



The pocket guide to plug-and-play real estate

Technology's role in making agile, move-in-ready space on flexible terms a reality for Landlords & Operators in the office market



What do we mean by plug-and-play real estate?

Plug-and-Play, CAT A+, move-in-ready, and spec suites; these are concepts fuelling a landlord's ability to accommodate hybrid working styles through offering agile, move-in-ready space with the delivery of on-demand services on more flexible terms.

Simply put, plug-and-play is office space that's ready for tenants to occupy immediately.

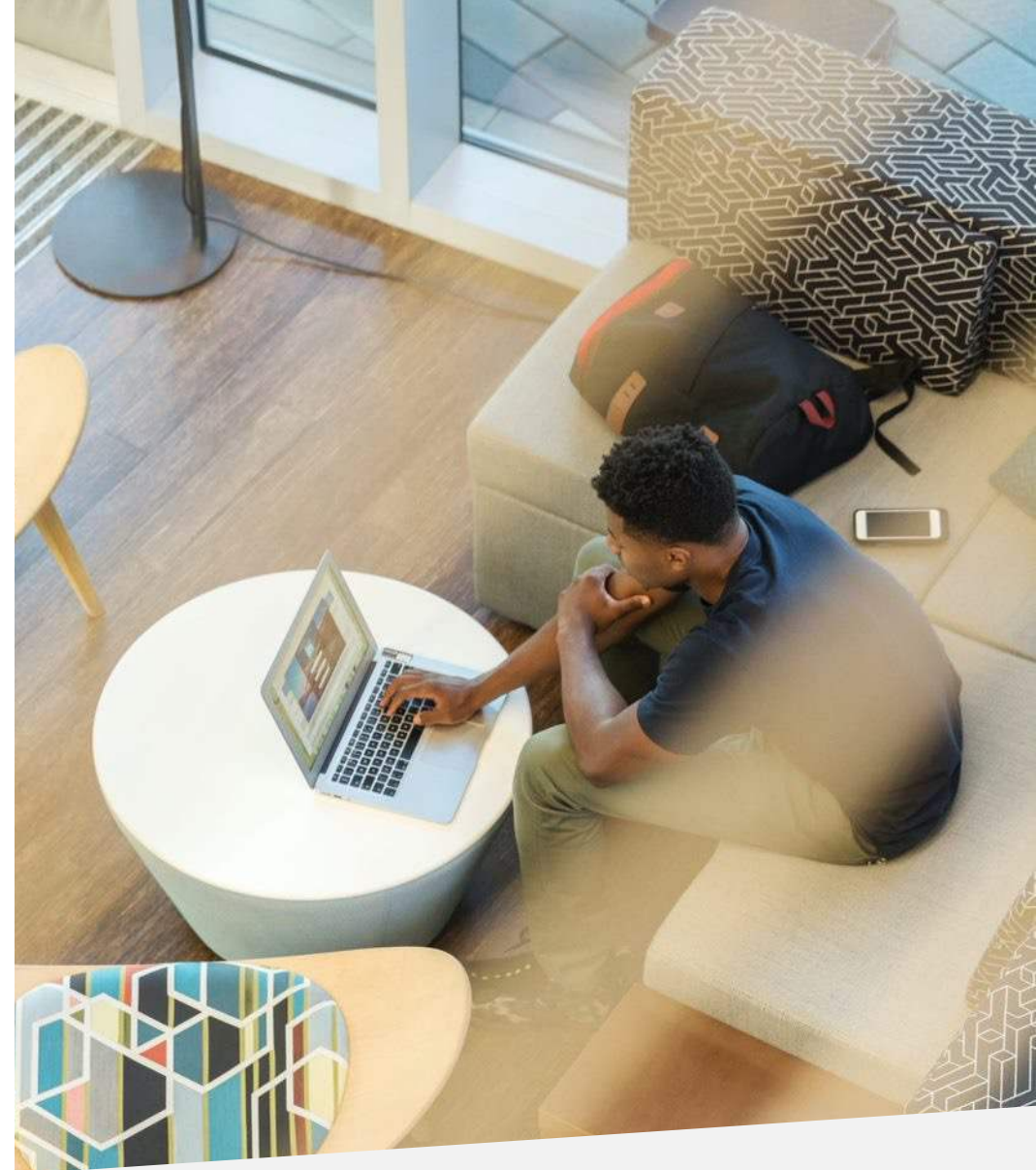
Did you know?

Only **13%** of tenants believe landlords have strong and suitable flexible product offerings that meet their modern requirements.

Yet half of tenants are willing to pay a premium of 20%+ for tech-enabled flexible real estate that meets these requirements (Verdantix, 2021)

Why should you read this?

You want the ability to offer office space that's relevant to today's occupiers, in an efficient and simple way through the use of the right technology.



Why utilise plug-and-play in your portfolio? The benefits

The flight to quality is real | Capitalise or capitulate

The benefits for Landlords:

- Helps avoid large void or rent-free periods. Workthere claim in London they've seen a 60% reduction in void periods courtesy of landlord fitted space. This reduces time to value & helps tackle vacancy rates.
- Broadens your addressable market. Appeal to larger occupiers who may now be tempted to opt for plug-and-play space during times of uncertainty.
- Offer premium spaces with best-in-class fittings and services - and achieve rental premiums.
- Strengthens the relationship with occupiers by offering them space that grows with them; creates a more customer-focused, collaborative relationship.

ATTRACT // FILL // RETAIN

The benefits for Occupiers:

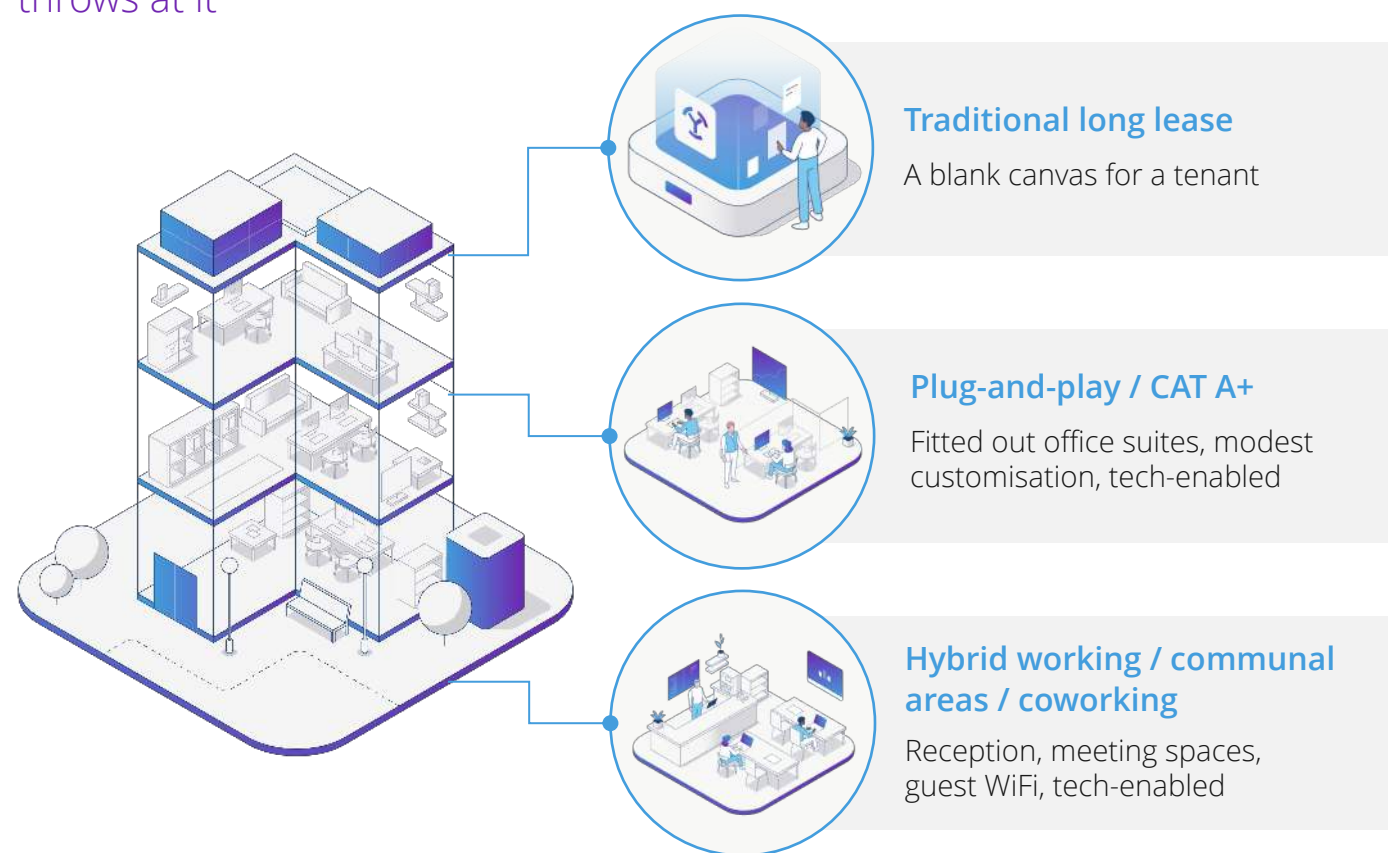
- Move in faster.
- Less responsibility to procure and secure services.
- Optimise real estate costs by halving a footprint more aligned to immediate need.
- Have the benefit of flexible space with the power of their own front door.
- Occupy space fit for purpose with the ability to up/downsize as required.



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What can a plug-and-play asset look like?

A digitally enabled, flexible asset | Primed/equipped for anything the market throws at it



A combination of space and service

Delivering premium, technology-enabled spaces brings with it technical components that need to be managed:

 Occupier management	 Network hardware
 Public networks	 WAPs / WiFi
 Private networks	 Bandwidth management
 Room access	 Monitoring / management
 Room booking	 Security / firewalls
 Charges	 Back-ups

How do you offer this with no operational complexity or requirement for technical expertise? Read on...

How can you deliver, control and manage digital services?

DIY

Procure and build a solution in-house comprising of multiple products/services (e.g. ISP connection, hardware, management software) from different vendors, managed and controlled by in-house IT resources.

Pro

- ☒ Retain control
- ☒ Choice of tech stack

Con

- ☒ Requires specialists
- ☒ Finding the right talent
- ☒ Not scalable
- ☒ Expensive
- ☒ Complex procurement



Outsource

Outsource the build, management and control to a third-party managed service provider (MSP).

Pro

- ☒ Managed service – hands-off
- ☒ Access to experts

Con

- ☒ Expensive
- ☒ Not scalable
- ☒ New vendor relationship
- ☒ Response time (tickets, SLAs, etc.)



Purpose-built tech solution

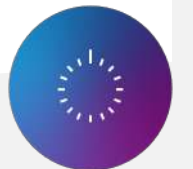
Use a technology solution purpose-built for managing flexible assets. Control and manage digital services using software, without requiring in-depth technical knowledge.

Pro

- ☒ Retain control
- ☒ Doesn't require specialists
- ☒ Scalable
- ☒ Cost-effective at scale
- ☒ Faster response (managed in-house)

Con

- ☒ New system to onboard/learn
- ☒ New vendor relationship



How we have helped

Hines

Hines

"Hines has been able to achieve a rent premium of up to 2.5x with The Square." - Annie Rinker, Director Hines Workplace Services

[Read the case study](#)

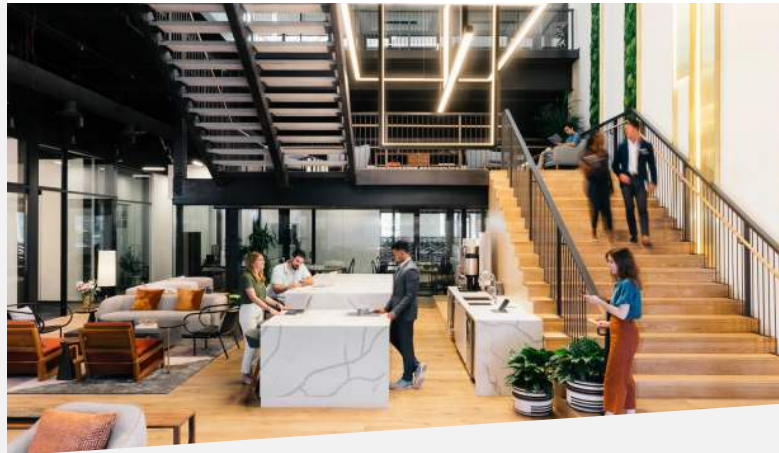


Industrious

INDUSTRIOUS

"essensys is transforming the way our team and members engage with our workspaces." - Rachael Gursky, VP of Customer Experience and Technology

[Read the case study](#)



Bruntwood

bruntwood

"What we liked about essensys was that nothing seemed unachievable." - Susy Spence, Head of Connectivity at Bruntwood

[Read the case study](#)



Unlock your path to a flexible future

Want to hear more?

Contact us at:

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www.essensys.tech

essensys is a leading global software and technology company designed to deliver digitally enabled spaces, buildings and portfolios.

Founded in 2006, and listed on the AIM market of the London Stock Exchange since 2019, essensys is active in the UK, Europe, North America and APAC, serving customers across 270+ cities.

The essensys Platform connects, controls, and automates digital services, enabling our customers to create seamless in-building experiences.

