JARVIS
Powered by Staqu

WeWork partners with Staqu to reduce CAPEX by leveraging existing Infrastructure.

✓ What we have done

WeWork was previously using sensors to measure the unique visitors in their facilities. But the JARVIS video analytics solution was a better option since the sensors were not showing the most accurate results. To have a better understanding of their incoming visitors and how they can utilize their facility spaces, WeWork teamed with Staqu to deploy JARVIS in their various locations. To further get accurate results and implement an intelligent monitoring system, Staqu replaced the use of sensors. Leveraging WeWork's existing infrastructure, such as cameras, we streamlined operations and significantly reduced CAPEX.

👤 About the client

WeWork is a network of coworking spaces spread across the world where businesses and individuals can grow together. They make buildings into dynamic spaces for inspiration, concentration, and connection. WeWork thinks that offices can benefit from home comforts and that CEOs can support one another. Located globally, headquartered in New York, WeWork is in six cities with 40+ locations in India.

Client: WeWork | **Location:** Pan India

🚨 Situation

WeWork, which has more than 320 sites worldwide & 40 locations in India, collaborated with us to solve some key problems for the India chapter

Features

⠿ Occupancy

⬚ Area Utilization

👣 Visitor Analytics

👫 Gender Analytics

🧹 Hygiene Maintenance

Cost of monitoring

Even if they used motion-based recording for events, the customer couldn't afford to watch recordings of every facility because they had dozens of locations. As a result, they were searching for a more effective and trustworthy way to manage their data.

Significant operational costs

The end customer operated sizable facilities across numerous sites, which resulted in high operational costs. Due to little to no knowledge of the area and seat utilization in their facilities, they believed they were losing money. They believed there were daily losses of several thousand dollars across their facilities.


💡 Solution

JARVIS increased security levels, enhanced worker productivity, and lowered monitoring staffing expenses. There are numerous other applications, including improving security, visitor management, visitor processing, productivity, facility optimization, and safety.

Data-based evidence to support claims

Every time a person enters or leaves a facility, event meta-data is detected, tracked, and recorded. With JARVIS, the management could review and analyze old footage data while using a number of filters to uncover previously uninteresting events and relationships.

Find insightful & traceable trends

With JARVIS' powerful video forensics, event-specific behavior retrieval could be done in seconds or minutes, although data is stored in very large systems. The historical data could be used in an instant, as opposed to hours and days. Using the information for later forensic analysis of newly defined occurrences or behaviors, JARVIS identifies trends that were never thought to be important or were missed by chance.

Unique Visitor Analytics: 133
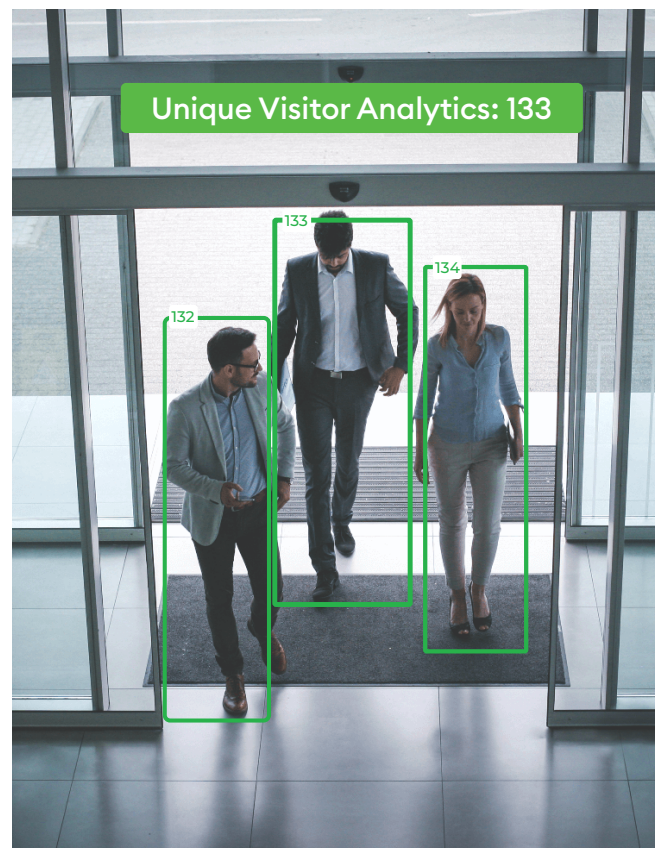
Analyze space utilization to generate revenue

Over the same time period, the client could compare and assess the traffic flow patterns between various facility locations/layouts. Each seat in a WeWork facility is equal to the revenue generated. Hence, knowing the occupancy of each seat was favorable in the sense that it could be compared to the ROI of each particular day to identify any discrepancies.

Enhance staff productivity

With the help of JARVIS, examining employee and visitor movements in relation to undesirable events or actions to identify meetings with accomplices was made easier. As a result, staff productivity was enhanced to improve customer experience, which further helped in customer retention.

Impact

31%
increase
in revenue

23%
reduction in
CAPEX

34%
reduction in
OPEX

100%
centralized
visibility

The major benefit that WeWork saw by utilizing JARVIS is that the unique visitor count's accuracy was fundamental in determining the revenue it generated each day. Sensors detect motion, but motion detection is not always accurate. For WeWork, visual merchandising saw the highest CAPEX. Hence innovative ways of learning about the area utilization in their facilities saw a **23%** reduction in CAPEX. Ultimately, WeWork gained a sizeable revenue, with an increase of up to **31%.**

Our Clients

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