



# High-Performance Workplace

**How Integrated Experiences, Data,  
and Design Unlock Enterprise Value**

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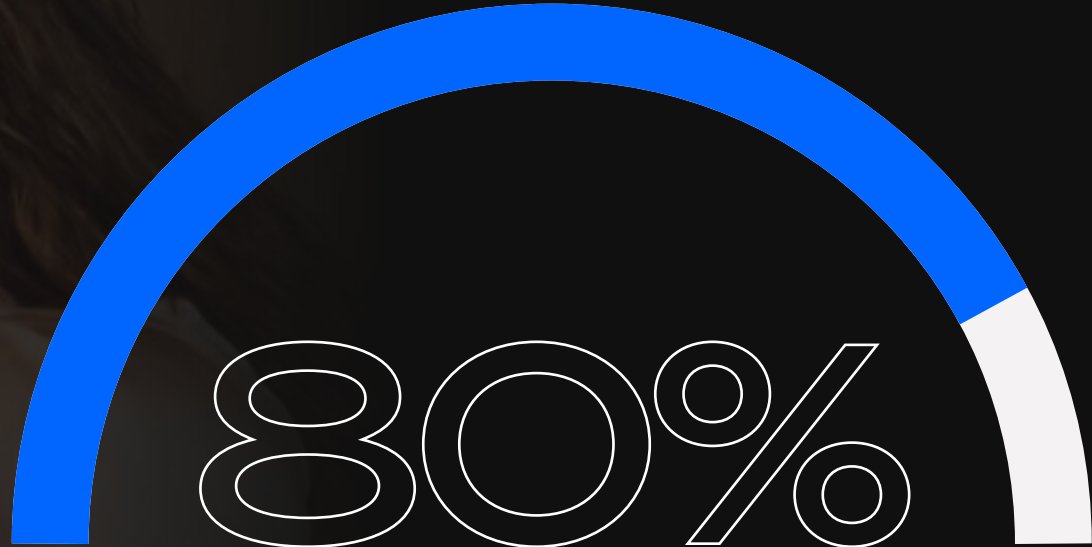
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of medium to large organizations will be influenced by the high-performance trend within the next five years.<sup>1</sup>

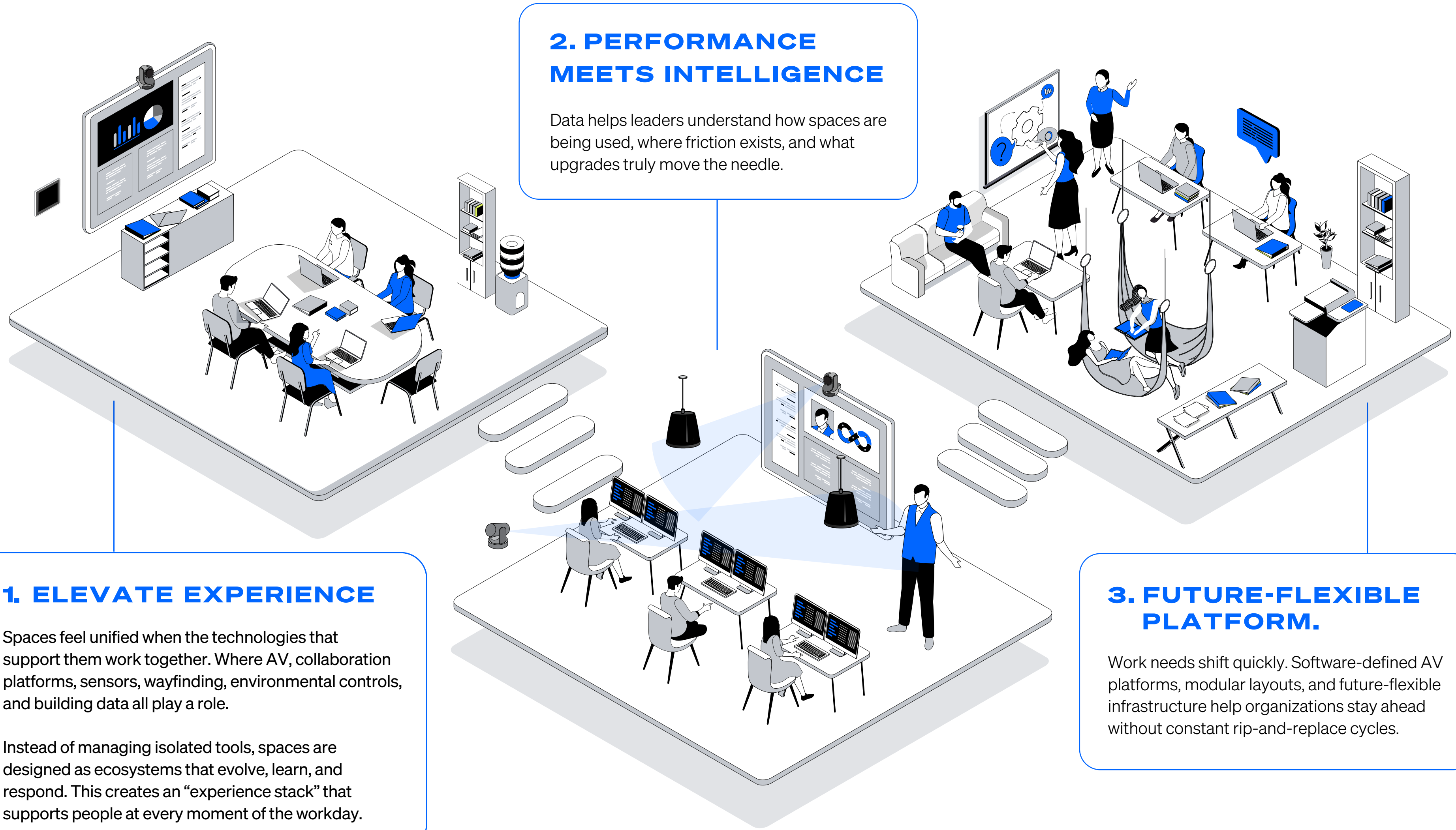
**TODAY'S WORKPLACE IS NO LONGER DEFINED BY WHERE WORK HAPPENS.**

**IT'S DEFINED BY HOW WELL IT WORKS.**

Organizations need environments that support people, respond to change, and deliver clarity in every moment of work. That requires architecture that unites experience, intelligence, and adaptability into something greater than its parts.

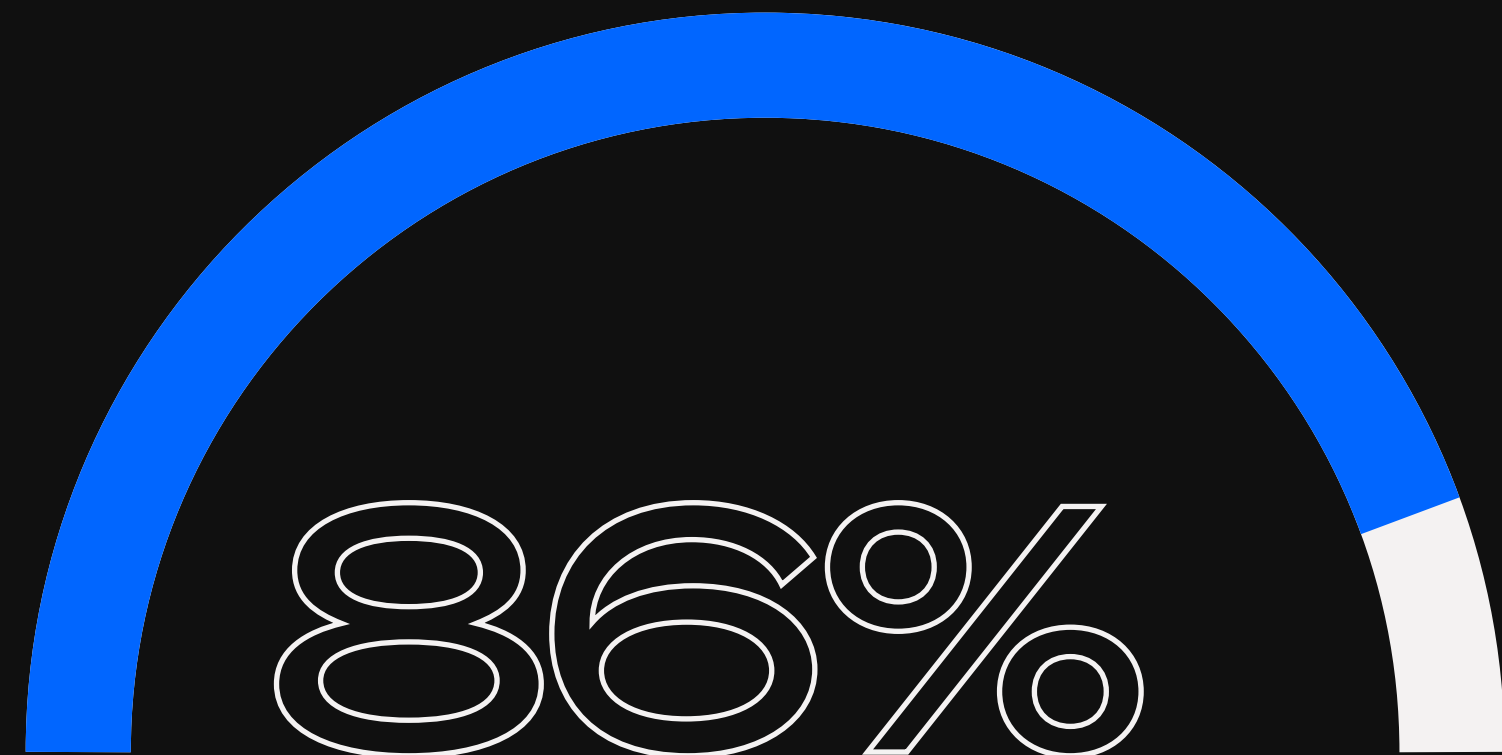
This eBook explores how the right foundation creates a high-performance workplace; one that elevates productivity, creativity, and measurable business outcomes.

# At its core, a high-performance workplace is built on three principles:



# ELEVATE EXPERIENCE

Uniting experience and intelligence to inspire creativity and elevate culture.

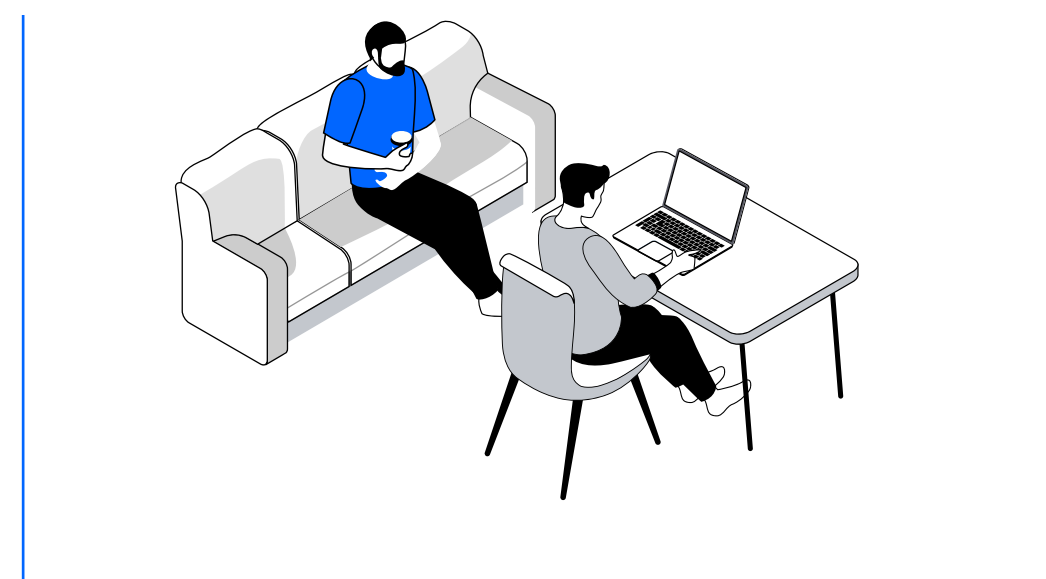


of workers say that a strong workplace experience enables them to do their best work and makes them feel excited to work for their employer.<sup>2</sup>

When a day in the office is worth it, people show up with energy, and performance follows.

Employees need more than just a desk and a conference room—they need spaces that foster stronger personal connections with collaboration features that genuinely enhance the way they work. Employees point to “creative labs” as their ideal work environment—dynamic spaces that feel experimental and imaginative.<sup>2</sup>

Companies that meet these evolving workplace demands don’t just improve morale—they unlock measurable returns. Research shows that highly engaged business units experience 78% less absenteeism, 14% higher productivity, and up to 51% less turnover compared to their less-engaged peers.<sup>4</sup>



of employees say their workplace currently offers a strong experience.<sup>2</sup>



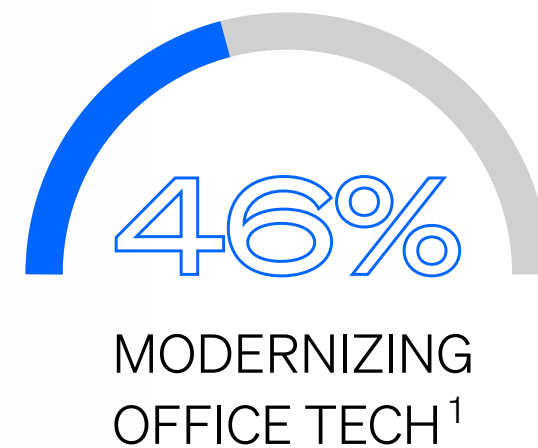
of executives agree that improved employee experience (EX) leads to improved customer experience, which in turn leads to rapid revenue growth.<sup>3</sup>



of organizations plan to modernize their office spaces and add more technology.<sup>1</sup>

# EXPERIENCE HAS BECOME A MEASURABLE LEVER

Across industries, the most urgent challenges are human connection, focus, and momentum at work. That's why organizations are now investing in the quality of the workday, not just the square footage that contains it. The shift is clear in the data: 46% of IT/ telecom decision makers are modernizing office technology, 32% are building more geographically dispersed workplaces, and 50% are adding office perks; all aimed at improving everyday experience where work actually happens.



## REAL ESTATE MOVED TO WHERE EXPERIENCE PAYS OFF:

Portfolio strategy is following the same logic. U.S. office stock totals 9.1B sq ft, and roughly 5.6B sq ft is Class A the part of the market best positioned to convert experience into talent outcomes and brand impact. As vacancy lingers in older buildings, occupiers are concentrating investment in higher-quality environments where integrated experiences can lift utilization, satisfaction, and asset value.

## A MARKET OF CONSEQUENCE

Work is evolving faster than traditional systems can support. That's why organizations are turning to software-defined, cloud-orchestrated platforms that offer the scalability and flexibility modern work demands. And the market reflects the shift: the U.S. high-performance workplace AV&C category is projected to grow from \$187B in 2025 to \$229B in 2030. Clear validation that integrated platforms are shaping the future of workplace performance.

U.S. OFFICE STOCK: **91 sq ft; ~5.6B Class A<sup>1</sup>**

2030: US TAM → **\$229 BILLION, US<sup>1</sup>**  
GLOBAL TAM → **\$582 BILLION**

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## The benefits of investing in a strong workplace experience are meaningful:

- **Costs fall** through reduced turnover and absenteeism.
- **Productivity rises** as employees bring more focus and energy.
- **ROI improves** as office space shifts from a fixed cost to a strategic performance driver.
- **Culture is strengthened** giving companies a competitive edge in both talent attraction and customer outcomes.



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## Employees in high-rated workplaces are:

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**4.9x** more likely to experiment with new ways of working <sup>2</sup>

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**2.6x** more likely to hold impromptu meetings with their coworkers <sup>2</sup>

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**4.1x** more likely to report having fun at work <sup>2</sup>

# PERFORMANCE MEETS INTELLIGENCE


## Key technologies include:

 AV platforms

 HVAC

 Video


 Sensors

 Control systems

 Wayfinding

 Advanced lighting

 Security

 Building management

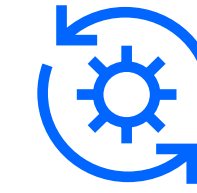
 Space utilization



Reduced costs and increased uptime.



Stronger creativity, engagement, and culture.



Seamless collaboration for higher productivity.



Improved sustainability due to energy-efficient systems.

## Unify data, devices, and cloud-first architecture for action and insight.

A space is where multiple applications converge. Where audio, video, control, automation, and user experience must operate together as a cohesive system. The challenge isn't any single application; it's how they interact in real time. When systems are delivered as discrete products, organizations inherit the burden of integration, resulting in fragmented workflows, inconsistent experiences, and solutions that fail to scale.

Intelligent workplaces take a different approach. By unifying applications through software and a cloud-first architecture, organizations turn individual rooms into connected, adaptive environments. Data from AV, sensors, lighting, HVAC, and building systems becomes part of a shared intelligence layer revealing how spaces are used, where friction exists, and how performance can be improved at scale.

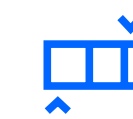
But a high-performance workplace isn't defined by one room. It's defined by how many rooms connect across an entire place.

When data flows across buildings, campuses, or global locations, leaders gain the visibility required to make informed decisions. Operators gain reliability and repeatability. People gain environments that feel intuitive and consistent, no matter where they work. Without unified intelligence, scale introduces fragmentation instead of performance.

## Unified Workplace Intelligence



Connects AV, control, and sensors into one system.



Converts live space data into actionable insights.



Delivers consistent, reliable performance across spaces.



Adapts quickly through flexible, software-driven updates.

Even the most advanced workplace will fall short if organizations can't understand how work actually happens. Today's teams navigate complex schedules, shifting work styles, and competing priorities. Without clarity into patterns of use, friction increases, productivity stalls, and the workplace cannot adapt in ways that support people or performance.



**High-performance environments close this gap by using data to illuminate how spaces behave, how employees engage with them, and where experience and efficiency can be improved in real time.**

#### **Real-time visibility into how spaces are used**

Space utilization data highlights patterns of focus, collaboration, mobility, and downtime, allowing organizations to right-size spaces, allocate resources more effectively, and reduce wasted capacity.

#### **Systems that automatically adapt to changing conditions**

Connected AV, lighting, HVAC, and sensor data work together to adjust environments based on occupancy, activity type, or time of day, shifting from manual control to intelligent responsiveness.

#### **Insight-powered workflows that minimize disruption**

Instead of forcing teams into rigid rooms and schedules, intelligent spaces remove guesswork by anticipating needs, reducing cognitive load, and allowing people to focus on meaningful work.

## **Intelligence that reduces cognitive load and supports better work**

When devices, sensors, and systems produce unified data, organizations gain actionable clarity, not just dashboards. Automated notes, summaries, space cues, and system behaviors reduce the cognitive overhead of modern work, especially in hybrid settings.

A cloud-first AV platform keeps these experiences consistent across every space. It gathers insight behind the scenes, identifies friction before it grows, and ensures environments operate as intended. The result is fewer interruptions, smoother transitions between modes of work, and more time and mental energy for the work that matters.

# FUTURE-FLEXIBLE PLATFORM

A future-ready platform built to adapt and scale.

While experience is the driver of the high-performance workplace, it can't thrive without the right tools.

A future-flexible AV platform enables organizations to harness real-time data to dynamically shape workplace experiences that meet the evolving expectations of employees, administrators, and business leaders.

A three-layer architecture powers this transformation—turning static rooms into intelligent, adaptive ecosystems.

**Multimodal I/O** is the sensory layer. The eyes and ears of the platform.

It captures inputs from microphones, cameras, sensors, and signage. It also drives outputs that shape the experience in real time, delivering the right experience back into the space—whether that's adjusting lighting, sound, or content based on room activity.

**Intelligence Operating Layer** is the system's brain.

Fully-integrated audio, video and control engine applies intelligence to the flow of data, moving it bidirectionally throughout the stack, orchestrating the operation of the platform.

**Cloud-Based Layer** uses AI and machine learning to analyze data over time and across locations.

It delivers predictive insights and enables automation at scale. Over time, it helps optimize how spaces are used, how people collaborate, and how experiences can continuously improve.

Together, these three layers power the continuous adaptability that defines a high-performance workplace. And because the architecture is software-defined, it supports modular, evolutionary updates—eliminating the need for disruptive rip-and-replace upgrades.

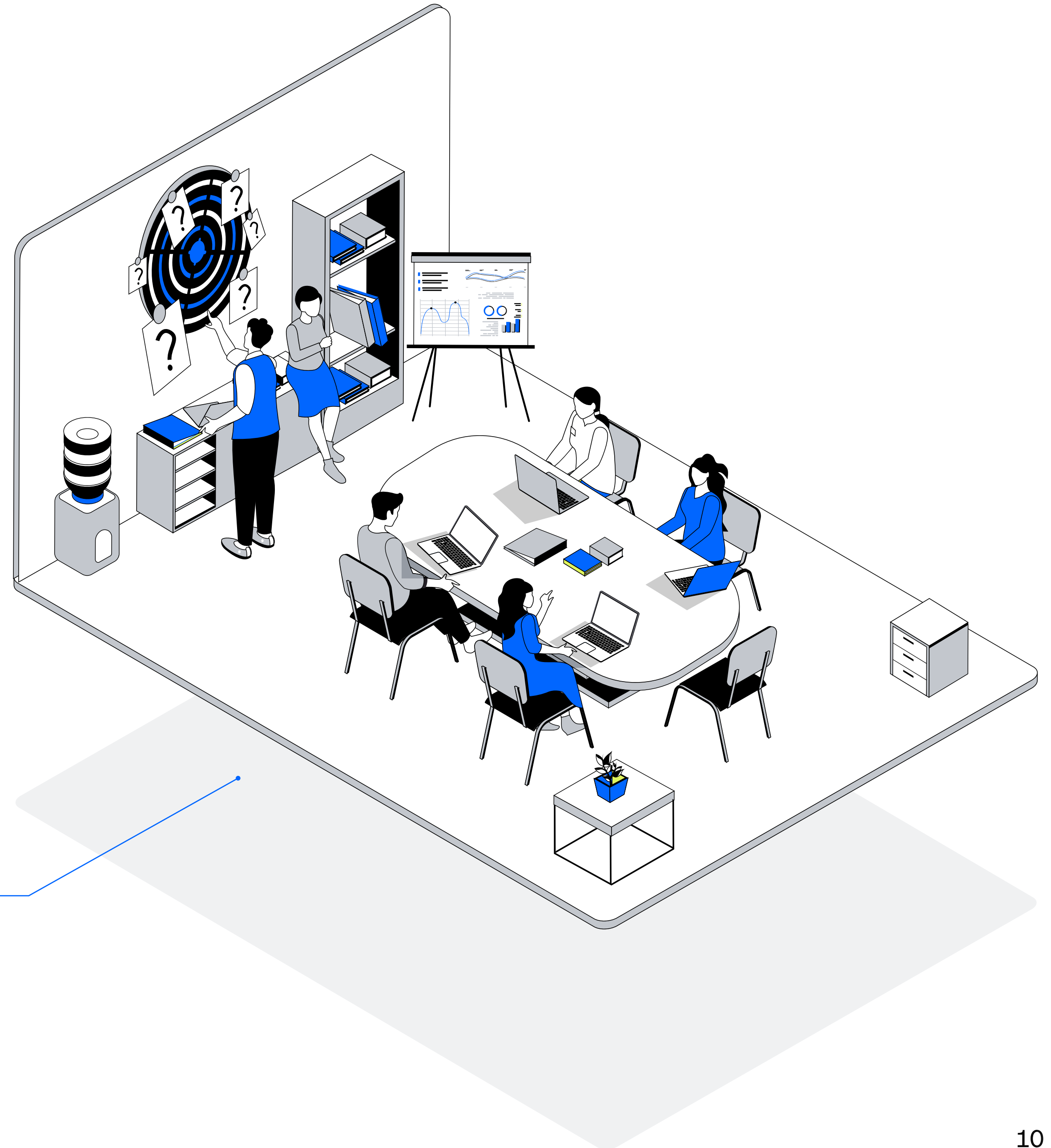
With centralized control over permissions, compliance, updates, and troubleshooting, IT teams gain visibility across the workplace ecosystem. This strengthens security while lowering operational risk. Meanwhile, real-time data helps business leaders understand how spaces are actually used, informing smarter decisions around real estate, workplace policy, and capital investment.

For CIOs and operations leaders, this translates to fewer help desk tickets, better space utilization, and a workplace that grows in strategic value over time.

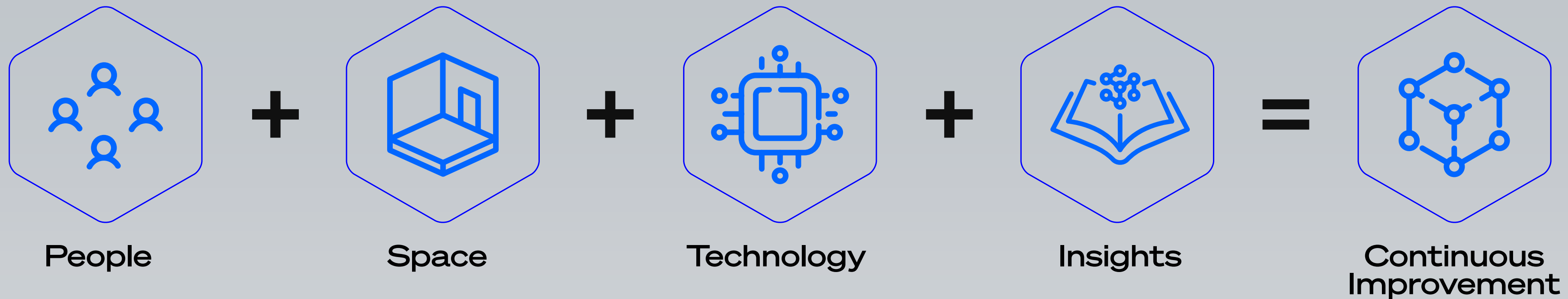


**Investing in a Full Stack AV Platform significantly boosts the potential of a high-performance workplace, creating a future-flexible asset in a more effective and resilient operational environment that eliminates performance barriers and aligns with corporate goals and economic conditions.”**

**— Frost & Sullivan<sup>1</sup>**



# THE IMPROVEMENT EQUATION



A future-flexible workplace starts with the right foundation—one platform that connects people, space, technology, and insights so environments can evolve continuously. The focus shifts from provisioning room types to engineering outcomes: fewer barriers to participation, shorter time to decision, and more equitable collaboration for every contributor, on site or remote. And because capabilities are increasingly software defined and cloud orchestrated, these environments can evolve without rip and replace cycles, allowing teams to pilot, learn, and continuously tune the experience.

Most importantly, a high performance workplace uses data to create change. By instrumenting spaces—occupancy, environmental conditions, collaboration quality, and system health—leaders gain insight to identify friction and make targeted adjustments that people actually feel. Over time, this data flows between rooms and into management systems that support measurable, informed outcomes.

The result is a workplace that behaves like a responsive system. It learns from use, adapts quickly, and steadily lifts the impact of high value work. Organizations are moving beyond static room types toward environments that are flexible, intuitive, and aligned with how teams naturally work, connecting through integrated AV that unifies collaboration, building operations, and digital tools across the entire footprint.

This is the improvement equation in practice—when a flexible platform ties people, space, technology, and insights together, the workplace becomes an environment that can continuously improve.

# THE NEW HEARTBEAT OF WORK



High-performance workplaces start with clear intent and is felt in the everyday: ideas are easier to share, focus is easier to find, and connection is easier to build. The way to keep that experience unified is to treat space, technology, and culture as one integrated AV platform that learns from data. Insights turn real moments of work into a closed-loop evidence system for leadership. The adjustments are made where they matter; outcomes are observed, and improvements continue at the speed of software.

By designing spaces that support the way people think, create, and connect, leaders can build environments that feel energizing, intuitive, and uniquely human.

LEARN MORE:

[QSYS.COM](https://qsys.com)

# References

The following reports and studies informed the data and insights presented in this eBook.

<sup>1</sup> Frost & Sullivan. (2025, June 10). *Renaissance of the Workplace*. <https://www.qsys.com/landing-page/frost-sullivan-white-paper>

<sup>2</sup> Gensler Research Institute. (2025). *Global Workplace Study 2025*. <https://www.gensler.com/doc/research-global-workplace-survey-2025.pdf>

<sup>3</sup> 4 Forbes Insights & Salesforce. (2020). *The Experience Equation: How Companies Can Orchestrate Their Ecosystems to Create Value*. <https://asociaciondec.org/wp-content/uploads/2021/03/forbes-insight-experience-equation-final-report.pdf>

<sup>4</sup> 5 Gallup. (2025). *Employee Engagement vs. Employee Satisfaction and Organizational Culture*. <https://www.gallup.com/workplace/236366/right-culture-not-employee-satisfaction.aspx>