



## Optimizing your portfolios and workplace optionality

The way people work has changed. Human experience and evolving technologies are shaping the workplace. Dynamic, flexible and digitally connected workplaces are here to stay, as businesses seek out agile, accessible and inspiring work environments around the world.

Optality is a dynamic solution that enables enterprises to optimize office space using an intuitive mobile app to meet portfolio and end-user requirements. Optality provides seamless space options for clients with access to on-demand and flexible workspace booking across the flex workplace industry. With Optality, businesses can advance hybrid work models and corporate flex needs to nurture talent, optimize space and enhance sustainability.

### OPTALITY FEATURES

- **Dynamic Consumption** - allows enterprises to rapidly adjust real estate footprints and occupancy costs with ease
- **Aggregation** - provides access to over 600 flex-space brands around the world
- **Variability** - data and insights enable businesses to adjust space needs quickly, to suit changes in demand or financial requirements
- **Corporate Controls** - enterprises can track and manage access for employees
- **Easy User Experience** - simple and intuitive user experience, deploying the best standards in mobile booking platforms

### THE POWER OF OPTALITY

- **Operational Continuity** - maintain operations without gaps in productivity in unexpected circumstances
- **Safety and Security** - professional, approved Safe Spaces™ to work and meet clients
- **Remote Working** - feel connected to office culture, community and co-workers without the office address
- **Hybrid Work Models** - quickly adjust occupancy provisions to meet evolving occupancy needs
- **Carbon Footprint Reduction** - minimize commutes and improve carbon impacts, while maintaining productivity levels
- **Excess Space** - put excess spaces “to work” by adding them to the platform



### ABOUT NEWMARK

**We transform untapped potential into limitless opportunity.**

At Newmark, we don't just adapt to what our partners need—we adapt to what the future demands. Our integrated platform delivers seamlessly connected services tailored to every type of client, from owners to occupiers, investors to founders, and growing startups to leading companies. We think outside of boxes, buildings and business lines, delivering a global perspective and a nimble approach. From reimagining spaces to engineering solutions, we have the vision to see what's next and the tenacity to get there first.

### CONTACT

Please visit [www.optality.com](http://www.optality.com) for more information

For general inquires, please reach out to [optality@nmrk.com](mailto:optality@nmrk.com)

#### **Adam Green**

*Senior Managing Director,  
Workplace Management Solutions &  
West Coast Optality Business Development*  
[adam.green@nmrk.com](mailto:adam.green@nmrk.com)

#### **Hannah Fisch**

*Managing Director, Product Growth  
& Strategy / Optality Product Lead*  
[hannah.fisch@nmrk.com](mailto:hannah.fisch@nmrk.com)