ela INNOVATION

Success story

Occupancy rate management

of workstations

BlaBlaCar   Z#BRE

BlaBlaCar optimizes management
of its meeting rooms with IoT

The development and democratization of teleworking are leading more and more companies to restructure their workspaces. In response to this evolution, BlaBlaCar has completely **rethought its Paris headquearters** to make it a place for meetings and exchanges close to « hospitality ». The 9-floor has become **a true living space** offering relaxation areas such as a fitness and yoga room, a music studio, and a 500m² rooftop with green areas.

BlaBlaCar trusted Z#BRE and ELA Innovation to deploy within its headquarters **an IoT flex office solution** to **monitor and fluidify the management of shared spaces** (meeting rooms and phone box) integrating the **Blue PUCK PIR MESH infrared presence sensors**. This solution enables employees to find out in real time whether a meeting room or phone box is available or not, and to book it accordingly, releasing it automatically if they don't show up.

» The key players

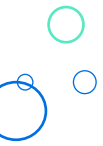|			
ela INNOVATION	**Z#BRE**	**Wirepas**	**BlaBlaCar**
Manufacturer of IoT sensors	IoT services platform	Technology provider	End-user

«
I liked Z#BRE's low-tech, environmentally friendly IoT approach. It's an efficient, modular solution that's easy to deploy and upgrade, and not too expensive. Another major advantage is that we remain fully involved in its use: not insignificant when you know that everything is in perpetual evolution at BlaBlaCar and very strongly linked to the agility of our structure. »

Muriel Havas, Real Estate & Facilities Director at BlaBlaCar

» The client requirements

✔ To optimize the management of its workplaces and anticipate their evolution
✔ To improve the experience of employees when they come on site

» The equipment

✓ Infrared presence sensors **Blue PUCK PIR MESH**(1)
✓ Dynamic display screens at the entrance of the rooms
✓ Gateway MESH / ethernet / MESH repeater
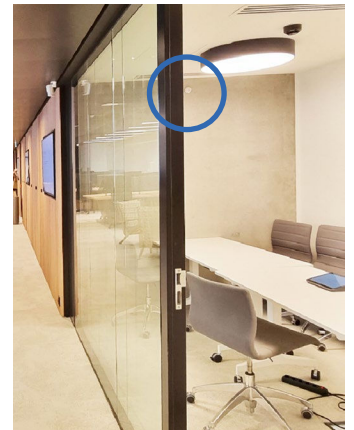✓ IoT platform for businesses (site manager)

(1)

» Modus Operandi

From a technical point of view, the occupancy management solution is based on an infrastructure of **infrared presence sensors Blue PUCK PIR MESH**[1]. Based on **Wirepas MESH** technology, they are associated with **MESH / ethernet gateways** and **dynamic displays (E-Ink)**. The presence sensors positioned in the meeting spaces will detect movements and deduce whether the space is free or occupied in a **completely anonymous** way. The information is centralized via gateways and uploaded in real time via the cloud to the Z#BRE platform, allowing managers to assign one or more people to a workspace and **update the information in real time** on dynamic displays. Employees, meanwhile, can reserve workspaces and resources remotely via an application. This solution also allows you to automatically free up unused reserved spaces that are not in use, allowing other employees to use them.

» The results

The BlaBlaCar team has created **one of the most pioneering workspaces** in France. Despite a totally flexible telecommuting policy, Blablacar manages to have one of the highest occupancy rates in the Paris region.

78%
of weekly workstation occupancy rate

» The advantages

✓ Easy and quick installation and use (IoT approach - Low tech)
✓ Simple handling by operators
✓ Flexibility and scalability of the solution
✓ Wireless solution, 100% autonomous
✓ Low Energy sensors in compliance with their CSR policy