

European Smart Office

IDC's *European Smart Office* CIS provides market intelligence on the evolving ecosystem required to enable and optimize hybrid working to achieve the future enterprise. This service delivers qualitative and quantitative analyses of technologies and vendors competing for companies' hybrid worker spend. It investigates future customer demand for, usage of, and trends around connected devices and services to provide insight into vendor strategies, market positioning, and future developments. Additionally, it explores the role of office design and technology for talent development, retention, employee satisfaction, and sustainability.

MARKETS AND SUBJECTS ANALYZED

- Meeting room and hybrid collaboration technology
- Hybrid working in Western Europe and best practices
- Digital infrastructure for the workplace
- Physical/digital security for the smart workplace
- Corporate office, branch office, and flexible office
- Office space management technology
- Employee experience in the hybrid workplace

CORE RESEARCH

- IDC Market Analysis Perspective: European Smart Office
- IDC Survey: The Future of the Office in Europe
- IDC PlanScape: Understanding the Office Technology Ecosystem
- Equipping Workers and Workspaces in the Future Office
- The Purpose-Driven Flexible Office — The Holy Grail of the Workplace
- IDC PeerScape: Best Practices for Future Offices
- Delivering Digital Equivalency Across HQ, Branch, and Flexible Spaces
- Transforming Office Management: AI Applications in Smart Office Environments
- Sustainable Synergy: The Dual Impact of Smart Office Solutions for Productivity and Sustainability
- Dispersing the Clouds of Discontent: Can the Smart Office Herald a New Era for Employee Experience?

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European Smart Office](#).

KEY QUESTIONS ANSWERED

1. What are the primary and emerging technologies that enable and optimize the smart office? What is the role of data, intelligence technologies, and the analytics generated from these technologies?
2. How do you use technology to optimize the workplace for flexibility, productivity, environment, cost, and employee experience?
3. How do you create a sustainable office?
4. What is the role of flexible providers?
5. What does the convergence of B2B and B2C look like in the office?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the European smart office market, including:

Accruent LLC, Cisco Systems, Inc., Citrix Systems, Inc., Epson, Fujitsu Limited, Google LLC, HCL Technologies Limited, HP Inc., Hewlett Packard Enterprise, Honeywell International, Inc., Konica

Minolta, Inc., Microsoft Corporation, NTT, Poly Inc., Ricoh Company, Ltd., ROOMZ, Schneider Electric SE, Siemens AG, VMware LLC, Zoom Video Communications Inc.