

Better workspace data. Better decisions.

Discover how insights captured by Logitech devices help improve collaboration, enhance employee experiences, and maximize the value of workplace investments.



Why office space decisions often miss the mark.

Managing office space presents critical budget and efficiency challenges for IT and facilities leaders. With flexible working and hybrid meetings now the standard, rooms can be fully booked one day and completely empty the next.

This fluctuating attendance and seemingly random space usage often leads to decisions based on assumptions, as opposed to decisions based on data.

But even organizations that collect utilization data may not be collecting the right data. According to [JLL](#), a global commercial real estate services and investment management company, 74% of organizations report collecting space utilization data, yet only 7% rate their data capabilities as excellent, which highlights a significant gap between organizations' data collection and analysis.

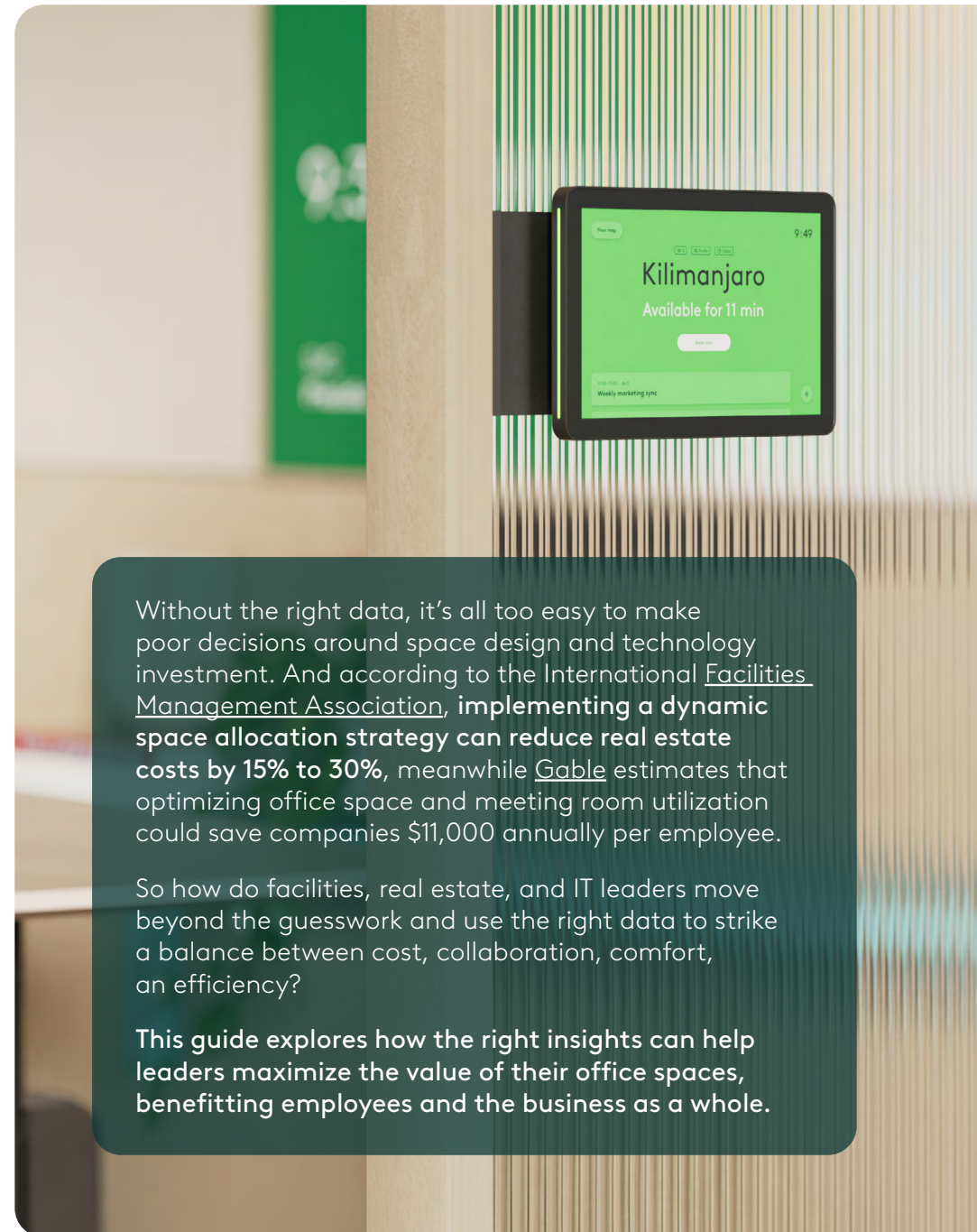
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Without the right data, it's all too easy to make poor decisions around space design and technology investment. And according to the [International Facilities Management Association](#), **implementing a dynamic space allocation strategy can reduce real estate costs by 15% to 30%**, meanwhile [Gable](#) estimates that optimizing office space and meeting room utilization could save companies \$11,000 annually per employee.

So how do facilities, real estate, and IT leaders move beyond the guesswork and use the right data to strike a balance between cost, collaboration, comfort, an efficiency?

This guide explores how the right insights can help leaders maximize the value of their office spaces, benefitting employees and the business as a whole.

What should you be measuring?

Organizations should focus on measuring two critical areas to optimize workplace functionality:

Space utilization

Tracking how spaces are used—including occupancy patterns, peak demand times, and usage trends—provides valuable insights into whether environments are effectively supporting operations.

Employee experience

Equally important is assessing workplace conditions, such as comfort, air quality, and productivity, to understand how they affect employee engagement and satisfaction. Collecting and analyzing these data points helps organizations make informed decisions, identify areas for improvement, and create environments that foster efficiency and well-being.

Essential workspace data points

- **Utilization rate**
How often desks and meeting rooms are actually used compared to when they are available.
- **Meeting size & attendance**
The number of participants in meetings and how that compares to room capacity.
- **Room occupancy patterns**
Which spaces are used most often, and how usage varies across rooms.
- **Peak usage times**
When demand for desks and meeting rooms is highest throughout the day or week.
- **Environmental conditions**
Factors such as temperature, air quality, humidity, and other comfort indicators.
- **Technology usage**
How frequently meeting room devices and collaboration tools are used.

Data In Action – Size Matters

Occupancy data shows a popular meeting room regularly exceeds its intended capacity. Facilities teams respond by adjusting the layout, adding seating, or removing unnecessary furniture to better support how the space is actually used.



Capture workspace insights with Logitech

Logitech helps organizations paint an accurate picture of how meeting spaces are actually used.

Devices like the **Rally Bar** family*, **Rally AI Camera**, **Rally AI Camera Pro**, and **Logitech Spot** can detect presence and occupancy in meeting rooms, showing how frequently spaces are used and how many people typically attend meetings. **Rally Board 65** and **Logitech Spot** monitor environmental conditions to reveal how room comfort affects usage.

Meanwhile, solutions like **Tap Scheduler** and **Logitech View** improve scheduling visibility throughout the office, making it easier for employees to find available rooms while reducing conflicts.

Together, these solutions help organizations access the data required to understand their workspaces, enabling them to eliminate meeting space utilization challenges and make smarter technology and real estate investments.



Optimize every space with Logitech intelligence

Room occupancy

AI-powered cameras detect presence and occupancy in meeting spaces, helping teams understand how frequently rooms are used.

Devices: [Rally Bar family*](#), [Rally AI Camera](#), [Rally AI Camera Pro](#), [Logitech Spot](#)

Meeting size trends

People-counting capabilities reveal typical meeting attendance, helping organizations match room sizes to real collaboration needs.

Devices: [Rally Bar family*](#), [Rally Board 65](#)

Environmental conditions

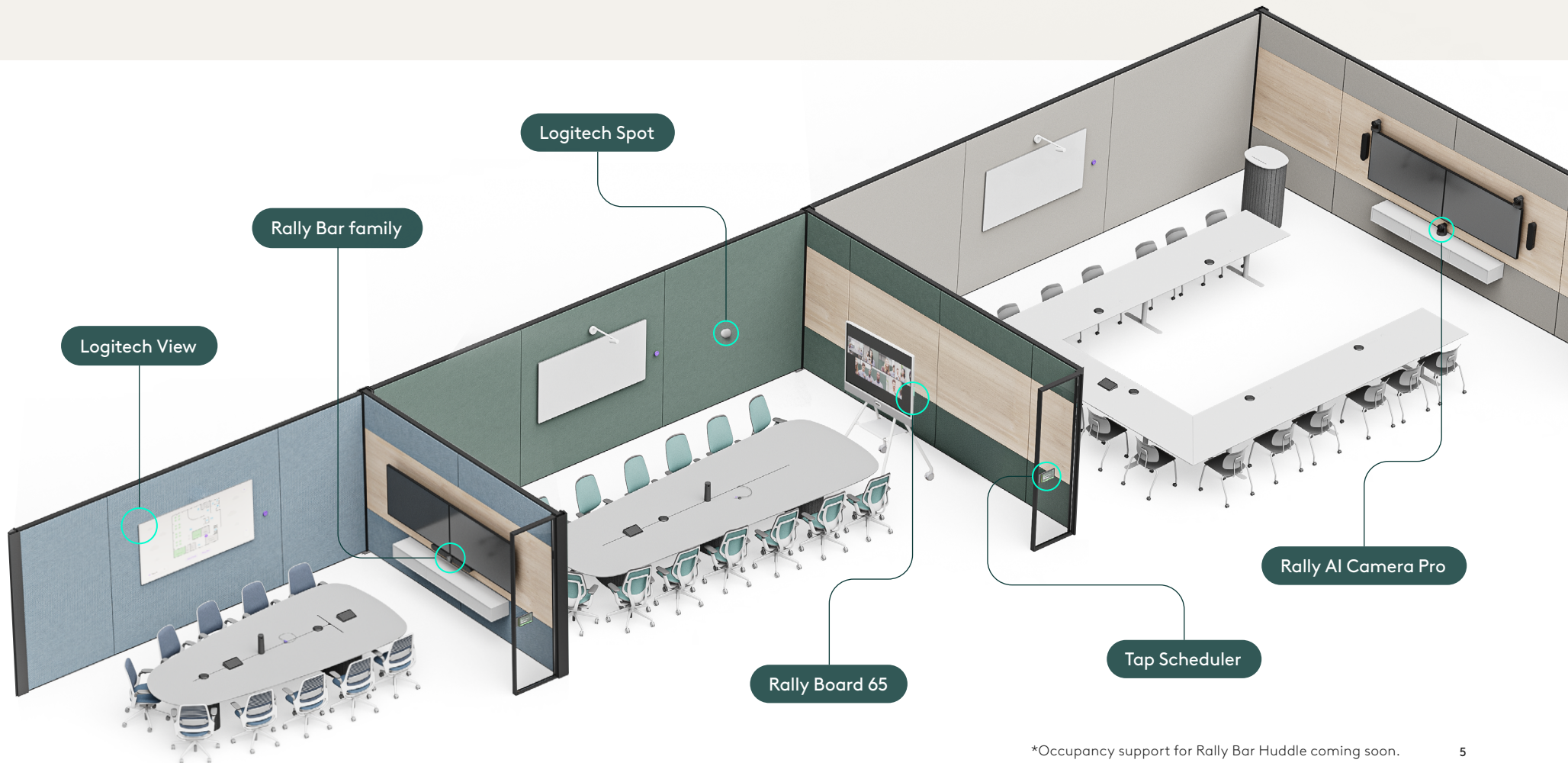
Sensors monitor temperature, humidity, and air quality to ensure comfortable and productive meeting environments.

Devices: [Logitech Spot](#), [Rally Board 65](#)

Room scheduling

Displays and digital maps, plus Logi Tune software, show real-time room availability, helping employees quickly find and reserve meeting spaces.

Devices: [Tap Scheduler](#), [Logitech View](#)

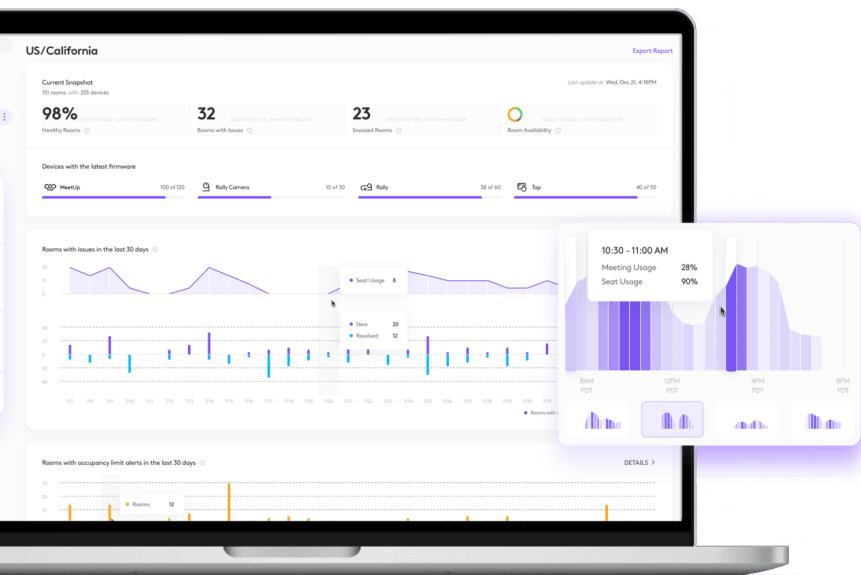


*Occupancy support for Rally Bar Huddle coming soon.

Turning workspace data into decisions

Collecting workspace data is only the first step. Organizations also need a way to analyze that information and turn it into meaningful, actionable insights.

Logitech Sync provides a centralized platform where workplace teams can monitor, manage, and troubleshoot meeting rooms, review space utilization trends, and track environmental and occupancy data across locations. By bringing data from multiple devices together, Sync helps teams understand how spaces are used and where improvements can be made.



Occupancy insights

Data that reveals how spaces are actually used, helping teams identify patterns that aren't visible through booking systems alone.

Key signals to monitor:

- Overutilized and underutilized rooms across the office
- Mismatches between room size and actual meeting size
- Meeting frequency and typical duration by room

Actions to take:

These insights can drive quick improvements, such as updating booking guidance or adjusting room layouts, as well as longer-term changes like rebalancing the mix of meeting spaces to suit real-world use.

Environmental insights

Data that helps organizations understand how workplace conditions affect space usage and employee comfort.

Key signals to monitor:

- Air quality and particulate levels in specific spaces.
- CO₂ levels, temperature, and humidity over time
- Changes in room usage linked to environmental conditions

Actions to take:

Facilities teams can act on this data with immediate adjustments, such as improving ventilation or temperature control, and longer-term enhancements to create more consistent and comfortable meeting environments.

Data In Action – High Temperature Sessions

Workspace sensors reveal that a meeting room is rarely used in the afternoon, and environmental data shows direct sunlight raises the room temperature significantly after 12 PM. Facilities teams can use this insight to install blinds and adjust air conditioning schedules to make the space comfortable at all times.

Stronger data. Elevated experiences.

Workspace utilization data becomes valuable when organizations use it to improve how their offices function.

Insights into room occupancy, meeting size, and environmental conditions can highlight opportunities to optimize how spaces are designed and used:

- Adjust the mix of meeting room sizes to match typical meeting attendance
- Introduce policies that help balance demand across peak office days
- Make quick layout or seating changes to better support how spaces are used
- Equip more spaces with collaboration solutions to increase availability
- Enable Logitech Sync features like Auto Book and Auto Release to free up unused rooms

By continuously monitoring meeting space utilization trends, organizations can refine their office environments to better support how people work and collaborate, and make the most of their existing rooms and equipment.

Data In Action – Ghost Meetings

Meeting rooms are being booked regularly, but they aren't always used during the reserved time. These "ghost meetings" can waste up to **30 hours per month** in productivity loss. Using Auto Release in Logitech Sync, the unused bookings can be automatically cancelled after a set time, improving meeting room availability.

Turn insight into action

When organizations act on real workspace insights, they unlock better meeting room availability, enhance employee experiences, and eliminate wasted resources. As work patterns evolve, data-driven decisions ensure offices remain efficient, comfortable, and aligned with business goals.

Logitech workspace solutions—combining smart devices with centralized management and analytics—empower organizations with actionable data to make targeted improvements.

Start transforming your office into a dynamic, collaborative hub by leveraging Logitech solutions to understand, optimize, and fully realize the value of your workspaces.

Ready to overcome the challenges of complex spaces?

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