

The office of the future is powered by behavioural data: Framery's new analytics feature is an industry first.

Framery announces the public preview of its analytics platform following a successful trial run with global brands such as H&M, Puma and, LinkedIn.

Tampere, Finland — March, Thursday 16th 2023 — Framery, the pioneer and global leader of soundproof booths, has announced the public preview of Framery Analytics' public preview, culminating a successful four-month trial. A huge brand and industry milestone, this is the first time a company has combined technology with furniture on such a global scale. Global brands who trialed Framery Analytics included the likes of H&M, LinkedIn, and Puma, amongst several others, who are pushing the boundaries of employee-driven office design, how it can benefit and ending the pandemic-induced uncertainty of office design.



Since the launch of Framery One, the first connected pod in 2021, over 1900 companies have invested in this technology and it means facility management decisions will be driven by behavioural data. The launch of Framery Analytics – the first of many digital services Framery will launch this year – marks the next stage of Framery's connected offering to encourage brands to improve usability, make data-driven decisions and develop their understanding of office behaviour. Allowing brands to make more confident decisions around office design, configuration and budget choices based on data, ending any

uncertainties when it comes to supply and demand. Behaviour data-driven decisions becoming the norm for many brands. A member of LinkedIn's facility management team spoke to this, commenting "We are taking a more analytical and data-driven approach to decision-making regarding people and the workplace, and our recent trial of Framery Analytics really fits into this philosophy and showed us the potential it could offer in the future".

Speaking to the success of Framery Analytics during the trial period, Arto Vahvanen, head of digital offerings and services, said "Companies can really drive optimal use of the pods through learnings and data directly from Framery Analytics. The trial period led to several participants making smarter decisions on both upscaling and placement of Framery pods within their office. We can also help clients save money, as through the platform they can accurately monitor the need for pods and better support employees needs for focus spaces through this data". H&M was one such example of this, noting "Usage data provided by Framery Analytics helped us make crucial decisions based on how the pods were being used. Based on the data we were given; we were able to make a strategic decision to relocate the pods to areas with a higher demand for their use".

"The data really helps companies drill down to see if the pods are being used as much as they can, providing insights as to whether more pods are needed, and which areas, departments or floors of an office require additional pods to cater to demand" notes Arto. Looking into the future, Arto adds "Customers have expressed desire to measure other pods within the Framery portfolio and even meeting rooms. We'll be working to have a solution by the end of 2023".

The participants of the trial are already noticing the benefits of Framery Analytics, such as cost savings and a more human-centric office layout. To the benefit of employees and workers, brands will be able to create better office layouts, tailored completely to their employee's needs and wishes. A spokesperson at Puma commented "We were happy with the trial run of Framery Analytics. We were able to assess which pods needed relocating based on low usage data in one area and high in another. Overall, it's already proven incredibly useful for us and we're eager to see how the service develops in the future".

Gathering data from Framery One pods, the platform shows managers usage rates of pods, which can be broken down into hourly or daily segments, and provides insightful information to help analyse where, when and the length of time pods are used. Over time, managers will be able to benchmark trends or patterns in usage rates between specific months or periods and assess how these have changed over time.

Framery, the inventor of soundproof pods specifically designed for the office, is making several

developments in future-proofing the office for the modern workforce; a move to hybrid working and increase demands for privacy and soundproof spaces in the office, has led to considerable development in this area. Framery Analytics represents the first part of the puzzle; office workers and employees can expect the launch of a mobile booking system for pods – and more – to be added to Framery’s digital and connected services by the end the year.

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ABOUT FRAMERY

Framery is a workplace industry pioneer that is serious about happiness. The brand’s product offerings of pods, phone booths, and soundproof private spaces solve noise and privacy issues in open offices, making employees happier and more productive in dozens of the world’s leading companies, including Microsoft, Puma, Vodafone, and Deloitte. In fact, 40% of all Forbes 100 companies use Framery.

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