

Reference project: Goodman

Prepared for the future with The New Way of Working

In 2012, Goodman Belgium moved into its new offices in Brussels. The office building has been fully furnished based on The New Way of Working, by using the latest communications technologies. AVEX and Talk & Vision cooperated to fulfil Goodman's needs. Nowadays, all 80 employees in Brussels have access to modern tools aimed at remote collaboration and communication.



Customer Goodman Belgium is a subsidiary of the Goodman Group: an integrated commercial property group, who owns, develops and manages commercial real estate including industrial, retail and office space globally. Goodman is one of the largest listed property groups.

Challenge The new offices of Goodman in Brussels had to be furnished based on The New Way of Working, with a focus on Activity Based Working. The key objective was to increase flexibility, transparency, collaboration and efficiency.

Result Goodman is very happy with its new offices and the integrated communications technologies. The employees enjoy using the tools. The collaboration increased and employees benefit from the flexible working environment.



"Employees can choose the way of working that best fits their particular jobs.."

*Peter Van Cauwenbergh, IT Director
Continental Europe at Goodman Belgium*





Activity Based Working

Inspiration for the new offices was the headquarters of Goodman in Sydney. Peter Van Cauwenbergh, IT director Continental Europe, explains: "Goodman Sydney has been working according to the Activity Based Working principle for some time now. This principle is based on flexibility, transparency, collaboration and efficiency. Employees can choose the way of working that best fits their particular jobs."

Meeting rooms and flexible work stations

In order to support The New Way of Working, the office has a number of different meeting rooms, work stations and services. The meeting rooms are equipped with up-to-date audiovisual and videoconferencing technologies. Each room is named after a colour and can be reserved by the employees. Goodman uses the state-of-the-art Room Fusion Booking system. Employees can book a meeting room from their computer, smartphone or tablet, since the system is linked to Outlook. Besides, they can reserve an empty meeting room on site, via panels which are installed outside each room. Next to the meeting rooms, the new offices have flexible workstations equipped with a computer, laptop docking station and keyboard. Employees can also choose for a quiet workstation: the offices contain a number of cockpits where personnel can work without any interruptions.



Unified communication tools

Goodman has unified communication tools available for all the employees. These tools are based on a Microsoft Lync environment. This Lync environment has been integrated into all the Goodman offices, so that employees from all over the world can communicate with each other. Furthermore, the services at the office and the mobile services are fully integrated.



Satisfaction and productivity

The Goodman employees benefit from their new working environment: "In the past, everyone worked in their own separate office, now employees can now sit wherever they want. In this way, they can collaborate and consult with each other very easily," Van Cauwenbergh explains. These days, paper documents are often unnecessary, since everyone has the right equipment to review and share documents digitally.



The employees truly appreciate the new office space. They make use of the communication technologies available to them, even though they were a little leery of them in the beginning: "The meeting rooms are booked almost the entire day now. Employees experience the benefits and they are happy to use the services and options available to them." The New Way of Working is refreshing and it increases the productivity.

Same tools at other locations

Currently, a similar environment is created for Goodman's offices in Paris. Next to that, Goodman plans to deploy the technologies to all the offices of continental Europe. The aim is to stimulate international collaboration, in order to improve the company results.

Project realization in 2013

AVEX is ISO 9001 and VCA certified.

