



HqO In Action

How landlords and property teams are using the HqO Workplace Experience Platform™ to achieve best-in-class business results around the world.



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Chapter 1

Introduction



Leading the Workplace Experience Charge

HqO is transforming how people connect with each other and the places they work. The HqO Workplace Experience Platform™ makes it easy for companies and commercial property teams to engage with their end users to activate properties and improve tenant satisfaction. It also allows them to harness continuous data and analytics, helping them make better business decisions. Active in over 250 million square feet in 25 countries — and deployed across more full portfolios than other workplace experience solutions — HqO helps 57% of the Fortune 100 to enhance their workplace experiences and drive operational excellence.

That sounds impressive! But, you might be wondering: what makes HqO so special?

Just like you, we invest in software, tools, and services to help us achieve our goals as a business. We understand that the technology market — especially as it pertains to the workplace — is ever-changing. And, perhaps, over-saturated.

Your time is precious. As a buyer, it can be challenging to have the bandwidth to research different technology providers, observe what your competition is doing, and find reliable partnerships.

That is why we've worked with our customers to create this comprehensive guide of testimonials, references, and reviews. To make your decision-making process easier, we want to show you exactly why (and how) HqO has been implemented at properties more than any other workplace experience solution — helping real companies to succeed in their business goals.

In the same way that HqO makes investing in a digital workplace solution efficient and effective, we hope this makes your purchasing journey a little less stressful — and, dare we add, a little more exciting.

Of course, don't just take our word for it. Let our happy customers speak for themselves.

Chapter 2

Real-World Applications



HqO Case Studies

The following are stories telling the real-world applications of the HqO Workplace Experience Platform, featuring some of the industry's most innovative, forward-thinking landlords and property teams.



CATEGORY: URBAN PROPERTY

LOCATION: BOSTON, MA, USA

Nuveen

99 High Street is a Class-A office asset located in the heart of Boston's Financial District on the city's Greenway. The property is owned by Nuveen and operated by Cushman & Wakefield. Together, they partnered with HqO to enhance their tenant strategies through workplace experience technology and create a stronger sense of community.

The Challenge

As many owners and operators sought to do in the aftermath of the COVID-19 pandemic, the 99 High Street team made it their mission to not only understand the operational aspects of the asset, but to form deep, meaningful relationships with building tenants through exceptional customer service, building amenities, and events.

To achieve these goals, they built out a robust tenant experience program that involved hiring a dedicated Tenant Experience Manager, hosting ongoing programming and events for tenants, and implementing HqO's Workplace Experience Platform to channel these efforts into a one-stop shop for tenant engagement and community-building.

The Results

With HqO, 99 High Street successfully engaged with their tenants by streamlining building information and events, as well as enabling capabilities like mobile access, order ahead, amenities and resource reservations, perks and giveaways, and more. Currently, their app has over 850 users and ~60% active monthly users.

"I have been impressed with the level of collaboration between the property team and HqO since the minute I started working with them. HqO has encouraged open communication between us, and has allowed me to step in creatively whenever I feel fit. When we do need assistance, their responsiveness is unmatched and is truly appreciated by myself and the rest of the property team."

Carly Thayer,
Community Manager at Cushman & Wakefield



CATEGORY: URBAN PROPERTY

LOCATION: TRONDHEIM, NORWAY

Entra

For Entra, being an innovative real estate company is more than offering high-tech buildings or managing standard building functions such as ventilation, lighting, and electricity. The company firmly believes the future lies in making life easier, more accessible, and friction-free for everyone who uses the building. To realize this vision at its Powerhouse Brattørkai property in Norway, Entra invested in the HqO Workplace Experience App.

The Challenge

To create a workplace experience fully based on the needs and wishes of tenants in its Powerhouse Brattørkai property, Entra partnered with HqO to create a workplace experience platform that seamlessly connects tenants and employees with services and facilities in the area.

The Results

The Entra team achieved its goals of creating a stronger building community through workplace experience technology. Additionally, they received positive customer feedback for their efforts and innovative programming. To date, more than 93% of tenants have adopted the app, and Entra regularly sees about 75% monthly engagement through the app.

"I don't think I've seen this high adoption this quickly before, ever. This shows that we have created a product together that the users need. And that's the goal: We want to offer something that gives value to everyone working in our buildings."

Trine Kristoffersen Eidem,
Product Manager, Digital Service Platform



CATEGORY: MIXED-USE PROPERTY / RETAIL PARTNERSHIPS

LOCATION: NEW YORK CITY, NY, USA

DMK Restaurants and The PENN District Property Team

World-class restaurant chain DMK Restaurants strives to create emotionally resonating experiences by identifying the unique needs of every guest to shape their hospitality-focused dining services and offerings. As a vendor, they worked in tandem with HqO and The PENN District's property management team to heighten their impact and achieve mutually beneficial success at PENN 1, an iconic office skyscraper in New York City.

The Challenge

Before partnering with HqO, DMK Restaurants sought a cost-effective solution to reduce process times and connect with their local community. By optimizing their services, the restaurant company would be able to focus on their brands and the external experiences they offer. In turn, this would grant their front-line teams more time to connect with guests and work on behalf of their experiences.

The Results

DMK Restaurants achieved its goals of engaging with The PENN District community through workplace experience technology. The ability to order, view monthly specials, and receive tenant-exclusive perks has made HqO a popular tool for PENN District tenants and DMK guests.

"We are very proud of the best-in-class technology stack we have created to drive a frictionless experience. HqO is one of the finest tools we have to effectuate this. In addition to the intuitive, user-friendly nature of the HqO platform, it's also the best tool we have to communicate with building communities, offer them special perks, and drive a relationship with them."

David Morton,
Proprietor at DMK Restaurants



CATEGORY: OFFICE PORTFOLIO

LOCATION: USA AND CANADA

Hudson Pacific Properties

Hudson Pacific Properties needed a tenant engagement and communication tool to connect with their tenants across their office portfolio in the midst of the COVID-19 pandemic. With HqO, they stayed involved with their building community and engaged with over 74% of users through their building app.

The Challenge

With the onset of the COVID-19 pandemic, HPP implemented a range of solutions to keep their buildings safe. One near-term priority was the ability to conduct real-time communication with tenants. They saw workplace experience technology as a way to update occupants of key operational changes and nurture trust during a time of major uncertainty.

The Results

The HPP team achieved its goal of maintaining outstanding customer service efforts during the pandemic with the help of the HqO Workplace Experience App. For example, at Bentall Centre in Vancouver, Canada, 74% of the property's app users engaged with the app in a span of 60 days.

"The [HqO] app gives us the opportunity to provide services and convenience in a lot of different ways that create better experiences for tenants. This is especially critical now because of the pandemic. We're able to communicate and deliver virtual events, engagement, and services in a way that wouldn't be possible without technology."

Natalie Teear,
Senior Vice President of Innovation, Sustainability,
and Social Impact at Hudson Pacific Properties



CATEGORY: PUBLIC-FACING APP / MIXED-USE PROPERTY

LOCATION: LONDON, UK

J.P. Morgan, U.K.

J.P. Morgan sought to support its retailers at its iconic Spitalfields Market location, as well as enhance the property experience for its office tenants and public guests. With HqO, they implemented a public version of the HqO Workplace Experience App to keep the community informed and connect them to the property in a safe way that also elevated its on-site retailers.

The Challenge

J.P. Morgan knew that the heart of their busy market location was its independent retailers. They sought to give them a voice while elevating the overall experience for both tenants and Spitalfields' many visitors. Since the food trucks at Spitalfields Market have always been a crowd favorite for both the public and office workers, J.P. Morgan knew that reducing congestion in such a populated area would be a good place to start.

The Results

J.P. Morgan achieved their goals of elevating tenant and visitor experiences by activating on-site retail and keeping their end users connected to Spitalfields in an otherwise uncertain time. Currently, app users have engaged heavily with food and beverage offerings, events information, and COVID safety and re-opening content.

"Our desires went beyond the need to connect with just our occupiers and retailers, conscious of the high volumes of public visitors we welcome to the market. Once we'd seen the value in the platform, we worked with HqO to further develop a publicly available version of the app. Our visitors are now more connected and we love that they can order from the food trucks to avoid queues."

Paul Harris,
Vice President of Global Real Assets, Real Estate
Europe at J.P. Morgan



CATEGORY: OFFICE PORTFOLIO

LOCATION: USA

The Swig Company

The Swig Company always invested heavily in tenant engagement, but needed a more modern platform to spread its company culture and brand. Together with HqO, they elevated their landlord brand and integrated with existing amenities and features to create a world-class workplace experience.

The Challenge

Swig's initial platform that encompassed their efforts in workplace innovation and technology, sustainability and wellness, and community impact was housed on its website. Upon partnering with HqO, Swig was able to expand their capabilities to connect directly with the people working in their buildings. Once the pandemic hit and separated their workforce, they realized that this would also be a valuable tool for staying in contact with tenants and conveying important information.

The Results

The Swig team achieved their goals of elevating their company brand and remaining connected with their tenants through the HqO Workplace Experience Platform. Additionally, they've received positive tenant feedback for their efforts and innovative programming. Over 50% of app users have been actively engaged month-to-month.

"Connecting with our tenants is [critical] and HqO has enabled us to engage directly with the people working in our buildings. We have received positive feedback from our tenants, and the value of this platform has continued to increase in the COVID-19 environment."

Jay Scholten,
former Vice President, Innovation and Asset
Management at The Swig Company



CATEGORY: URBAN PROPERTY

LOCATION: BOSTON, MA, USA

Intercontinental Real Estate Corporation

Intercontinental Real Estate knew that for its 955 Massachusetts Avenue office property to keep up with its competition, they needed to activate its amenities and increase tenant engagement to attract and retain tenants. With HqO, they successfully rolled out and promoted a new amenity center — causing a shocking 99% of building occupants to download their Workplace Experience App.

The Challenge

One of 955 Massachusetts Avenue's biggest problems, aside from not being optimized for amenities, was competing with neighboring properties and companies to bring an excellent workplace experience to their building occupants. Elevating 955's profile would show appreciation for existing tenants, build a greater line of communication during upcoming construction and maintenance updates, and attract new tenants.

The Results

Intercontinental partnered with HqO to drive tenant outreach during the rollout of its amenity center, communicate with tenants during periods of disruptive construction, and share renderings, pictures, and details of the plans and construction through the app in order to get them excited and engaged. Since launch, over 99% of building occupants have downloaded and regularly engaged with the app.

"In the short time that we have been working with HqO, we have seen how useful it is to gain more insight into the tenants. We're able to receive feedback through HqO which in return helps us better serve our tenants."

Scott Kelly,
Regional Director, Asset Management at
Intercontinental Real Estate Corporation



CATEGORY: URBAN PROPERTY

LOCATION: BOSTON, MA, USA

Jamestown (Innovation and Design Building)

Jamestown wanted to make sure its iconic IDB asset remained competitive in a fast-paced industry. Not only did they invest in making the building highly amenitized, but they sought to put tenants first and use their feedback to improve upon their offerings. With HqO, they quickly achieved their goals of activating their investments and building a stronger community and landlord brand with 89% of tenants signed up to their Workplace Experience App.

The Challenge

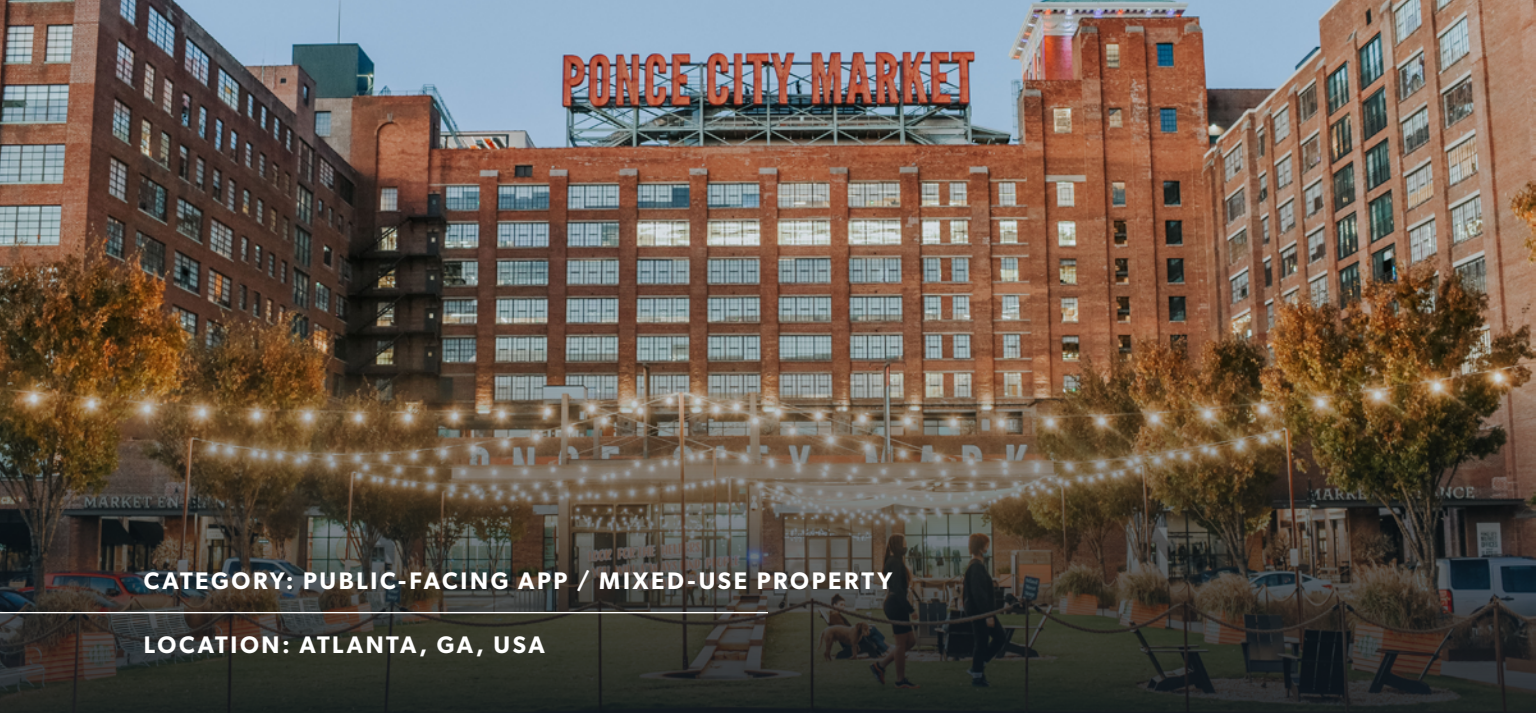
To attract and retain highly sought-after tenants, Jamestown invested heavily in amenities for the building. These investments include on-site retail, a fitness center, shuttles, and community events. Jamestown needed a way to track which amenities were popular, effectively communicate the offerings to their tenants, and incentivize and promote the on-site and local retail to the tenant population.

The Results

The Jamestown team quickly achieved their goals of activating their investments, building a stronger community with their tenants, and reinforcing their brand. 89% of tenants are signed up for the app, and Jamestown is scaling their experiences across their entire portfolio.

“Building shuttle usage data helped us determine that our shuttles are running at full capacity and that we might need to consider upscaling. Similarly, tenant engagement data has helped us understand the type of events/services our tenants like the most and plan more throughout the year.”

Michael Dekrmnjian,
Property Manager at the Innovation
and Design Building



CATEGORY: PUBLIC-FACING APP / MIXED-USE PROPERTY

LOCATION: ATLANTA, GA, USA

Jamestown (Ponce City Market)

Jamestown needed a way to communicate with and connect to the thousands of tenants and daily visitors at their landmark Ponce City Market destination. With HqO, they engaged with their diverse community through their Workplace Experience App, as well as enhanced their innovative offerings and programming.

The Challenge

Before partnering with HqO, Jamestown had to manually communicate with their various tenants, as well as their public guests who visited the property as a top Atlanta destination. On the workplace side, they had to work with the office managers for each tenant to disseminate communications through multiple avenues for important information. On the retail and public-facing side, Jamestown sought to promote their local retailers and restaurants to the general population.

The Results

Jamestown achieved their goals of engaging with such a diverse community through workplace experience technology. Additionally, they've received positive customer feedback for their efforts and innovative programming. To date, PCM boasts of over 6,500 total app sign-ups.

"The app has been key to creating successful property experiences and driving community, particularly during the COVID-19 pandemic. HqO has increased resiliency for us as the landlord and for our tenants, allowing us to effectively communicate and connect with tenants and enabling our tenants to digitally sustain sales when physical retail was shut down."

Michael Phillips,
President at Jamestown



CATEGORY: SUBURBAN CAMPUS / MIXED-USE PROPERTY

LOCATION: BURLINGTON, MA, USA

National Development

National Development needed to own the tenant communication process in order to elevate the landlord brand and increase tenant engagement through The District's events and offerings. With HqO, they were able to use workplace experience technology to elevate their programming and amenities while connecting tenants to the workplace.

The Challenge

Before partnering with HqO, National Development relied heavily on tenant gatekeepers across their property. This meant that all necessary communications, updates, flyers, announcements, and other important information that needed to be relayed to the larger tenant base would first go through their tenant point-of-contact. Having tenant gatekeepers broke down the communications process and was not an efficient way to inform people of property-wide events and information.

The Results

National Development achieved their goals of engaging with a modern tenant population through workplace experience technology. In fact, more than half (51%) of their building population has downloaded the app. Additionally, they received positive tenant feedback for their efforts and innovative programming, resulting in winning a BOMA Boston TOBY award for Outstanding Building of the Year.

"Our tenant success is truly a collective effort. It involves HqO's dedicated team, our relationship with the community, and our team at The District. Our on-site team has always worked hard to achieve results, and their communication and work ethic have come together in such a special way that I think is visible to everyone. HqO has become a valuable partner at The District."

Angela Iannuzzi,
Property Manager at National Development



CATEGORY: OFFICE PORTFOLIO

LOCATION: LONDON, UK

Endurance Land

Endurance Land sought to give its building occupants more visibility around the happenings across properties with multiple buildings. With HqO, they connected their workplace campuses, increased communication efforts, and supported local and on-site retailers.

The Challenge

Due to the historic nature of its buildings, Endurance Land knew that building occupants had very limited visibility to the various happenings that occurred across the sites. The number of entrances alone was enough of a concern: the London Wall Buildings have seven different entrances, and the Regent Quarter estate consists of three blocks with a total of ten different entrances. Thus, the property teams wanted to use an app to communicate site updates, events, and services to tenants no matter where they were located.

The Results

Endurance Land achieved their goals of connecting their campuses, increasing communication efforts, and supporting local on-site retail. They are now in a strong position to be able to successfully support their workplaces in a post-pandemic world. At the London Wall Buildings alone, 93% of tenants have downloaded the app.

"We saw huge value in introducing HqO as a tool to optimize communication across our buildings. With London Wall comprising multiple entrances and Regent Quarter a mixed-used estate, introducing the apps as a single source of truth has truly strengthened communication across both sites, allowing us to engage with tenants at an individual level. Over the past 12 months this has become even more critical."

Henry Macinnes,
Director at Endurance Land

Chapter 3

Better Workplace Experiences Across the Globe



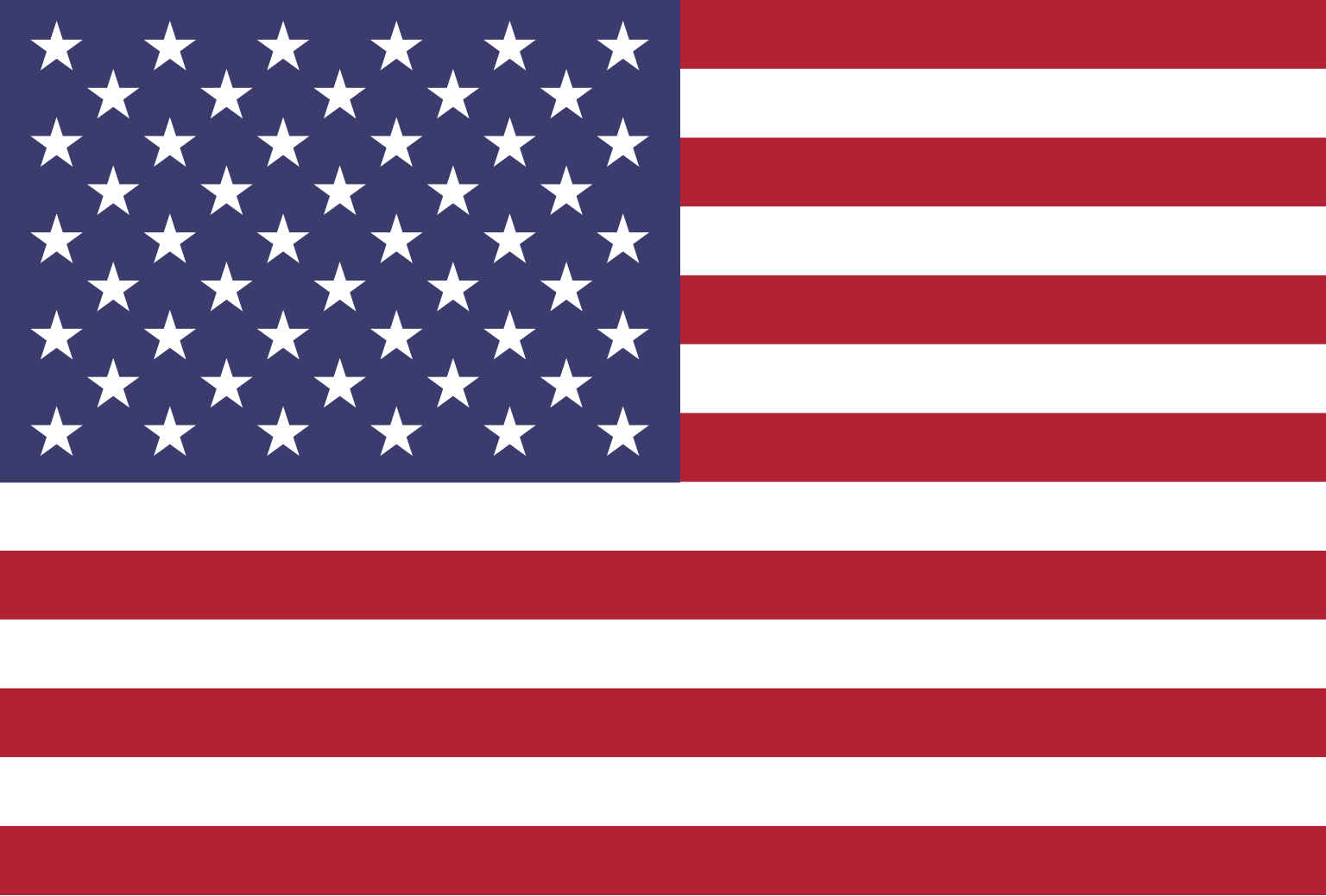
HqO App Deployments

Time and time again, our clients tell us that the HqO Workplace Experience Platform consistently achieves higher engagement rates than others.

In addition to our easy-to-use app and diverse programming options, we have a tried and tested

implementation, onboarding, and launch process so you can bring more tenant users onboard in less time — and reap all the benefits of your investment in HqO.

The following are just a few accounts of HqO app launches in major regions around the world.



HqO App Deployments in

The United States

Cawley Partners

HqO launched at HQ53, a Cawley Partners property in Plano, TX. Jordan Nan, Tenant & Employee Relations Manager, explains Cawley's dedication to enhancing the workplace experience:

"Our Cawley Team was so excited to officially launch HqO at our property HQ53. The building is unique in that it is a full tenant occupying the space and they have an on-site restaurant. Our goal was to throw the tenants a party, to create some excitement about the app. For the weeks leading up to the event we hosted various smaller events to help the tenants download

the app. By the time the event started, most of the tenants already had the app and could simply enjoy the benefits.

Launch week began with a small popcorn event, followed by a 'tech setup' in the lobby to answer any questions. The week ended with an afternoon candy-themed Happy Hour with a full candy bar, specialty candy cocktails, and passed appetizers. During the event, our team also raffled off some MAJOR prizes like an apple watch, Bluetooth speaker, and Amazon gift cards! Tenants received the app with open arms and have been excited for our events ever since."



SSH Real Estate

HqO launched with SSH Real Estate at their 123 South Broad Street property in Philadelphia, PA. To celebrate moving to a full mobile access-enabled building, the SSH team offered tenants Philly's Wetzel's Pretzels and Insomnia Cookies on-site.

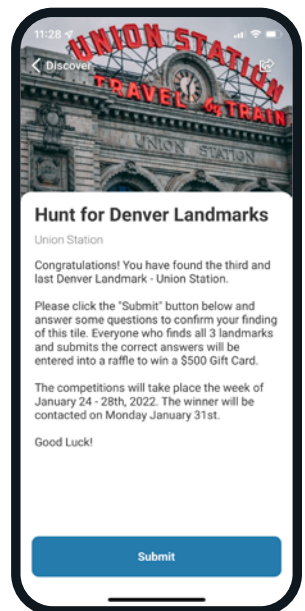
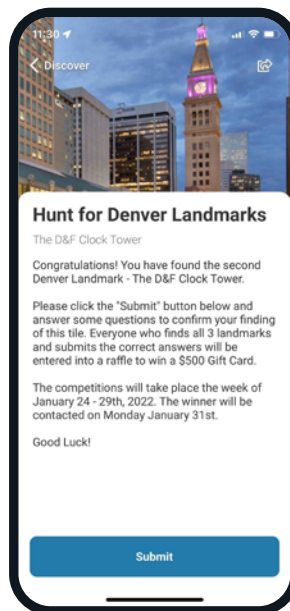
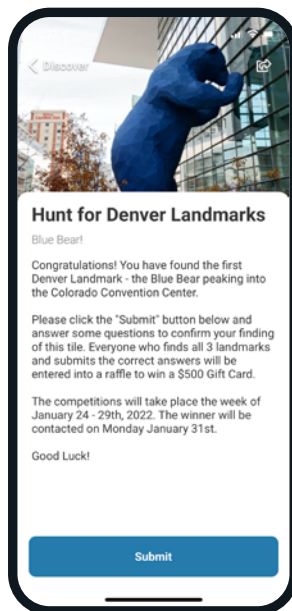
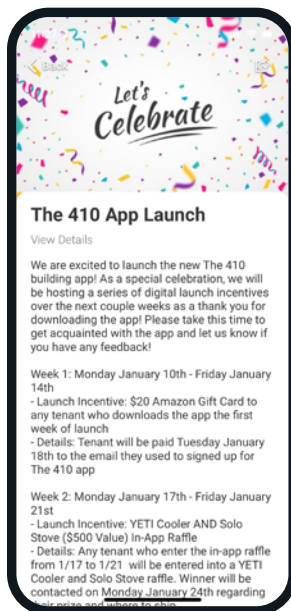
Over 75% of their building population downloaded the app!



SteelWave

HqO launched at The 410, a SteelWave property located in the heart of Upper Downtown in Denver, Colorado. Leading up to the event, The 410 team used their HqO app to host a series of giveaways, raffles,

and even a full in-app scavenger hunt (called the ‘Hunt for Denver Landmarks’) to give tenants the chance to win prizes worth up to \$500.



HPI Real Estate

HqO launched at the Douglas Center, a 400,000 square foot landmark located in Dallas, Texas. A HPI Real Estate property, the Douglas Center's app went live in just 28 days, and incorporated programs such as an on-site event with free food and giveaways and in-app communications and perks.

The tenants were also encouraged to learn more about recent amenity openings through their app, such as a new state-of-the-art fitness center and the ability to book classes, access related deals, and more.



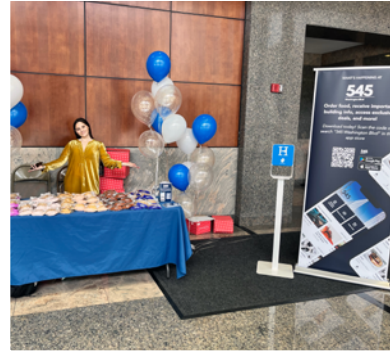
Harbor Group International

HqO launched at Harbor Group International's 55 Broadway property in New York City with catered breakfast sandwiches, pastries, coffee, and more.

The team even partnered up with Avo, one of HqO's best-in-class Marketplace partners, to bring tenants pressed juices, yogurts, and fruits. The theme? We're "lucky" to have you!

HqO also launched at 545 Washington Boulevard, a 22-story office tower owned by Harbor Group International in Jersey City.

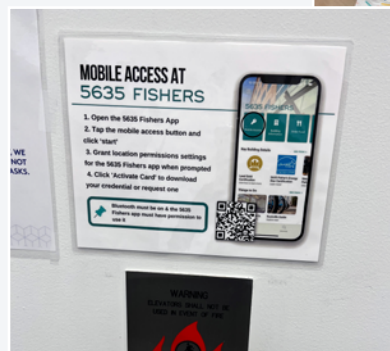
For the event, the team gave tenants free cookies (from nearby bakery Bang Cookies) with a QR code to sign up for their building app. It was a "sweet" deal, and everyone loved the local feel!



Tritower Financial Group

HqO launched at 5635 Fishers Lane in the Washington, D.C. area. The Class A, seven-story office building is owned by Tritower Financial Group and is part of a transit and pedestrian-oriented community with office, retail, and residential properties that provide a live-work-play atmosphere.

For their launch, HqO helped host two days of an on-site event complete with Pop-Up Poutine, fresh baked goods, and free breakfast. This promoted the building app, as well as partnerships with Ritual for food ordering and Datawatch Systems for mobile access.



DivcoWest

HqO launched at 1620 L Street, a DivcoWest property in Washington, D.C. Tenants were excited to be welcomed back to their building with a full coffee stand and a new building app, and were able to start their morning by grabbing an iced brown sugar latte.

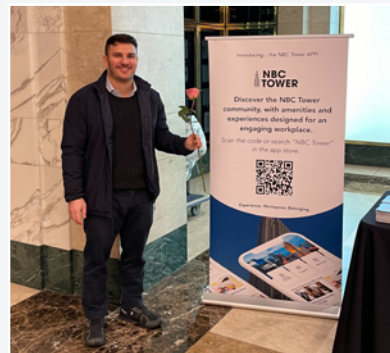


Metropolis

HqO launched at NBC Tower, a Metropolis property in Chicago, Illinois.

They used the occasion to also celebrate Mother's Day with the slogan, "Download the app, pick up a rose."

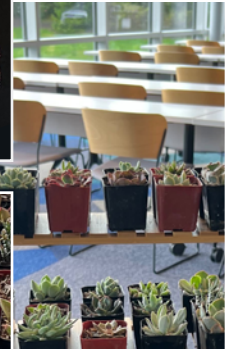
Tenants who downloaded their building app were able to enjoy fresh long-stem roses for the occasion.



Rubenstein Partners

HqO launched at Parkwood Crossing, a Rubenstein Partners property in Indianapolis, IN.

The Parkwood Crossing app gives tenants access to all the property's amenities and services including an on-site fitness center, conference room bookings, and order ahead from the Labor District Cafe. Tenants will also receive notifications about building information and activities such as a recent smoothie bike event.



USAA Real Estate

HqO launched at USAA Real Estate's America Center property in San Antonio, TX.

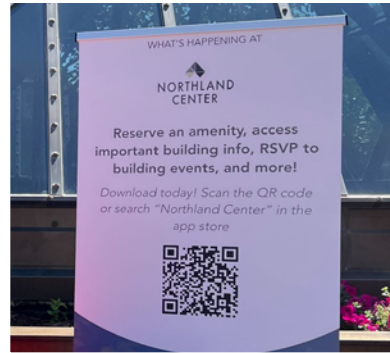
The America Center team sponsored multiple gift card and AirPods raffle giveaways, alongside an on-site launch event that took place over two days.



KBS

HqO launched Northland Center in Minneapolis, MN.

The KBS property event included taco food trucks, virtual programming, raffle prizes, and more — in the first week alone, the app received over 300 signups and lots of positive feedback.



LL American Realty Advisors

“[The app] helps me know what is going on so I can connect and have an outing with fellow co-workers, and get to know building staff/initiatives.”

HqO launched at 121 Seaport Boulevard in Boston, MA, an LL American Realty Advisors property. They celebrated with an ice cream party, giveaways, and more.



Tourmaline

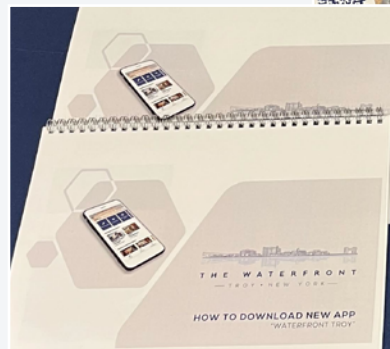
HqO launched with Tourmaline at their Citigroup Center property in Miami, FL. The property teams hosted an on-site cookie giveaway in the lobby along with an awesome spa package giveaway to celebrate Miami spa month.



First Columbia

HqO launched at 433 River Street in Troy, New York. The First Columbia property celebrated by partnering with their on-site cafe retailer for a cookie and coffee giveaway — and even prepared some amazing in-app “How-to” guides for their tenants.

They received 260 app sign-ups in a single day!





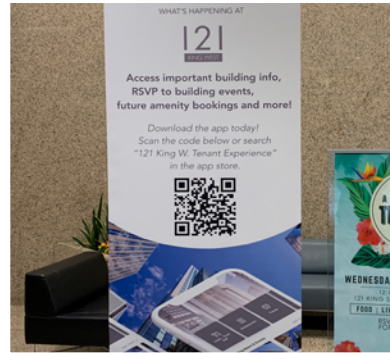
HqO App Deployments in

Canada

Crestpoint

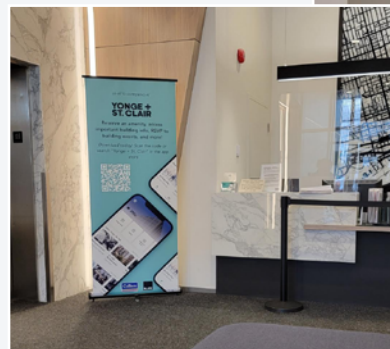
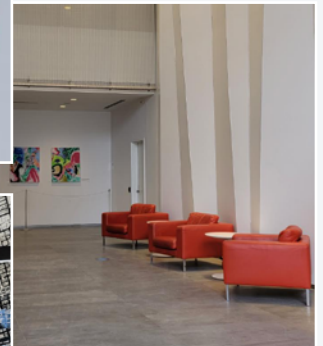
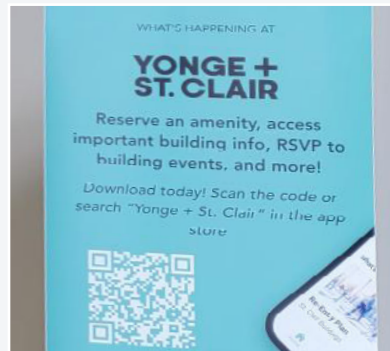
HqO partnered with JLL and Building Engines to launch at 121 King Street West, a property in Toronto, Ontario owned by Crestpoint.

The event was planned by JLL XM, and had a great turnout. The teams received over 240 sign-ups in the first week!



Slate Asset Management

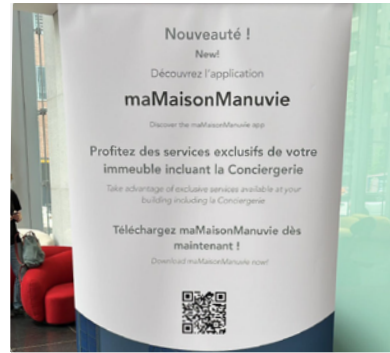
HqO partnered with Slate Asset Management on their digital launches at their Yonge & Saint Clair and Stephen Avenue Place properties in Toronto and Calgary, Canada. The building apps can gather tenant feedback, support local retail, and enhance the overall workplace experience for everyone involved.

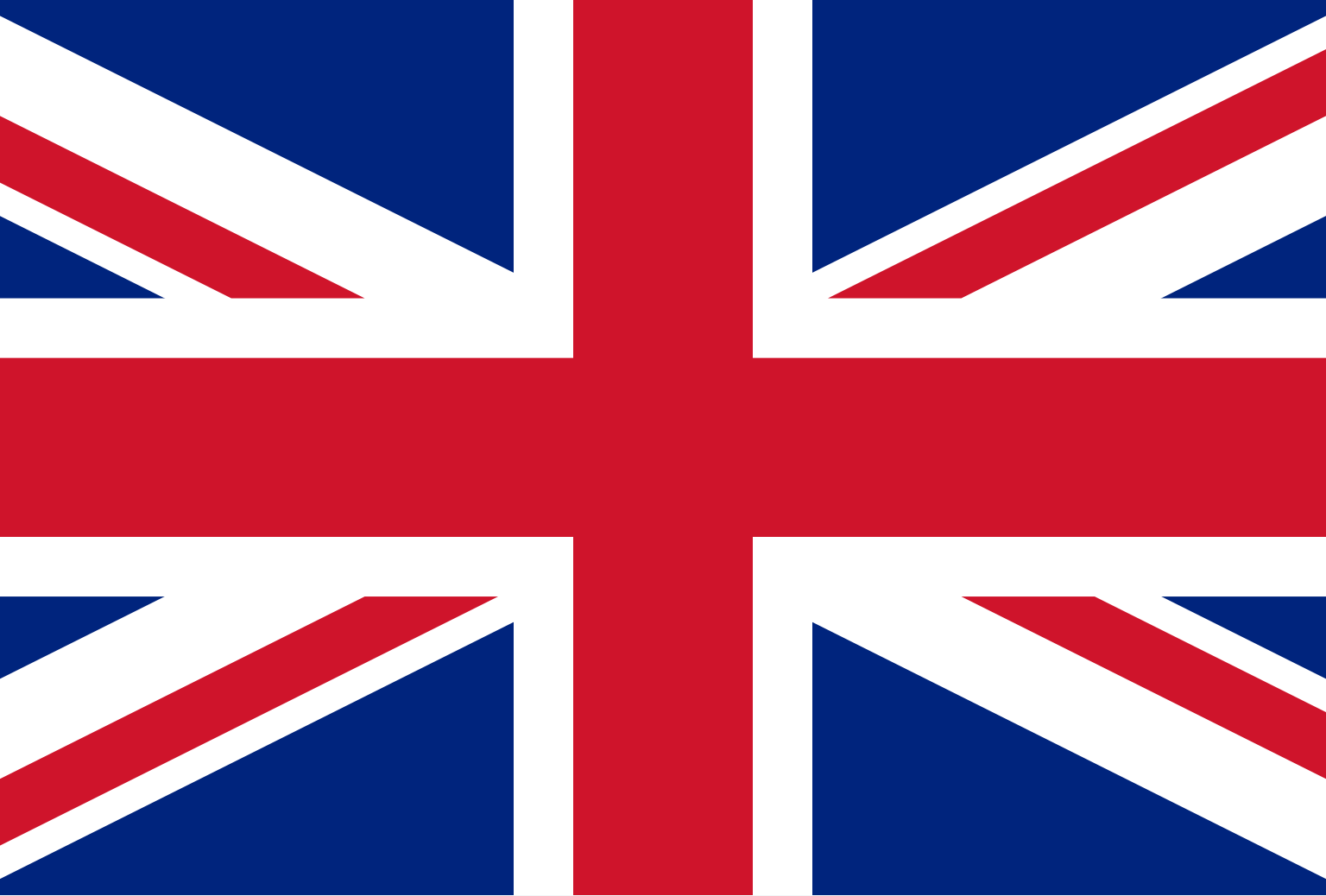


Manulife Real Estate

HqO launched at Maison Manuvie, a Manulife Real Estate property located in downtown Montreal, Canada.

The event, which promoted HqO partner ToDoToday and the La Conciergerie app, featured cotton candy and popcorn machines, a smoothie bike, fresh gourmet appetizers, massages, and more.





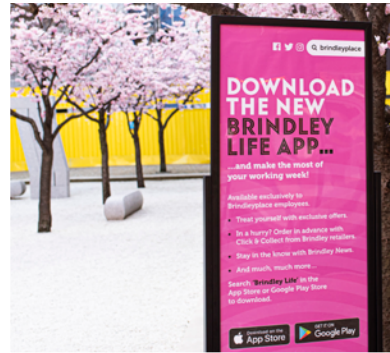
HqO App Deployments in

The United Kingdom

Hines UK

HqO launches at Brindleyplace in Birmingham, England.

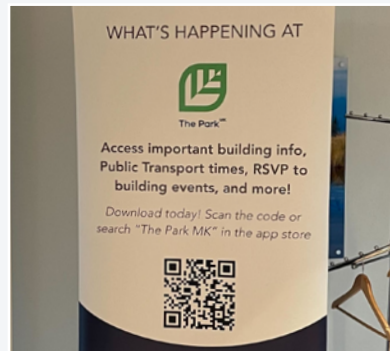
The fully-branded Brindley Life app is already seeing positive results from its launch event, with 60% of occupants having downloaded the app in just two days to access local deals, offerings, and even yoga class booking capabilities. Hines UK also invited Commonwealth Games 2022 mascot, Perry, to celebrate — he took photos and helped show everyone how they can make the most of their working week.



Colemore Capital

HqO launched at Colemore Capital's The Park MK property in England.

As part of their rebrand, The Park MK is improving their services and offering tenants and customers a new building app to communicate about events, news, and local information. The big event also provided test-drives with Teslas and eco-friendly vehicles, scones, and other baked goods from local bakeries.



Bruntwood

HqO launched across 21 Bruntwood buildings and campuses in Manchester, Leeds, Liverpool, and Birmingham, England.

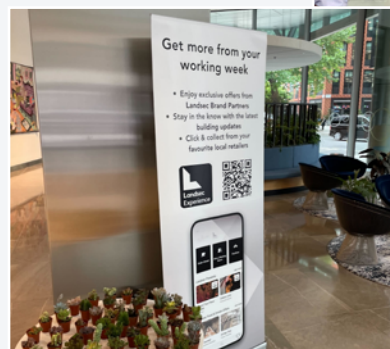
After listening to customer feedback, the Bruntwood team wanted to create a one-stop shop for making the most of their buildings. Now, all app users will have access to their own building environment, complete with capabilities to browse and book meeting rooms, view and RSVP to events across all Bruntwood buildings, order food and drink from local retailers, and use a community forum to connect all Bruntwood customers and give them access to exclusive perks and deals.



Landsec

HqO launched The Landsec Experience app at several of their properties in the U.K.

The launch events were spread out over 4 weeks and included plants, smoothies, doughnuts, and even portable phone chargers.



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HqO App Deployments in

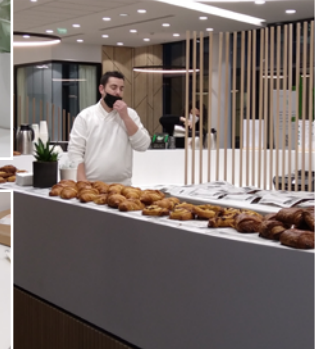
France

AEW

HqO launched at AEW's MINT building in Paris, France.

The team kept it fun and 100% sustainable: alongside free breakfast and coffee, there were sustainable care packages consisting of flyers made with mint seeds, branded recyclable mugs, peppermint tea, and fair-trade chocolates.

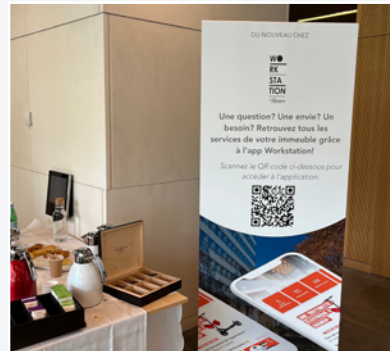
The event was a huge success: over 62% of the building downloaded their MINT building app.



Hines France

HqO launched at Hines' Workstation property on the west side of Paris, France, in La Défense.

The event involved a Convivial stand with free breakfast, coffee, and tea to welcome tenants; multiple service providers in the hospitality, fitness, and food industries; a green strategy with flyers printed on recycled paper; and plenty of quizzes and games hosted through the app where tenants could win prizes such as an electric scooter, backpack, and more.



The top half of the image features a background with three vertical stripes: green on the left, white in the center, and orange on the right, representing the Irish flag.

HqO App Deployments in

Ireland

Hibernia REIT

HqO launched at the Windmill Quarter in Dublin, Ireland.

Together with client Hibernia REIT, the teams advertised the opening of Tailor & Blue, an on-site coffee shop. They achieved this through the app, as well as offering free coffee and cupcakes to WMQ occupiers. All payments and orders are currently being run through HqO partner BBot, and the coffee shop is also open to the general public.



HqO App Deployments in

The Netherlands

The Collection

HqO launched with The Collection, a luxury segment landlord based in Amsterdam, at six of their properties.

They have already seen an engagement rate of 67%, and over half of their tenants have signed up for the app.



Chapter 4

In Their Own Words

HqO sees each customer as a true partner, helping them transform their workplace experiences, optimize their spaces, and boost financial performance. Here's what they had to say about our product and working together with our dedicated success teams.

"HqO allows us to connect with individual tenants across our campus, and it allows us to more curate their needs. That has become something that is really powerful for us. It helps us get to know our tenants better, and it helps us become better landlords."

Skylar Huth,
Director of Asset Management at Nuveen

"Our [HqO powered] building app is a favored resource for event details, property amenities, digital programming, and tenant guidelines."

Alexa Verma,
Community Manager at CBRE

"The key [to creating office destinations] is flexibility, and that looks different to each office [...] This makes our tenants feel at home and fosters creativity, wellness, and community while in the workplace. This is why we are partnering with HqO on our building events; it helps create a sense of belonging and allows people to network and participate in their larger community. It's all about cultivating that sense of community and connecting with each other in a more meaningful way."

Kairae Tann,
Vice President of Innovation and Asset Management at The Swig Company

"Listening to our clients and working with HqO has enabled us to adapt quickly to changing business and retail requirements, and we're looking forward to seeing how the Brindley Life app evolves over the coming months and years and becomes an even more essential part of employees' lives at Brindleyplace."

Matt Long,
Head of Customer Engagement and Placemaking at Brindleyplace

"Our team is deeply committed to transparent communication and continued engagement with our tenants. Through our partnership with HqO, we have enhanced these efforts and can now reach a broader audience within our buildings. It has been exciting to see how receptive our tenants have been to the technology and we look forward to launching new integrations that will support our flexible leasing offering in the coming months."

Megan Calabrese,
Director of Property Management at Foxrock Properties

"The quality of the client experience in the office is more than ever central to competition on the commercial property market. Our YouFirst Bureau brand will enable us to develop the quality of our relationship with our B2B2C end clients, thanks to our mobile app, which will further enhance the services provided by our YouFirst Managers. This app, developed with our partner HqO, will establish YouFirst Bureau as part of our clients' day-to-day life through the quality of its integrated services."

Valérie Britay,
Deputy CEO at Gecina

"Having a tenant experience platform is a must-have for the modern office. As companies and their employees are looking for more than just a workplace, but a sense of community, providing access to programming within the building, such as wellness programs and collaboration spaces, is critical among many others. The HqO platform offers a heightened experience for tenants and demonstrates how landlords can actively mold the future of the office."

Kayte Singleton,
Associate Property Manager at Rubenstein Partners

“FORE Partnership is delighted to be partnering with HqO to deliver the best possible tenant experience for occupiers at our Cadworks scheme in Glasgow. Cadworks will be the most advanced office building in Scotland, and we see HqO’s custom app as the perfect tool to introduce and guide our occupiers through the key benefits that these technological advances will deliver. Additionally, at our core, we have a firm belief in the potential that real estate has to positively impact the community, both locally and in a wider sense. HqO’s platform will be integral for us to deliver these key elements of our vision for Cadworks, and we look forward to working together on this and future investments.”

Giles Edwards,
Associate Director at FORE Partnership

“There are many problems technology can solve, and to be honest, we’ve seen a lot of platforms try to solve them. Not to be biased, but HqO is exceptional from a UX perspective [...] The other element is being able to have rich data. We’re a hospitality business at our core, and we want to make sure that our members have a wonderful service experience here. The HqO app gives us those insights, and helps us be at the highest level of service to our members. It’s really unique.”

Grant Powell,
CEO at Arterial Group

“I just love that we can create event invitations on [the HqO app]. Since we re-started our tenant event program a few months ago, everyone who attends or walks by our events has mentioned that they either saw it on the app or that they heard there’s an app for it [...] The app streamlined this whole process, and is a lot more accurate for planning.”

Adriana Silva,
Regional Marketing and Events Manager
at LBA Realty

“One of the things we wanted to solve was reaching individuals and building relationships with not just tenant companies, but the people who work here every day. So, using a mobile app really helped us to do that and gave us the ability to develop a more personal relationship with people.”

Patrick Nurse,
Manager of Tenant Relations at Cadillac Fairview

“We’ve been working very closely with our architects, our contractors, and HqO to develop our tenant experience app that fully articulates everything we want tenants to understand about this unique property. We want it to match the design intent of the building, and we’re redoing all the technology systems so that the app is its central hub. I want to see everything from a communications channel with management, to booking amenities, to even swiping your phone to get into the parking garage or your suite.”

Pat Rippe,
Managing Director of Portfolio Optimization
at Pennybacker Capital

“There are still people who work remotely, who may not feel quite as engaged with the building as they once did. That is one of the things that we have really loved about having a tenant experience app. HqO has given us one more way to get information to tenants about what is going on here. We populate the app with everything: updates to current renovations, photos of happenings and events, and even virtual programming.”

Cortney Haney,
Assistant Property Manager at Cushman & Wakefield

“The 100,000 square foot retail podium and nearly 20,000 square feet of amenity space in the recently redeveloped Stephen Avenue Place is unique. We wanted to ensure that all of our tenants were getting the most from their workspace and a big part of that is creating a sense of community. The HqO platform supports this initiative and allows us to enhance our tenant experience by connecting users with one another.”

Brett Koroluk,
Vice President at Slate Asset Management

“We are very pleased to partner with HqO, a leading provider of property technology services, to bring a new level of service to, and engagement with, our tenants. We believe that providing a seamless digital connection between our tenants and buildings is essential to attracting and retaining today’s leading companies to our properties. As a leader in the office space industry, we are proud to bring HqO and the Columbia Gateway app to tenants across our portfolio as part of our ongoing effort to provide best-in-class experience and value to our tenants.”

Nelson Mills,
CEO of Columbia

“HqO has been a key partner to reopening and reactivating our mixed-use campus environments. We have worked with their partner ecosystem to enact solutions around safe commutes and mobility, workplace communication, touchless food ordering, and occupancy management. As we navigate new unknowns, HqO allows our teams to enact nimble and proactive strategies.”

Ginny Miller,
former Vice President of Technology
and Innovation at Jamestown

“The modern office is really about creating a place where people want to come into work every day. Traditionally, property management has been focused on the building backbones and budgets. Now, we are seeing a whole other side involving people and experiences. Part of the evolution is building out teams and technologies dedicated to people and community — and being able to ask tenants what they want instead of guessing. When you know what people want, it is a lot easier to deliver.”

— **Jacinda Lofland,** Director of Strategy and
Innovation at Nuveen

Chapter 5

Happier Tenants and Employees

"I think it brings a sense of social interactivity, community, and fun to the office environment without interrupting the professional focus of work."

Tenant user at Capital Center

"Love to check what is going on in the building and city — it helps us to bring people back to the office."

Tenant user at The Wrigley Building

"It's great to know what is going on in the area! It brings me into the office more frequently."

Tenant user at Fifth Street Towers

"The app makes my office day a fun day."

Tenant user at 100 High Street

"Brings me (an) incentive to go into the office!"

Tenant user at 3500 Lacey

"[The app] brings very relevant information about the neighborhood and a lot of fun events that motivate great conversations at the office."

Tenant user at 444 Castro

"The app helps me look forward to going into the office."

Tenant user at 1001 PENN

"It's a fantastic app. Makes coming to work even more enjoyable with the convenience of the app."

Tenant user at Lincoln Centre

"Makes coming to work fun!"

Tenant user at Fifth Street Towers

"It has helped me adjust to coming back to the office in-person. There are a lot of valuable resources on the app."

Tenant user at Wells Fargo Center

"My building app makes me excited to come to work and socialize! The event(s) and specials make my work day so much easier."

Tenant user at Northland Center

"I love coming to work and being able to look at what's going on in the week and where I can meet new people."

Tenant user at Northland Center

"Love the updates on local deals and lunches! It makes coming to work more exciting."

Tenant user at 55 Broadway

"This app keeps me updated on the great events taking place in the building, which remind me of the value of coming to the office!"

Tenant user at 2000 K Street

"I love being able to connect with people through different events in the HqO app!"

Tenant user at Four Oaks Place

"I love checking the app to see what local places we can use for lunches! Getting together and socializing with my coworkers is made easier with the recommendations on the app!"

Tenant user at Northland Center

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About HqO

HqO, ranked No. 75 on the Inc. 5000 list, is transforming how people connect with each other and the places they work. The HqO Workplace Experience Platform makes it easy for companies and commercial property teams to create modern workplaces through world-class amenities and services that allow people to thrive and produce the best results. Active in over 250 million square feet in 25 countries, 57% of the Fortune 100 rely on HqO to enhance their workplace experiences, improve employee satisfaction, and drive operational excellence. For more information, visit <https://www.hqo.com/>.

Interested in seeing what HqO can do for your workplace properties? Schedule a demo today.



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