

Accenture Scales on Demand with LiquidSpace



“This trend of mobile work is like a comet. Everyone is going the same direction, but some are at the head, and some are at the tail.”

- Daniel B. Johnson,
Workplace Innovation Lead,
Accenture

Easy access
to on-demand
workspace helps
**keep costs
in control.**

Summary

Accenture uses LiquidSpace to optimize its real estate portfolio while meeting the needs of its distributed, mobile workforce.

Introduction

Accenture is one of the world's leading organizations providing management consulting, technology and outsourcing services. It has approximately 266,000 employees, offices and operations in more than 200 cities in 54 countries, and net revenues of \$27.9 billion for fiscal 2012.

By design, Accenture has more people than desks. “All of our people are mobile,” explains Daniel B. Johnson, the company's Workplace Innovation Lead. “No one in the Accenture organization has dedicated space.” Johnson, a recognized leader in the commercial real estate industry, is responsible for Accenture's overall workplace strategy and tools, and looking toward what it might need five to ten years in the future.

Problem/Goal

As the company's consultants often work from client sites, from home, and from the road, the variable-space arrangement works well and reduces real estate costs. However, the number of people who need office space fluctuates day to day. Occasionally when demand peaks, there isn't enough room in Accenture offices.

That's why the company “hotels” space, or reserves more when they need it—in its own offices, and in co-working spaces, hotels and other available real estate in the cities where it operates. “Our strategy is based on having a combination of fixed-term and variable-term real estate,” says Johnson. “We have offices, and we also book additional space as needed to support the tasks we're doing.”

It's a highly efficient approach from a facilities management perspective. It's also better for consultants. When they need to buckle down and be productive, they may not be near an office. “For example,” says Johnson, “someone could be in the Los Angeles basin working with a client, and 60-90 minutes away from our L.A. office when they need some quiet workspace.”

Solution

LiquidSpace helps Accenture consultants in many cities, including the San Francisco Bay Area, New York City, and Los Angeles quickly find space to meet or work and helps the company maximize its workspace.

Accenture initially introduced LiquidSpace to these specific locations to ensure effectiveness of a mobile workforce and to address occasional peak demand challenges. The company had right-sized their real estate portfolio in each city, but wanted to provide an easily accessible alternative for its consultants.

“Variable cost real estate has always been a piece of our strategy,” says Johnson, “and this seemed like a very good way to implement it without having to make a single, big commitment. LiquidSpace is very much pay-as-you-go.”

In San Francisco and Los Angeles, workers use LiquidSpace to identify what will work best for them. In New York, local service teams are more active in helping people find the right space. Either way, the tool is working for Accenture.

Results

LiquidSpace allows Accenture to support growth and peak demand by providing an easy way to access variable cost space.

By using the LiquidSpace solution, Accenture can potentially delay or avoid expanding its real estate portfolio. “In New York,” Johnson says, “we were talking about acquiring additional real estate. LiquidSpace has allowed us to defer.”

Johnson believes that the service will only increase in value as work becomes more mobile. “This trend of mobile work is like a comet,” he says. “Everyone is going the same direction, but some are at the head, and some are at the tail. We’re looking at LiquidSpace as a potentially significant alternative to purchasing and leasing real estate now and in the future.”

At-A-Glance Benefits

- Accenture is a leader in innovative workplace strategy.
- LiquidSpace connects Accenture with variable workspace on demand.
- As a result, Accenture controls real estate costs.
- Consultants have access to convenient, high-quality workspace.
- The company is free to grow without workspace constraints.

Work happens everywhere. LiquidSpace uses marketplace technology to dynamically match mobile workers with professional work and meeting spaces—in real time via web or mobile app. Through the LiquidSpace marketplace, workers can find professional venues from which to meet and work, real estate owners can drive the utilization of their properties, and enterprises can manage and measure the economic efficiency of their asset portfolios.

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