

# How Bruntwood is building the workspaces of tomorrow with essensys





# bruntwood

"Bruntwood own, let and manage outstanding buildings & workspaces; they connect their customers with the support and expertise they need to grow. Their state of the art facilities are designed to put the employee first; over 50,000 people utilise their 100 buildings."

Bruntwood partnered with essensys for their first Pioneer building in Manchester, Neo. Using essensys software and technology, Bruntwood has been able to offer a fully connected, seamless experience at Neo, that's adding value to their customers, and keeping their day-to-day operations streamlined.



**Susy Spence**  
Head of Connectivity  
Bruntwood

"As a business, Bruntwood has to offer more to attract the right people. And the same goes for our customers. So, our customers have to be in good spaces to attract the right teams. They want to be somewhere that's thriving, that's got a real vibrancy to it. And Neo definitely has that."



essensys software and technology enables Bruntwood to:



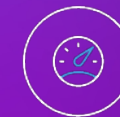
Deliver a fully connected building



Offer plug-and-play



Reduce operational complexity



Reduce time to value



Deliver an exceptional customer experience

# Background

## Creating workspaces designed to help tenants thrive

Moving away from providing conventional office space, Bruntwood realised that in order to stay competitive in a changing and dynamic market, they needed to provide a future-ready workspace that was designed to help their customers thrive. Here came a new iteration of Bruntwood workspaces known as the Bruntwood Works Pioneer buildings, beginning with Neo which opened in 2015.

"We recognised that customer demand had been changing; customers wanted more from their workspace. So with Neo, our aim was to provide the perfect balance of new technology, design, and it was all about creating a community for our customers to thrive in."

### Bringing plug-and-play to life

- **Building name:** Bank House
- **Workspace name:** Neo
- **Floors:** 12
- **Offerings for the following team sizes:**  
1 to 125 people
- **Current tenants:** World famous technology companies
- **Additional benefits:** 24 hour access, lounges, terrace space, meeting pods, gym + more





# The challenge

Delivering an exceptional customer journey within a flexible and collaborative office environment

To achieve this, Bruntwood needed to find the right technology partner who would help them deliver:



A digitally enabled building

Bruntwood's vision was to enable their customers to move seamlessly through a fully connected building on a secure network, across all common areas, lobbies and amenity spaces, not just their own tenant space.

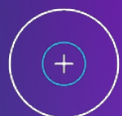
"When we designed Neo, we wanted customers to flow through the building, and we incorporated a business lounge, as well as meeting room space. So, we wanted customers to be able to use that, as well as their office space, but see it all as one."



Move-in ready spaces

Neo's customers needed move-in ready spaces that allowed them to start using the space immediately, giving them instant access to the internet, and without the hassle of long lead times for tenants bringing in their own ISP and network infrastructure.

"We recognised that customers need quick access to the internet, and this can often be the service which takes the longest time to deliver. By fully connecting the building in advance, we knew we'd be able to solve this issue and give customers a much smoother journey when moving into Neo."



Flexibility and adaptability

In order to accommodate their customer's success, Bruntwood needed to be able to offer adaptable spaces that supported their customer's growth within the building and give them flexibility to visit or move to other Bruntwood sites with no downtime.

"We wanted to create the perfect space for our community of vibrant businesses to connect and thrive so we needed the right technology that could provide the required level of flexibility."



# The essensys solution

“Providing customers with the perfect balance of new technology, design and community.”

Bruntwood understood they needed technology that would help them deliver a fully connected, secure building. They discovered essensys' software and technology would enable them to implement this.

essensys' products are specifically designed to address the needs of multi-tenant real estate, enabling operators and landlords to easily

deliver and manage essential digital services for tenants and occupiers.

Simple control and management of secure network and digital services is possible by non-technical staff thanks to an intuitive software interface and intelligent automation of what would normally be time-consuming, error-prone technical processes.



essensys technology enables quick set up of secure private networks for tenants, giving access to essential digital services such as WiFi and wired network connections within minutes. Accessible across Neo and other Bruntwood locations, their customers can enjoy move in ready spaces, secure digital services and cross-location mobility.

Bruntwood were confident that their staff at Neo would be equipped with the tools to operate efficiently and smoothly, and be able to adapt quickly to their customers demands now and in the future.

“What we liked about essensys was that nothing seemed unachievable. The company invests heavily in their product, with constant work happening in research and development. For us, that was a good partnership, because we knew there would be continuous improvement along the way. essensys' investment in their technology matched our investment in Neo.”





# The result

Neo is a digitally enabled building that meets customer demands by providing move-in ready, flexible spaces...

## A fully connected building

This was the first time Bruntwood had fully connected a building with secure WiFi available on all 12 floors, with the ability to make changes quickly and easily via the self-serve portal.

Not only is Neo a fully connected building, but Bruntwood have been able to provide their customers with dedicated bandwidth and enterprise-grade connectivity on their own private network. This is all powered by essensys' global private network and digital infrastructure. This enables Bruntwood's customers to flow seamlessly and securely throughout the building, staying connected wherever they go.

By having a fully connected building, Bruntwood's customers can get more from their workspace, which is critical when enticing people to work in the office rather than at home. Technology does not only enable a seamless experience but creates a more collaborative and innovative environment.

"It's more than just office space, it's now somewhere for you to go and meet and have a coffee, it's somewhere for you to go and sit in a unique meeting room on the terrace. It's somewhere for you to collaborate with your whole team, because we've got meeting rooms that you can just jump into, but you're still on your network if you want to be. So it's created a buzz around the building."



## Enabling plug-and-play

A fully connected building also enabled Bruntwood to offer move in-ready spaces to their customers, giving them instant access to digital services so that they could start using the space quickly. By having enterprise-grade connectivity ready and waiting, this removes the need for Bruntwood's customers to procure, install and manage their own service provider and hardware.

"The essensys product allows us to offer the same level of service to all different customers, we can connect the same secure networks throughout the building, regardless of what their product type is."



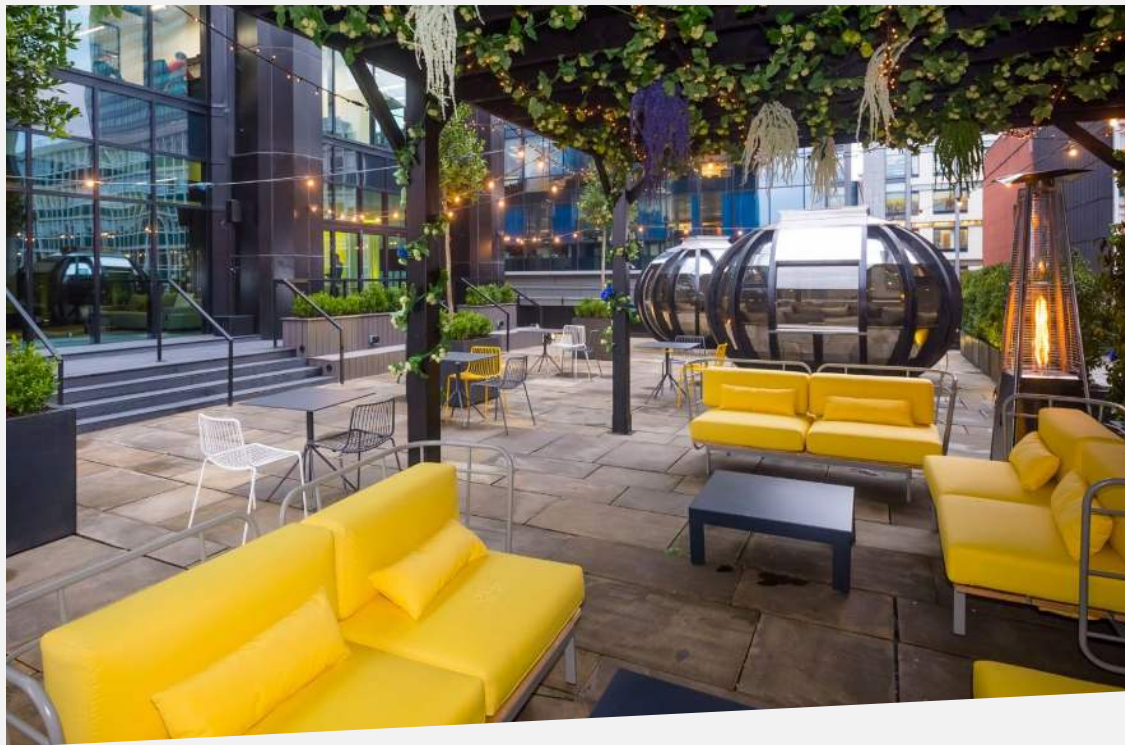
**Chris Heyes**  
Customer & Community  
Coordinator  
Bruntwood

"With the system that essensys have provided us, it allows me to describe it as plug-and-play, and to promise that and deliver that. It's as simple as it sounds, customer moves in, all they need to do is plug in Ethernet if they need it, and they're ready to go."



# The result

...enabling Bruntwood's business model to be adaptable – all whilst streamlining their operations



## Reducing operational complexity

"For customers who grew within our spaces, we were able to move them seamlessly to a different office without any downtime."

This keeps Neo's operations streamlined as essensys' intuitive software means that making these changes are much easier, much faster and much less error prone, as automation does the heavy lifting. This removes the need for lots of time-consuming, manual tasks and ultimately means Neo's spaces can be managed effectively without the need for a large IT team as the platform can be managed by non-technical staff.

"I'd say that one of the big benefits is how intuitive that the site is. So the essensys platform, it's not a complex thing, you don't have to have a lot of technical knowledge. We can do most tasks ourselves."

## Reducing time to value

Throughout the partnership, Bruntwood have been supported by essensys' Customer Success team who are on-hand as and when required to help resolve any issues quickly and have helped Bruntwood to promote the best-in-class digital services available at Neo.

"Support offered via the live chat makes it easier and quicker to diagnose any issues that our customers are having, leading to most issues being quickly resolved, ensuring that their business is not interrupted."

## Exceptional customer experience

Another great benefit that Bruntwood are capitalising on by using essensys software and technology, is the ability to offer consistent, seamless experiences across two other sites in their portfolio. This enables Neo's customers to connect instantly to their dedicated private network and not have the hassle of needing to be setup on a new system.

"I think as we roll it out over more sites, it will make moving customers between our sites a lot easier, it means you don't have to switch from one service provider to another. And it's easier to switch between our sites."