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Unlocking Growth & Efficiency with Carr Workplaces



Background



Ashley Buckner
COO
Carr Workplaces



Michele Penaranda
VP of Strategy
Carr Companies

> Carr Workplaces partnered with essensys to streamline their operations, enhance the user experience and be in a position to grow their portfolio. Hear from Ashley Buckner and Michele Penaranda, about how working with essensys has enabled them to manage their flagship location, The Willard, more efficiently.

Carr Companies has been building homes, workplaces, hotels and places to shop for almost a century. As part of this Washington DC-based real estate powerhouse, Carr Workplaces, a subsidiary of Carr Companies, has been providing exceptional coworking spaces for over 20 years. Understanding that change is crucial to its growth, Carr Workplaces continues to evolve its business model, expanding into various types of spaces and embracing property ownership.

At the heart of Carr's success is The Willard, a 14-floor marvel combining versatile private offices, spec suites, meeting spaces, and a coworking center. The building's white glove service model, blending flexible spaces with traditional office suites, has allowed Carr to seamlessly scale services for growing tenants. The Willard, with its technology-enabled coworking center, acts as the linchpin, servicing any floor in the building, ensuring adaptability as clients expand.



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Benefits of partnering
with essensys

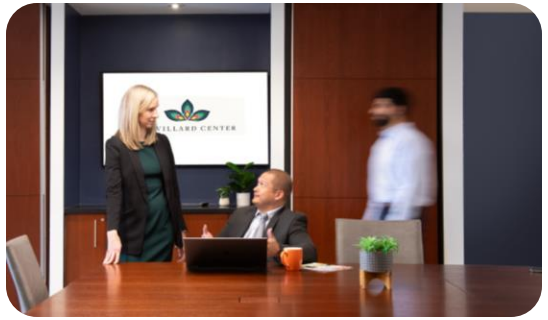


essensys emerged as a transformative partner, allowing Carr to streamline operations and focus on their core competencies. The decision to entrust their digital services and tech support to essensys proved pivotal. Carr's emphasis on providing top-notch service aligns seamlessly with the reliability essensys brings. Carr notes, "One of the key benefits is knowing our IT operations are taken care of... everything just works."

The move from managing five IT vendors to a single vendor, essensys, stands out as a significant operational enhancement. Carr acknowledges, "From the onboarding side, it's such a seamless experience... It really impacts all of our teams, allowing them to focus on client relations rather than juggling multiple vendors."

essensys not only addresses immediate concerns but also opens doors for future growth. Carr recognizes the technology as a catalyst for their expansion, stating, "From a growth perspective, it's really big for us. We wouldn't be here if it wasn't for the technology that allows us to do that and I think that's the big piece, being able to support this next level Carr Workplaces is looking to go with property management."

"The Willard, a premier building, makes over $100,000 a year in additional revenue directly tied to essensys from digital services. At our other buildings, you're probably talking closer to around $30,000 in additional revenue."





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Overcoming the challenges of a growing business model



Carr's journey wasn't without challenges. Initially adopting a do-it-yourself (DIY) approach to technology, Carr built in-house systems and protocols. In the nascent stages of their tech evolution, Carr's DIY model seemed effective. However, as technology became more integral to their operations, they realized the limitations of their in-house capabilities.

The growing complexity of managing their expanding portfolio, coupled with the rapid evolution of tech requirements, prompted a reevaluation. “Before essensys, we were doing everything ourselves... We had everything in-house.” This realization marked a critical juncture where Carr recognized the need for a dedicated technology partner.

Choosing to pivot from a DIY tech approach to a strategic partnership, Carr sought a solution that not only addressed their current challenges but also positioned them for future growth. “One main reason we chose essensys is because we felt really comfortable that it truly was going to be a partnership.”

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Result: A tech-powered future
for Carr Workplaces

In essence, the partnership with essensys has empowered Carr Workplaces to redefine efficiency, enhance client experiences, and position themselves for accelerated growth. The seamless integration of technology, coupled with the reliability and financial benefits, paints a compelling picture for C-Suite executives in commercial real estate and large-scale flex workspace operators.

Carr's journey with essensys isn't just a tech upgrade; it's a strategic move toward a future where the focus is on creating beautiful spaces and unparalleled member experiences. As the real estate landscape continues to evolve, Carr Workplaces stands ready, thanks to the tech-driven transformation fueled by their partnership with essensys.

"essensys is more than a vendor; they're a strategic partner propelling Carr Workplaces toward innovation, helping us to provide exceptional member experiences."



About essensys

essensys provides software & technology that help landlords and flexible space operators deliver best-in-class workspaces. Since being founded in 2006, we've been helping the world's leading CRE brands operate efficiently and deliver innovative experiences across their portfolios.

Our products are designed to:

- Automate tasks & remove the complexity involved in operating flexible, dynamic spaces
- Deliver amazing occupier journeys across entire portfolios
- Manage, monitor & assure leading digital experiences at scale



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