spaces require, as well as building and floor consolidation suggestions

## HubStar Hub

- Optimise hybrid occupancy with an end-to-end, holistic solution for transforming the portfolio towards in-person connection, collaboration and employee experience – while minimising cost and carbon emissions
- Track progress against workplace performance goals to gauge whether you're providing the right type and size of space; whether no-shows, wrong-sized rooms or over-utilisation at peak times are causing disruption; and whether policies and communications are impacting attendance as expected
- Comprehensive platform controlling space supply including building information, CAD floor plans, HR and business unit data and hybrid assignments
- Plan and forecast the hybrid workplace through calculating ratios of fixed assignments versus reservable and work from home employees
- Leverage CAD plans for identifying space types, floorplan layers and square footage / meter calculations
- Save 80% of time and effort spent on maintaining CAD floorplans
- Extend CAD plans for HubStar Connect and PresenceIQ, creating a single platform to understand, manage and optimise the dynamic hybrid workplace

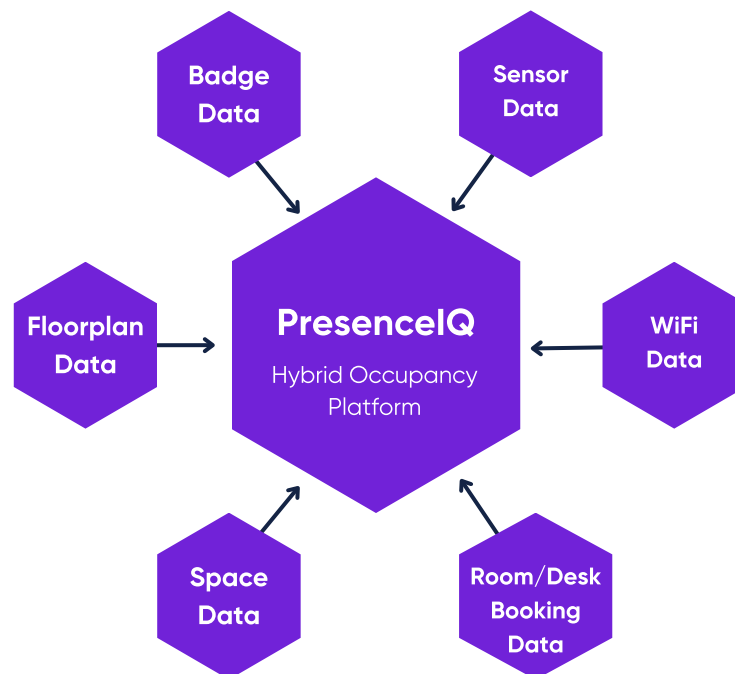
## HubStar Connect

- Book any resource anywhere – rooms, desks, car parking and more
- Manage visitors, catering and other services through a single workflow
- See who is planning to be on site across teams, directorates and cross-department groups
- Eliminate friction in the office with an AI powered conversational app that seamlessly books resources according to team activity and previous booking history
- Create and join on site events that are opportunities to collaborate and drive in person networking
- Interoperable with your existing tech stack – integration with Office 365, Outlook and Teams
- Occupancy data from bookings, integration with badge swipes and passive check in with location-based services

# HubStar PresencelQ

HubStar PresencelQ is a hybrid workplace intelligence platform that provides real-time, predictive, and prescriptive utilisation analytics, to help public sector workplace leaders make smarter decisions on estate investment and workspace design. Rather than wading through disparate, incomplete, or reliable datasets to get a clear, holistic picture of occupancy across your entire portfolio, PresencelQ delivers next-generation insights out-the-box.

Eliminate data headaches with PresencelQ's patented algorithms that automatically unify data from multiple sources – including sensors, Wi-Fi, scheduling, and badge swipes – into a single source of truth:



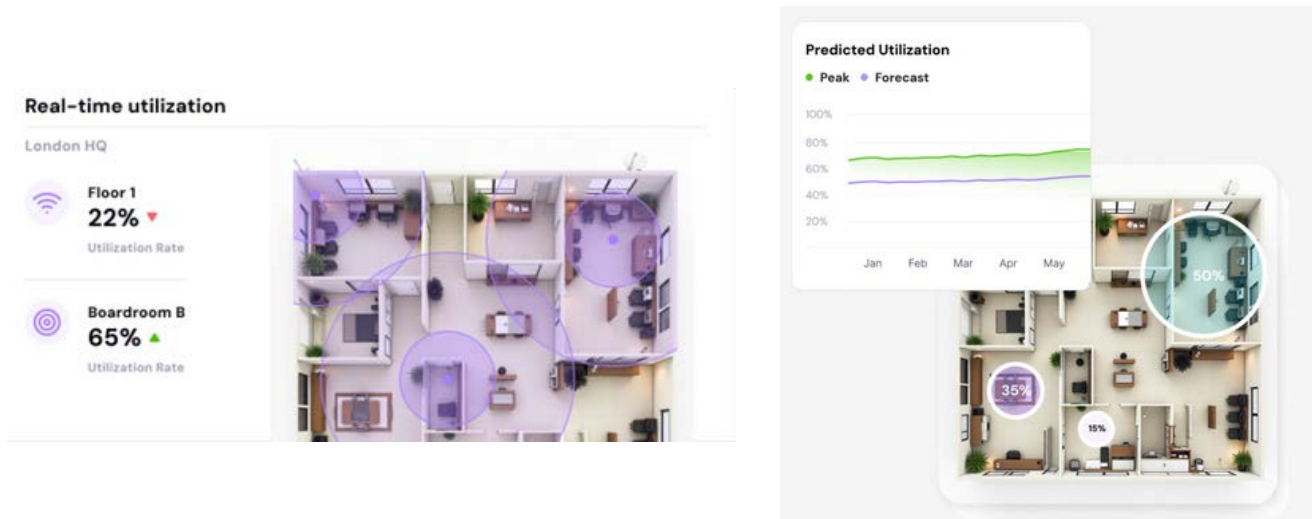
Provide property and estates teams with aggregated utilisation data and guided analytics for data-driven decision making:

**Aggregate:** consolidate multiple utilisation data sources across the portfolio into a single source of truth

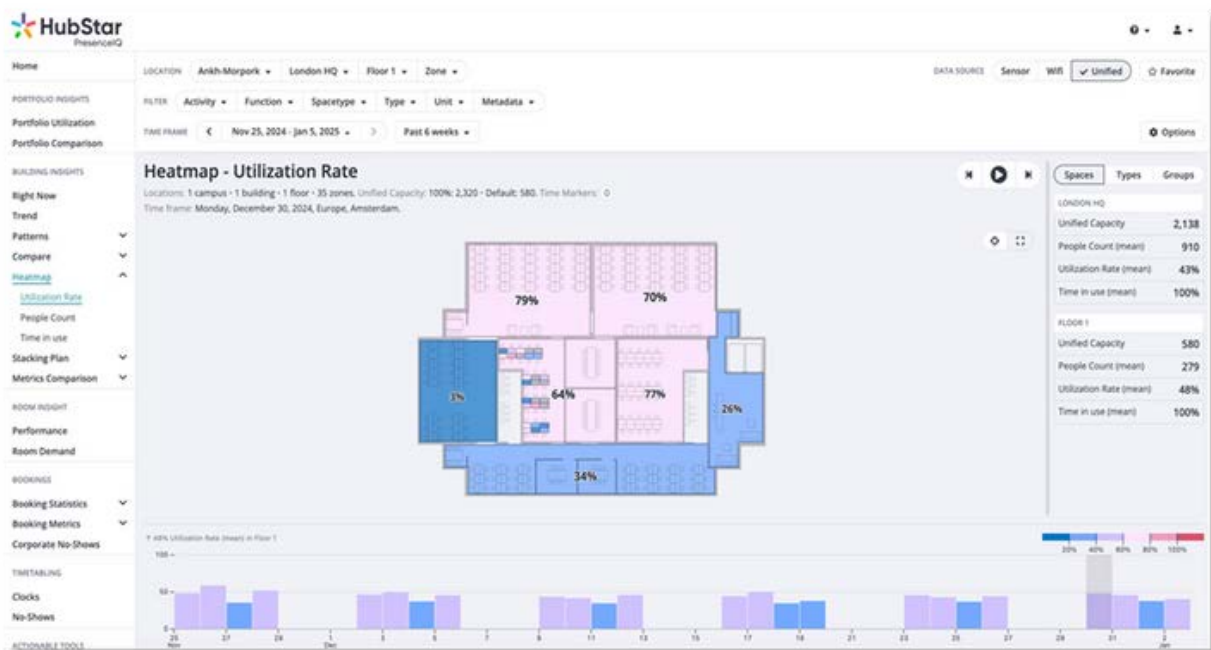
**Assess:** descriptive, prescriptive and predictive analytics deliver detailed and interactive insights into workplace performance

**Act:** empower public sector leaders to act quickly and decisively based upon how the property and estate is actually being used to reduce cost and carbon footprint

PresenceIQ encompasses the patented Positional Intelligence Engine (PIE), a technology-agnostic means of leveraging data from existing infrastructure, such as Wi-Fi and sensor networks. This enables unlimited scalability, including hardware-free options for cost effective, portfolio-wide insight with rapid time-to-value.



With PresenceIQ, public sector workplace leaders can analyse occupancy with industry-leading accuracy, anonymously measure the entire workplace experience down to any level of detail required and future proof their property and estate strategy.



# AGGREGATE your utilisation data

HubStar's PresenceIQ consolidates multiple occupancy data sources across the portfolio by leveraging its powerful API and data normalisation capabilities. PresenceIQ provides public sector organisations a single source of truth, by unifying occupancy data from anywhere (Wi-Fi, sensors, badges, scheduling and more) into a single view.

## Wi-Fi Infrastructure

Using anonymised and secure Wi-Fi data, PresenceIQ leverages patented algorithms to provide prescriptive analytics from portfolio to zone-level without any additional hardware.



## Occupancy Sensors

**PresenceIQ** consolidates occupancy data from a range of sensor types to operationalise sensor deployments across the portfolio, and to leverage any existing investment made in sensor infrastructure.



## Access Control

**PresenceIQ** operationalises access control data, allowing your organisation to unify badge swipe data with sources like sensors and Wi-Fi, while enabling passive check-in.



## University Timetabling Integration

**PresenceIQ** integrates with timetabling products, enabling universities to compare actual occupancy with the schedule, and suggesting areas of improvement to reduce waste, boost enrolment and optimise student experiences.



## Room and Desk Booking Data

**PresenceIQ** incorporates room and desk booking data to compare planned versus actual usage metrics. HubStar Connect enables an additional source of occupancy data without any additional hardware, by leveraging passive check in through the use of Location Based Services.



## Floorplan and Space Data

**PresenceIQ** incorporates CAD floorplans and space data to provide a foundation to the occupancy intelligence platform. Take your hybrid occupancy strategy to the next level with HubStar H2O, a platform to edit floor plans, model space supply versus hybrid worker assignments, hybrid space types, neighbourhoods, ratio modelling and more (requires HubStar H2O).



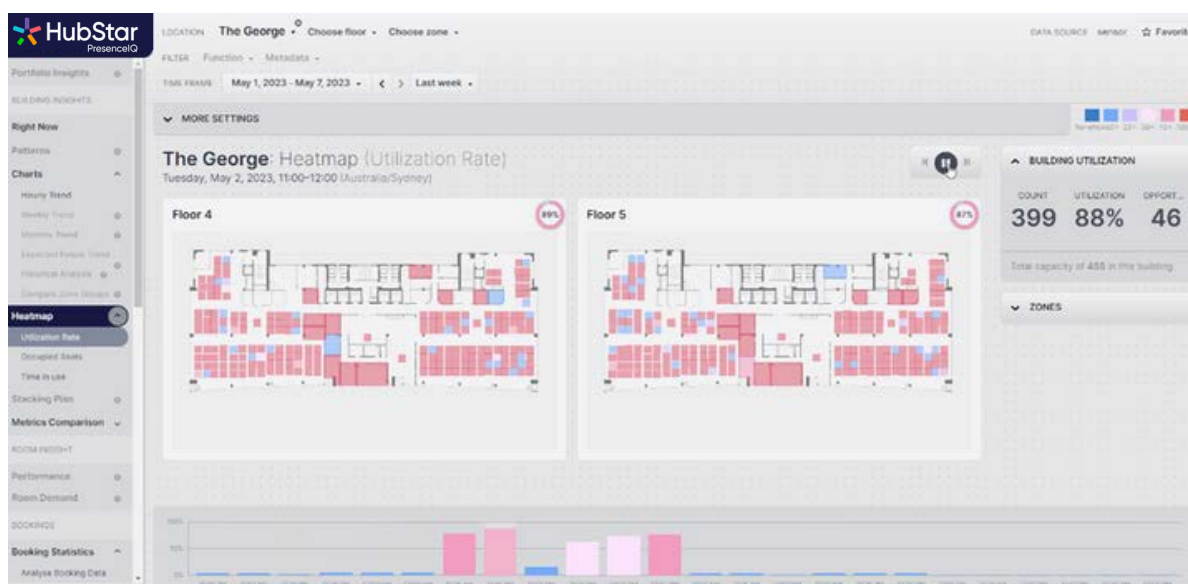
# ASSESS Your Workplace Performance

With PresencelQ, public sector workplace leaders can analyse occupancy with industry-leading accuracy, anonymously measure the entire workplace experience down to any level of detail required and future proof their real estate strategy. HubStar's guided analytics and dashboards were purpose built for real estate and provide a consolidated "single pane of glass" view of multiple space utilisation data sources to drive optimal results quickly.



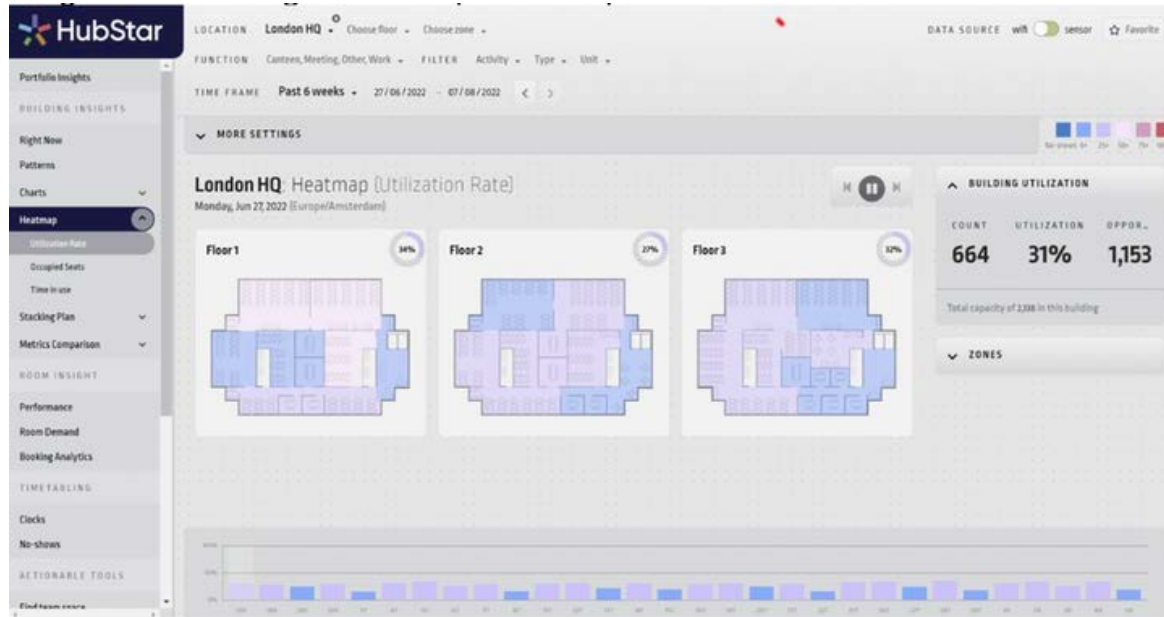
## Real-time occupancy right now

Real time heat map of a selected building reflecting the actual utilisation of the building or the facility at a given time. This data can be accessed by property and estates leaders as well as employees via lobby displays or on a mobile application. Zone level utilisation is displayed using the colour display in the upper right-hand corner of the dashboard based on utilisation versus capacity.



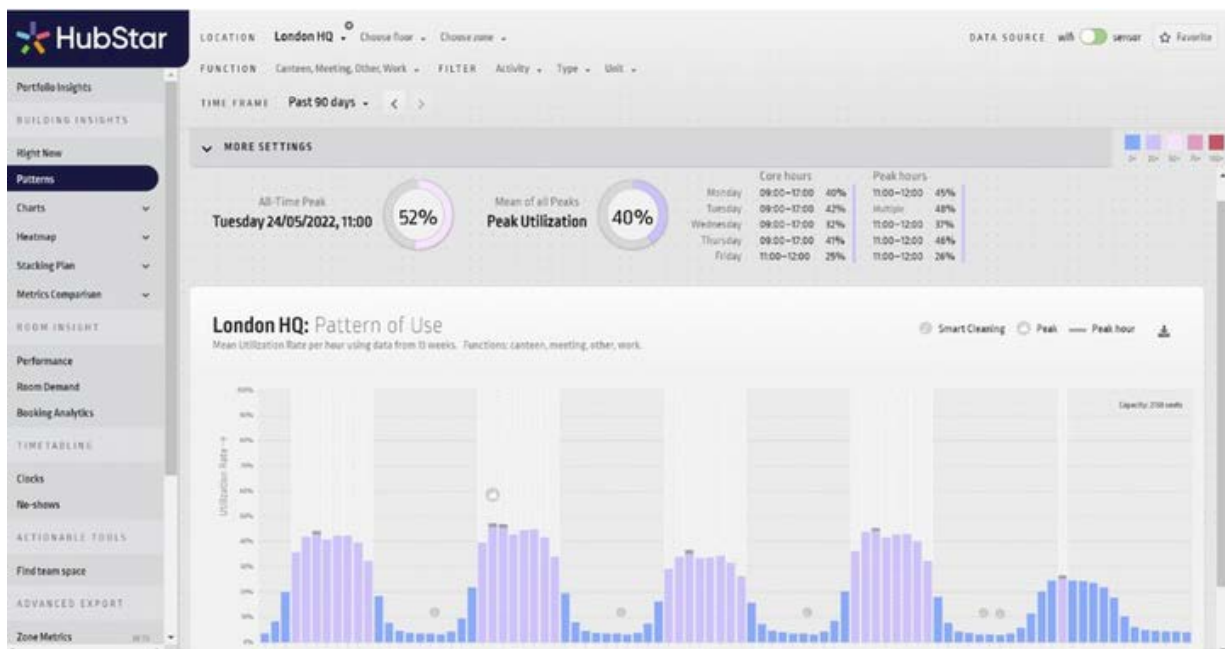
## Heatmap view with dynamic playback

Visualise occupancy changes over time by replaying historical data with heatmaps. The occupancy data can be 'played' to provide an interactive storyboard charting how space usage trended throughout the required time period.



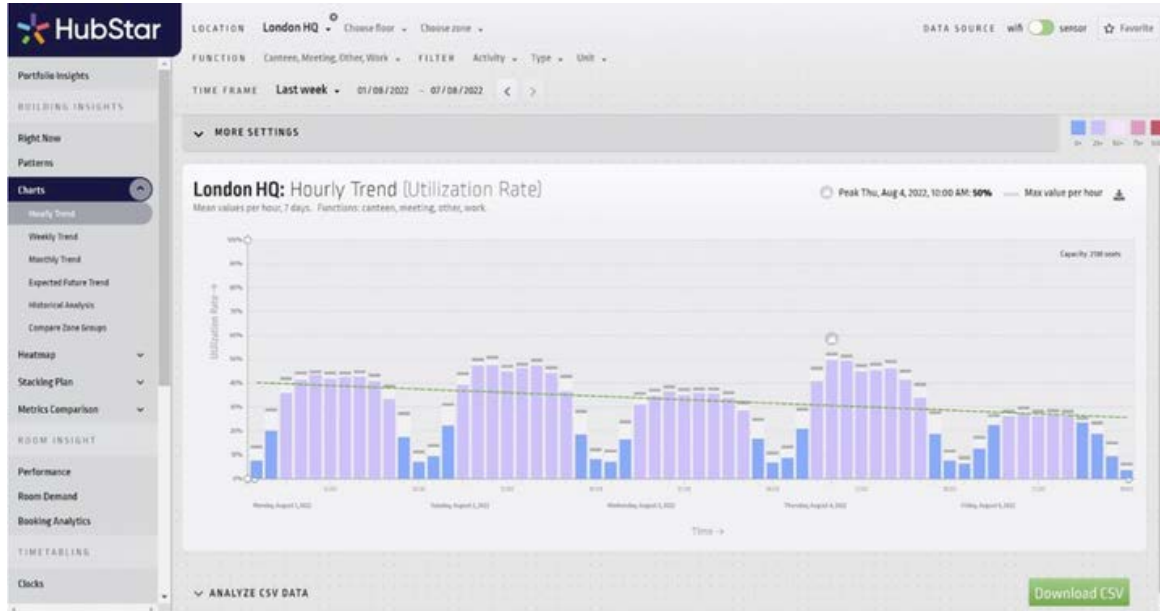
## Patterns of use and trending

Understand when peak utilisation occurs, what were the previous trends and how is occupancy forecasted going forward. Data can be filtered and reprocessed against multiple metrics and dimensions, and easily exported for sharing.



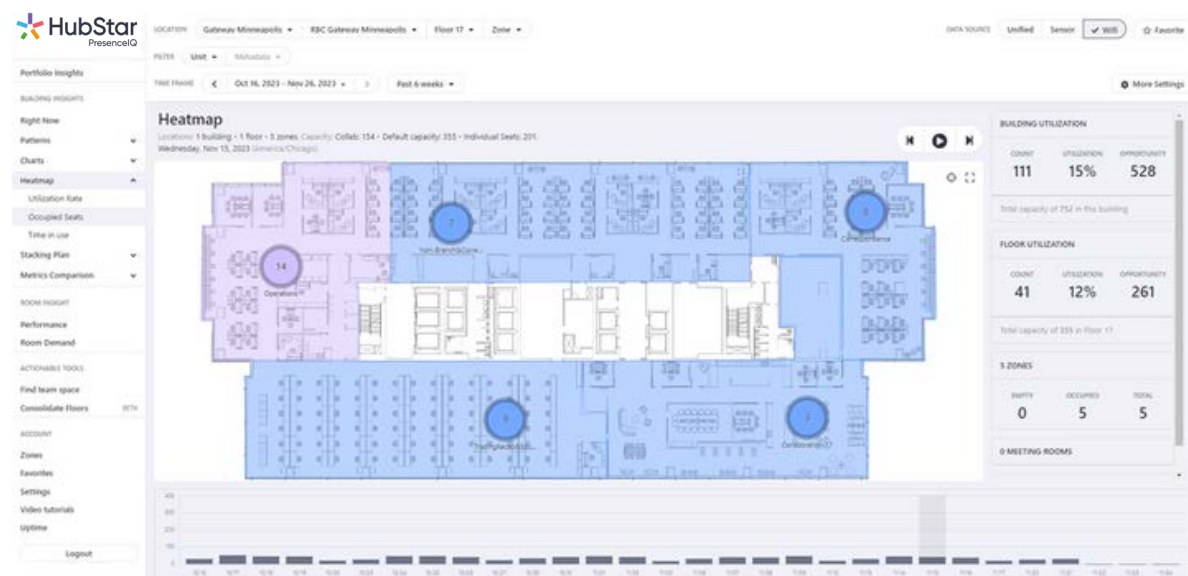
## Predictive analytics to reduce cost and carbon emissions

Anticipate future space requirements by predicting future occupancy based on historical patterns of use. Workplace leaders have used this data to make decisions on whether they should make all floors available on Fridays or if they should close some of them to save on energy and cleaning costs on low utilisation days



## Foundational CAD floor plans

Visualise occupancy data on CAD floor plans to provide a clear picture of utilisation at-a-glance. Compare neighbourhood and zone usage visually, benchmark workplace performance and drive towards actionable outcomes that deliver real value.

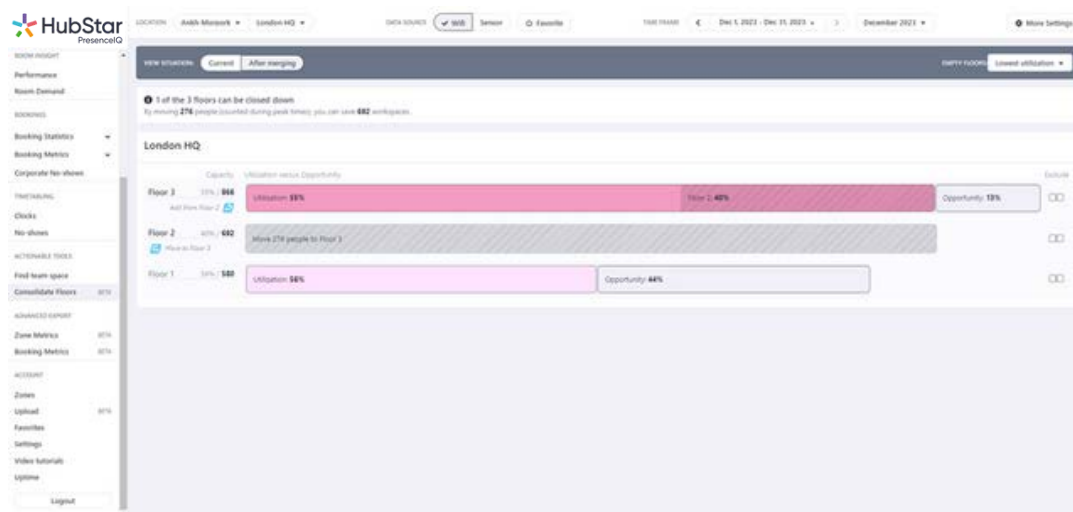


# ACTION Powered By Insights

PresenceIQ takes your occupancy data to the next level, by proactively suggesting actions and outcomes that can reduce cost and improve operational efficiency. PresenceIQ delivers proactive 'push' alerts to stakeholders when user-defined thresholds have been reached; and offers recommendations on the amount, type and size of spaces required, as well as building and floor consolidation suggestions. This empowers public sector leaders to act quickly and decisively based upon how the property and estate is actually being used.

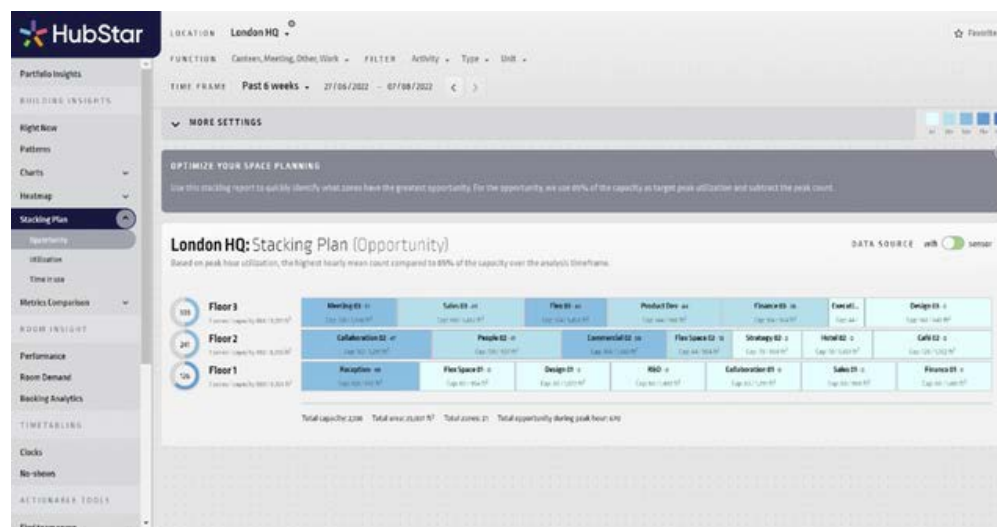
## Threshold alerts and shut down floors

Set threshold alerts so you and your team get notified if you're close to full capacity, and proactively receive notifications where under occupied floors can be closed down.



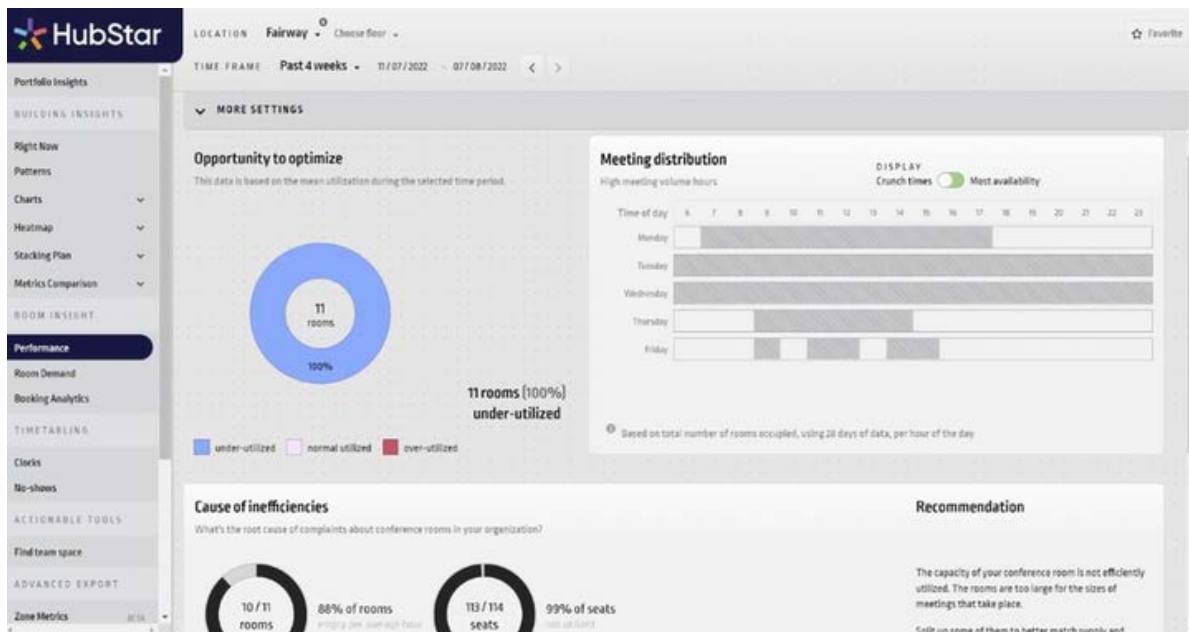
## Stacking plan to remodel departmental zones

Next generation stacking capability which leverages actual space utilisation per neighbourhood or departmental zone. Interactive dashboard offers three alternative metrics to be displayed in this format: Opportunity, Utilisation Rate %, Time-in-use Rate %.



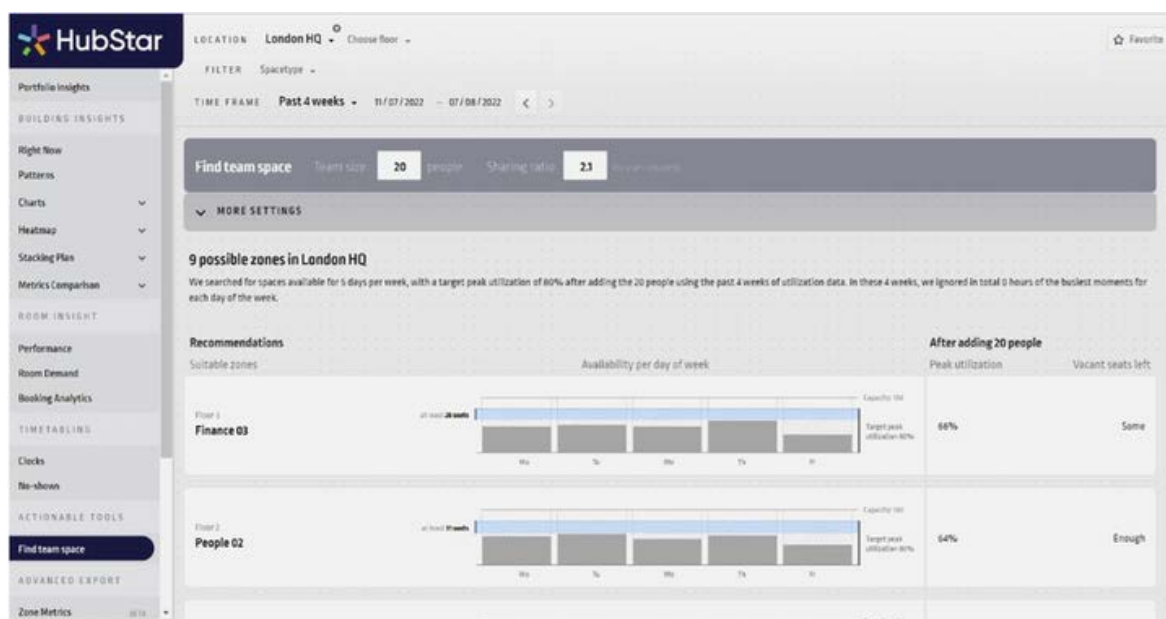
## Planned vs actual to redesign the workplace

Compare planned versus actual space usage by combining occupancy data with room and desk booking data from HubStar Connect or third party booking applications. PresencelQ can make design recommendations for collaboration spaces based on actual usage (number of rooms, size of rooms, etc.)



## Opportunities to improve workplace performance

Proactively redefine the workplace by reviewing suggestions to improve workplace allocations based upon actual usage. Easily identify where to add additional headcount to a building while also factoring hybrid working sharing ratios.



# Integration Options

PresenceIQ is interoperable with the public sector technology stack. Enable integrations with your existing technologies to provide a single source of occupancy data from across the property portfolio.

## **Wi-Fi Integrators**

Leverage Wi-Fi positioning data to provide space utilisation and occupancy insights without any additional hardware:

- HP Aruba
- HP ALE
- Cisco DNA Spaces
- Cisco CMX
- Cisco Meraki
- Extreme Networks

## **Occupancy Sensors**

Consume utilisation data from a range of occupancy sensors using prebuilt integration adapters:

- Relogix by HubStar
- PointGrab
- Octo
- XY Sense
- Vergesense
- Haltian
- Butlr

## **Access Control Integration**

PresenceIQ operationalises access control data, allowing your organisation to unify badge swipe data with sources like sensors and Wi-Fi, while enabling passive check-in for room and desk bookings:

- Brivo
- Lenel
- Etrios
- Freenics
- Honeywell

### **Higher Education Timetabling Integration**

PresencelQ integrates with timetabling systems, enabling universities to compare actual occupancy with the class schedule, and suggesting areas of improvement to reduce wasted space, boost on campus enrolment and optimise student experience. Current platforms supported “out of the box” are included below, with an open API so additional systems can be added very quickly:

- CelCat
- Syllabus
- TimeEdit
- TopDesk
- TermTime

### **Data Export Integrations**

The API of PresencelQ can be used to interface the platform with other technologies and systems as appropriate, providing maximum interoperability:

- Tableau
- PowerBI
- Oracle Business Intelligence
- CSV export

## **Professional Services**

The HubStar Professional Services team will manage all aspects of the implementation. A consultancy driven approach will ensure that the workflow, rules, and settings will be configured according to the organisational requirements. All customers will also be allocated a Customer Success Manager, who will continue to provide additional value throughout the duration of the software contract.

There are several packages of implementation services, depending upon the scope and scale of the proposed implementation. Packages will incorporate the following deliverables:

- Project management throughout the implementation
- Consultancy relating to business rules and processes
- Technical resourcing for integrations
- Templates for data gathering, business rules and processes
- Configuration of the platform based upon customer data
- Weekly calls to review progress
- Admin training sessions and end user training where appropriate
- UAT and go live assistance
- Documentation and knowledge base articles
- Dedicated customer success manager

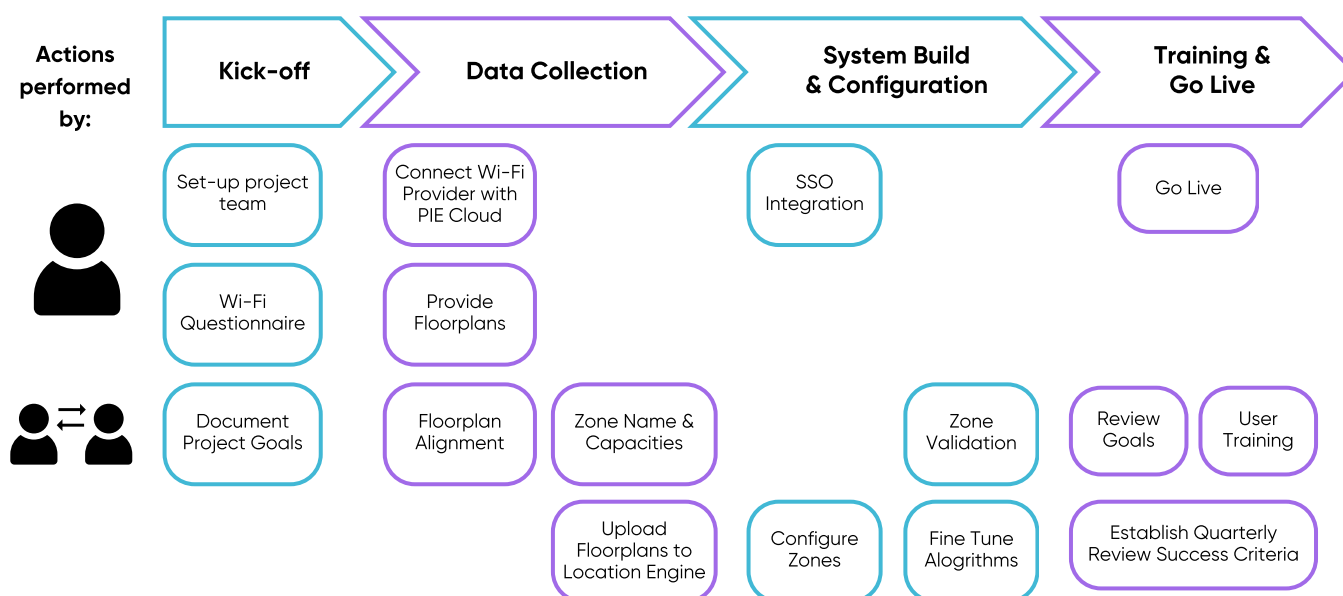
The implementation services package and cost will depend upon the scope and scale of the project.

## Implementation Approach and Onboarding

Below provides a list of the major activities that may be required to deliver the Project:

- Data Collection & Technical Validation
- Prepare Network Infrastructure
- Implementation
- User Access & Training
- Aftercare and Support

### PresencelQ Implementation Process



PresencelQ includes the Positional Intelligence Engine (PIE), which is a SaaS solution that uses data from a variety of data sources, such as the Wi-Fi network or sensors, to generate 24/7 occupancy and utilisation data. PIE is technologically agnostic and able to connect with many different API's and data sources, collecting previously distinct pieces of data together to form the core of our offering

PIE Prepare is a tool installed by customers at their premises to hash the data sent from the resident wi fi system/access point. This step prevents personal identifiable information from ever leaving the customers' premises by randomising the data via salt hash. PIE Prepare is provided in source code format so the salt hashing algorithm may be inspected and reviewed if needed. It is only required for on-premises Wi-Fi infrastructures.

PresenceIQ includes Building Intelligence Dashboard (BID), which are a series of Property and Real Estate focused analytics dashboards, which uses utilisation data aggregated in PIE to generate advanced analytics and insights on the utilisation of space.

The Customer will be given access to a live production environment, which will have been pre-configured by HubStar, with the data supplied from Wi-Fi/ Sensor Providers and booking/timetabling software if applicable.

Training will be achieved remotely. Typically, our training consultant would provide Administration training on BID. Site / System Administrator with a focus on overview of functionality and BID reports, portfolio and building management, and other admin functions.

Upon confirmation of the scope for each site, we will identify all resource requirements and update the Project Plan if required. The Project Plan and Project Team members will be agreed upon prior to the project start. Scope may be identified during the phases of this project. These items will be addressed via the change control mechanism and discussed weekly with the Customer.

## Offboarding

At the end of the subscription term, HubStar can make available all data within the system as a CSV export. This will need to be requested by raising a support ticket. The lead-time for providing this data will be 1 – 2 weeks. When the contract has been terminated, and the data requested by the customer has been provided, the instance of PresenceIQ will be deleted and all customer data will be destroyed in accordance with our ISMS processes for the deletion of confidential data.

## Hosted Infrastructure

PresenceIQ is hosted in the EEC (Dublin) using Amazon Web Services as the cloud hosted provider. The HubStar hosting infrastructure includes the following as standard:

- ISO 27001 Certified
- SOC 2 Type 2 Certified
- GDPR Compliant
- Data Encryption in transit and at rest
- 24/7 Monitoring
- Least Privilege
- Anti-DDoS
- Annual Penetration Tests

- Daily Backups
- Disaster Recovery Sites
- Multiple Availability Zones
- Auto Scaling Servers and Storage
- Load Balanced
- Auto Fail Over and DR
- AI Monitoring Bots

## Maintenance and Support

HubStar Systems Limited operate a UK based support and helpdesk team. Access to the support team is included in the software subscriptions. Application support is provided Monday to Friday UK hours between 9:00 and 17:30 by telephone and email. Users can also log issues 24/7 on our Helpdesk portal. The response time is dependent on the type of risk.

### Online Support Portal

- 24/7 support ticket entry via Zendesk
- Training guides
- How to videos
- FAQs

HubStar will respond to Support requests from the Customer as soon as reasonably possible with a target of not more than 4 hours of receiving a request via the Support Help Desk Number or Support Email during Business Hours.

## Upgrades and Enhancements

Upgrades and enhancements are included in the software subscription. As a cloud hosted solution these upgrades are delivered seamlessly through the service. All customers are allocated a dedicated Customer Success Manager who can provide product updates as part of Quarterly Business Reviews.

# HubStar Certifications and Security

HubStar Systems limited (formerly known as Smartway2 Limited) has been awarded the ISO 27001 certification for information security and the ISO 9001 certification for quality management, as well as SOC 2 Type 2. HubStar Systems Limited, our platform and processes are regularly tested by a UKAS approved third party. As a data processor our data is hosted in the UK, and we ensure all suppliers and sub-processors are compliant with GDPR regulations.



# HubStar Group Sustainability Report

We are pleased to publish a sustainability report, which sets out HubStar's approach to align with the UN Environmental Sustainability Goals and covers our related progress. A copy of this report can be found on our website:

<https://www.hubstar.com/about-us/>

## HubStar Social Values

### Fighting climate change

Buildings account for 37% of global carbon emissions [Source: UN 2022 Global Status Report for Buildings and Construction] and approximately half of commercial real estate is underutilised. HubStar helps improve utilisation by up to 30% and reduce annual carbon emissions by 270kg per desk, by identifying which spaces across the office real estate portfolio are underutilised; and by identifying opportunities to reduce energy consumption by 'soft closing' zones, floors or buildings, sometimes on specific days of the week where attendance is low.

By leveraging HubStar's scheduling capabilities to match employees with the most efficient spaces, organisations can influence the flow of people in order to reduce enable soft closing or repurposing of space, to support decarbonisation goals, while improving workplace experience.

HubStar's ability to predict occupancy also support waste reduction efforts in other areas, for example ordering the correct amount of food on any given day for the cafeteria.

### Tackling economic equality

HubStar supports employers to build learning cultures that foster education, skills development and training, by 'advertising' learning events to attract attendance, providing the ability to measure attendance and by ensuring learning happens in environments that are conducive to success.

### Equal opportunity

Research studies consistently show that women and minorities are negatively impacted by lack of work flexibility more than anyone else. HubStar's ability to enable hybrid working and empower organisations to move beyond rigid mandates supports equal opportunity goals.

Those who are responsible for caring for others, those who live further away from city centres and those who suffer from disabilities can achieve greater flexibility by using HubStar to determine when they should come into the office; as well as using the technology to find an appropriate space that caters to their individual requirements.

## Wellbeing

Loneliness is now considered a greater threat to health than smoking or alcohol, while numerous studies by organisations like Gallup find that work is typically the greatest source of friendship; while having a friend at work improves performance, productivity and health.

HubStar helps organisations rebuild social connection by making it easy to find friends and arrange in-person meet-ups, whether team get-togethers or social events. HubStar also provides data to inform the re-design of spaces that better support collaboration and socialising.

As well as helping to foster friendships by bringing people together face-to-face, HubStar enables regular contact with 'weak ties' that have been shown to improve mental health and wellbeing.

Wellbeing is further supported by managing hybrid occupancy to ensure the appropriate level of social 'buzz', in order that the experience of visiting the office is worthwhile and revitalising; or for those who visit for quiet focus time, meets that requirement effectively.

