



# Uncoded redefines the art of the possible in workplace experience with RICOH Spaces



- Makes a positive impression on prospective clients
- Elevates the workday experience for employees and visitors
- Enables ongoing data-driven workplace optimisation

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## COMPANY & CHALLENGE

Founded in 2018, Uncoded is one of the fastest growing workplace consultants in the UK, with a client list that includes LinkedIn, KPMG, Standard Bank, Gymshark, Just Eat, and the Premier League. Based in London, the company aims to redefine the art of the possible in workplace design, using cutting-edge data platforms and smart technologies to create spaces that deliver exceptional user experiences.

Lee Baxter, Commercial Director at Uncoded, explains: "It's an exciting time for us: we are regularly onboarding new talent and taking on new client projects, and we recently moved headquarters to Covent Garden in central London. At the new site, we aimed to create a state-of-the-art office that reflects our identity as workspace innovators, and where prospective clients could view the latest-and-greatest workplace tech."

Uncoded also focused on creating the best possible employee experience at the new headquarters. For example, the company operates a hybrid working policy to ensure employees enjoy a positive work-life balance. For days when people were planning to head into the new headquarters, the company wanted to offer a user-friendly method for checking desk availability and reserving workspaces. "We don't want people to travel only to find there is limited space," adds Lee Baxter. "Our goal was to ensure everyone can make the most of their time on site."



## SOLUTION

### Making life easier for employees and visitors

As a workspace technology specialist, Uncoded was already familiar with the various solutions available to support desk booking, hybrid working, and employee collaboration. After assessing the options and viewing demos, the company selected RICOH Spaces, a cloud-based workplace experience platform.

Lee Baxter continues: "We had seen RICOH Spaces in use at another company, and the capabilities were very impressive, with everything from desk booking and visitor management to workspace analytics in one integrated platform. Crucially, the user experience was very intuitive, too. The fact that the platform is hosted in the cloud was another plus-point, as this would help to simplify and accelerate the rollout process."

Working with Ricoh, Uncoded implemented RICOH Spaces at its new headquarters before setting up user accounts and configuring security protocols. "It was a quick and smooth deployment," adds Lee Baxter. "Our Ricoh Customer Success Manager was excellent, answering any queries we had after the go-live."

Accessing RICOH Spaces via web browser or mobile app, Uncoded employees can now reserve their preferred desks, meeting rooms,



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and collaboration spaces. IoT sensors monitor occupancy levels in the office, while employees can view 3D maps of the site, with a traffic-light system giving real-time insights on desk and room availability: red signifies occupied, green means available, and amber signals booked but not in use.

To secure a meeting space, employees can also check availability and make bookings on RICOH Spaces via Logitech Tap Scheduler display panels positioned outside the rooms. And if employees encounter issues with specific desks or meeting rooms, they can raise a ticket and upload a photo through the platform.

“One of the most impressive things about RICOH Spaces is that it’s always evolving, with new features released regularly,” comments Lee Baxter. “Our employees are using the platform every day, but there’s so much more that we plan to explore, whether it’s the wayfinding capabilities or Smart Locker booking tools.”

## BENEFITS

### Creating a workspace with a wow factor

Using RICOH Spaces has enabled Uncoded to create a dynamic, innovative, and user-centric workspace at its Covent Garden headquarters. Having the smart platform on show in

the office is a clear demonstration of the company’s expertise and commitment to workplace transformation, and will help to impress prospective clients.

Furthermore, RICOH Spaces forms an essential component in the company’s flexible hybrid working strategy. Before travelling to the office, employees can use the platform to check which of their colleagues will also be on site, find the right workspace for their needs, then set off knowing exactly where they will work that day.

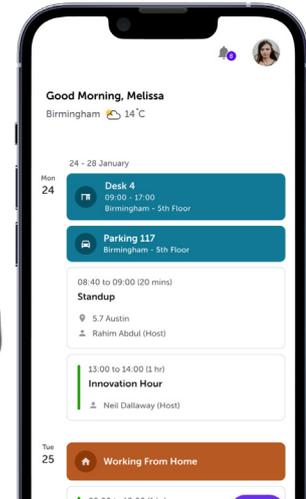
“RICOH Spaces is helping our employees to connect with one another, plan their day in the office, and work productively while there,” notes Lee Baxter. “The feedback from our employees has been very positive; the 3D mapping function, for instance, offers a truly immersive visual experience. As we continue to grow, placing state-of-the-art digital capabilities in the hands of our employees will help us to attract and retain the best talent.”

Over time, the data analytics in RICOH Spaces will enable Uncoded to gain a deep understanding of office usage and help guide workspace optimisation. For example, the company can pull reports on the frequency of ghost meetings, where employees book spaces but don’t use them. These insights will enable Uncoded to improve the efficiency of its processes, and ensure a strong return on its real estate investment.



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Lee Baxter concludes: “Working with Ricoh has been a great experience; they share our passion for forging people-centric, innovative workspaces, and we will gladly welcome their potential clients, who are keen to see a real-world deployment of RICOH Spaces. With Ricoh, we have created a workspace with a real wow factor, and one that offers a seamless end-to-end employee experience that will help our people succeed.”

## ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance. Headquartered in Tokyo, Ricoh’s global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over

its 85-year history. In the financial year ended March 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD). It is Ricoh’s mission and vision to empower individuals to find Fulfilment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future. For further information, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)

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