

Smart Buildings

Relogix Evolves Its Portfolio For Greater Occupancy Insights

By Sandy Rogers

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This report is one in a series covering vendors in the smart workspace technology market. These case studies help corporate real estate (CRE) managers and workplace professionals better understand key vendors and offerings in the market. Headquartered in Ottawa, Canada, Relogix was founded in 2010 as a business intelligence (BI) consultancy focused on the CRE space. It has subsequently evolved to offer subscription-based software and sensor technology for real-time occupancy tracking and analytics. Our analysis of Relogix’s strategy and offerings show that its solutions are geared towards simplifying the work of integrating sensor and workplace data to provide actionable occupancy insights.

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Organizations mentioned

Allen & Overy, Archibus, Brivo, Butlr, CBRE, Condeco, Elastic, Fortune, HID Global, Horizant, iOFFICE + SpacelQ, Irisys, JLL, Lenovo, Microsoft, Openpath, PointGrab, Relogix, Robin Powered, Schneider Electric, Zynga



Relogix Evolves Its Portfolio For Greater Occupancy Insights

Headquartered in Ottawa, Canada, Relogix was founded in 2010 as a business intelligence (BI) consultancy focused on the corporate real estate (CRE) space. The firm has subsequently evolved to offer subscription-based software and sensor technology for real-time space occupancy tracking and analytics. Relogix's clients include CRE occupiers and managing agents for properties across North America, Europe and the Asia-Pacific region, with more than 30 Fortune 500 firms in finance, insurance, healthcare, technology and government among its customers. Backed by venture firms, Relogix has raised a total of \$8 million in funding to date. The firm is strategically advancing its offerings by:

- **Redefining itself as an occupancy analytics platform provider.**

Relogix's cloud-based Conexus platform can integrate workplace and sensor data from various sources to provide insights and predictive guidance through traditional reporting and analytics, visualizations and machine learning (ML) algorithms. The firm originally introduced an Internet of Things (IoT) platform in 2015 to drive insights from real-time occupancy sensor data. It then launched Conexus in 2020, to provide targeted CRE analytics for workspace optimization and planning, along with dashboard views to explore detailed desk, office space and meeting room occupancy and utilization (see **Figure 1**). Customers can integrate data with other workplace or enterprise solutions to create a broader and deeper set of analyses. As examples, law firm Allen & Overy and online gaming business Zynga both leverage Relogix in conjunction with workplace booking information to assess their effectiveness in using office space. This helps them navigate hybrid work policies and flex their space according to evolving needs and behaviours.

- **Expanding its sensor offerings and IoT platform to include other providers' devices.**

Relogix is known for its own peel-and-stick occupancy sensors, but refers to itself as 'sensor agnostic.' It is increasingly entering into partnerships to utilize data from other sensors. Current partners include Butlr, Irisys and PointGrab – and Relogix also resells these devices (see Verdantix Smart Innovators: Sensor Devices For Smart Workplaces And Built Environments). The ability to use Conexus to readily import other sensor data is crucial, as the firm focuses further on its primary value proposition as a platform providing actionable occupancy analytics. In Verdantix's 2022 Global Corporate Smart Building Technology Survey, 52% of respondents reported having already implemented occupancy sensors at all or multiple sites, with an additional 27% evaluating or trialling these sensors.

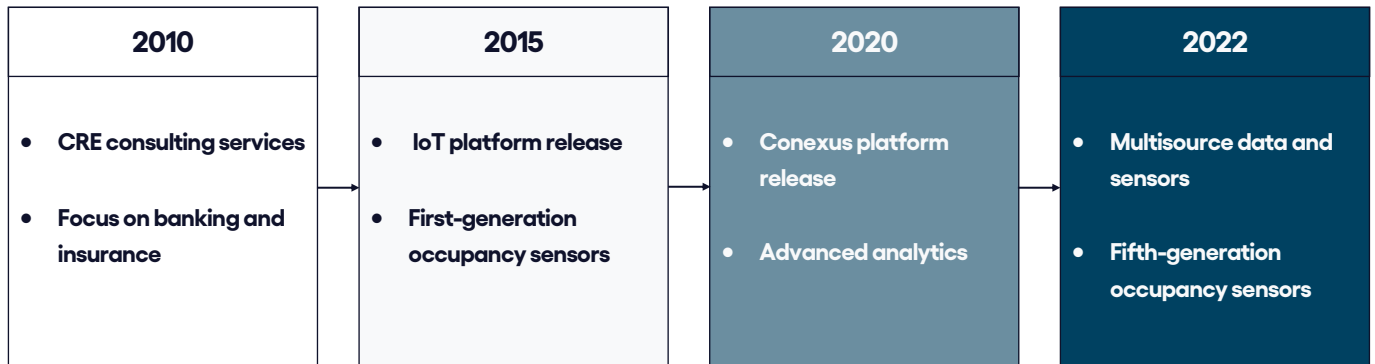
- **Updating its platform pricing model for more flexible, value-driven deployments.**

Relogix was one of the first firms in the industry to offer a 'sensor-as-a-service' licensing model. It transitioned in May 2022 from licensing its occupancy analytics platform based on the number of users and sensors to one based on square feet and type of data sources included. Its 'Attendance' package, for example, provides support for badging data insights and is sold at a minimal price point. By contrast, its 'Occupancy and Utilization' plan is set at a different price point and covers occupancy and people-counting sensor data. Its 'Pro' plan represents another tier that encompasses occupancy, people-counting, badging and booking data. Customers can align their spend based on the level of insight they wish to attain. The amount of data processed and stored on the platform is not currently a factor in the pricing.



Figure 1

Evolution Of Relogix Towards Becoming An Occupancy Analytics Platform



Sources: Verdantix analysis, Relogix information

Relogix Targets Providing Customers With A Deeper Understanding Of Actual Versus Intended Workplace Occupancy Behaviours

The growing stack of hardware, software and services for sensor and workplace technologies has become challenging for enterprises to manage. Many of these solutions are proprietary and require considerable work and expense to maintain. Relogix has concentrated on providing CRE managers and corporate decision-makers with richer insights into their unique actual versus intended occupancy behaviours – rather than simply serving as another smart building IoT platform for dedicated devices. Relogix is focused on:

- **Designing an expanding selection of out-of-the-box workspace and occupant metrics.**

The Conexus platform enables organizations to monitor and measure space utilization, assess office design effectiveness and track employee engagement. It does so by combining live occupancy data from sensors with a variety of other workplace data. Specific analytical views allow organizations to compare workspace usage and behaviour vis-à-vis intent, and then monitor these activities on an ongoing basis. Examples include the ability to see unused – or ‘ghosted’ – booked spaces and unbooked space being occupied by ‘squatters.’ Understanding ‘dwell and churn’ – how long a desk is used, and in how many instalments – helps firms design proper space allocation and improve desk-sharing ratios. Relogix uses an agile development methodology and regularly adds new analyses and informational views to its platform. For example, it added new meeting and collaboration visualizations in June 2022 to display real-time room performance.



- **Easing the platform's ability to ingest data and integrate with other solutions.**

Conexus can integrate with a variety of solutions through application programming interfaces (APIs), and Relogix is further simplifying integration efforts by creating pre-built connectors based on market demand. The firm's partners include a variety of notable workplace booking and real estate portfolio software providers, such as Condeco, iOFFICE + SpacelQ and Robin Powered. One Relogix customer – Elastic – integrates booking data from Robin into Conexus to obtain a detailed comparison of employees' actual versus intended use of specific spaces. Elastic uses Relogix in its co-working locations in addition to its offices to provide comprehensive occupancy and space utilization views across its entire workspace portfolio. The platform also aids firms in assessing and aligning booking rules. It allows customers to leverage data from access control and badging system providers such as Brivo, HID Global and Openpath, and from integrated workplace management system (IWMS) providers such as Archibus. Users can also integrate data from other enterprise solutions, including human resource information systems (HRIS) and collaboration systems.

- **Furthering its data science capabilities for behavioural analyses and predictive modelling.**

Relogix is advancing data science to provide deeper insights into workplace behaviours and relationships between people and places. The platform applies ML and algorithms to assess occupant habits and predict space usage scenarios. Its Conexus Univariate Forecasting algorithm, for example, can analyse historical data to spot patterns and trends and build models to forecast future use. Relogix also announced a partnership in June 2021 with Dr Graham Wills, an AI and ML expert, to develop more predictive capabilities for the real estate industry. The firm has already filed a provisional patent for predictive modelling and plans to roll out more of this functionality.

- **Helping customers implement more targeted solutions through its advisory services and partners.**

Relogix taps into its services heritage to provide expertise that helps clients assess their unique requirements and develop analyses for optimizing their real estate portfolios. The firm has formed a strong ecosystem of channel and service providers for sales, technology implementation and managed services, including CBRE, Horizont, JLL, Lenovo and Schneider Electric. Relogix sells approximately 40% of its product offerings through its indirect channel and is committed to providing customers with a flexible acquisition model.

Organizations Looking To Reduce Complexity In Obtaining Data-Driven Occupancy Insights Should Consider Relogix

Businesses continue to navigate the complexities of return-to-office scenarios and the hybrid workplace post-COVID. They must remain agile, and proactively and regularly assess working style preferences alongside their longer-term goals, to achieve optimal space utilization. The work Relogix is doing to advance its analytics, build out integrations, accommodate a broader range of sensor devices, and offer a space-based pricing model creates an intriguing value proposition for firms that desire:

- **A scalable platform and business model adaptable to unique workplace intelligence needs.**

Organizations wishing to understand employee preferences and evolve their workspace configurations over time require a solution that can technically and economically ebb and flow with demand. Conexus is a highly scalable cloud-based solution, hosted on Microsoft Azure and leveraging Azure Databricks and Delta Lake for data management. Relogix reports being able to process billions of data points at millions of requests per second.



- **Faster and more nimble sensor deployment scenarios.**

Relogix offers clients the flexibility to choose from various sensor providers and supplies its own wireless occupancy sensors that require less specialized knowledge to deploy. Its infrared/passive infrared (IR/PIR) heat- and motion-based sensors can be affixed to desks and ceilings, offer a tunable field of view and have a three-year-plus battery life. Relogix also emphasizes that customers can reuse and redeploy their sensors in new spaces as needed. These sensors use mesh technology that allows each sensor device to function as a type of 'router' for other sensors to connect to its gateway appliance, facilitating what Relogix claims to be 'always on' availability and a 99.7% accuracy rate. The firm provides a mobile application to aid device installation and relocation activities in the field. Relogix has also embedded Bluetooth Low Energy (BLE) beaconing capabilities into its sensors from version 5, for future use cases.

- **Ability to explore new dimensions of workspace analyses for actionable returns.**

The true value of sensor data is in how it is leveraged. For example, a healthcare firm used Relogix's solution to investigate how long examination rooms were being occupied, and for what purposes. The organization was then able to create new engagement rules to drive more effective space use and shorter churn rates. Another customer combined office location, HRIS and commute data with occupancy insights to assess its current and future needs. The firm was subsequently able to reduce leased space by 20%. Relogix has also created a module for its customers to track occupant density and identify recently used seats, to facilitate cleaning activities and address concerns surrounding the spread of COVID-19.

The cumulative value of analysing workplace data will only grow over time. Beyond tracking common metrics such as occupancy rates and desk-sharing ratios, the ability to integrate additional information – such as persona types, meeting parameters and space conditions – enables organizations to better understand how to manage their portfolios and enhance employee services. Relogix should further expand its reach into varied data sets and share the best practices it discovers in the field through productized reporting and analysis as application modules. Relogix also has the opportunity to augment its platform with more self-service tools for customers to design their own models and conduct advanced analysis.



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