

REPORT
MAP USAGE IN
WORKPLACE
MANAGEMENT
2024

73.9% of user-focused workplace products use indoor maps

User-focused subcategories:
 Desk Booking, Meeting Room Booking, Resource Booking,
 Workplace Management, Hybrid Workplace, Wayfinding, and Parking.

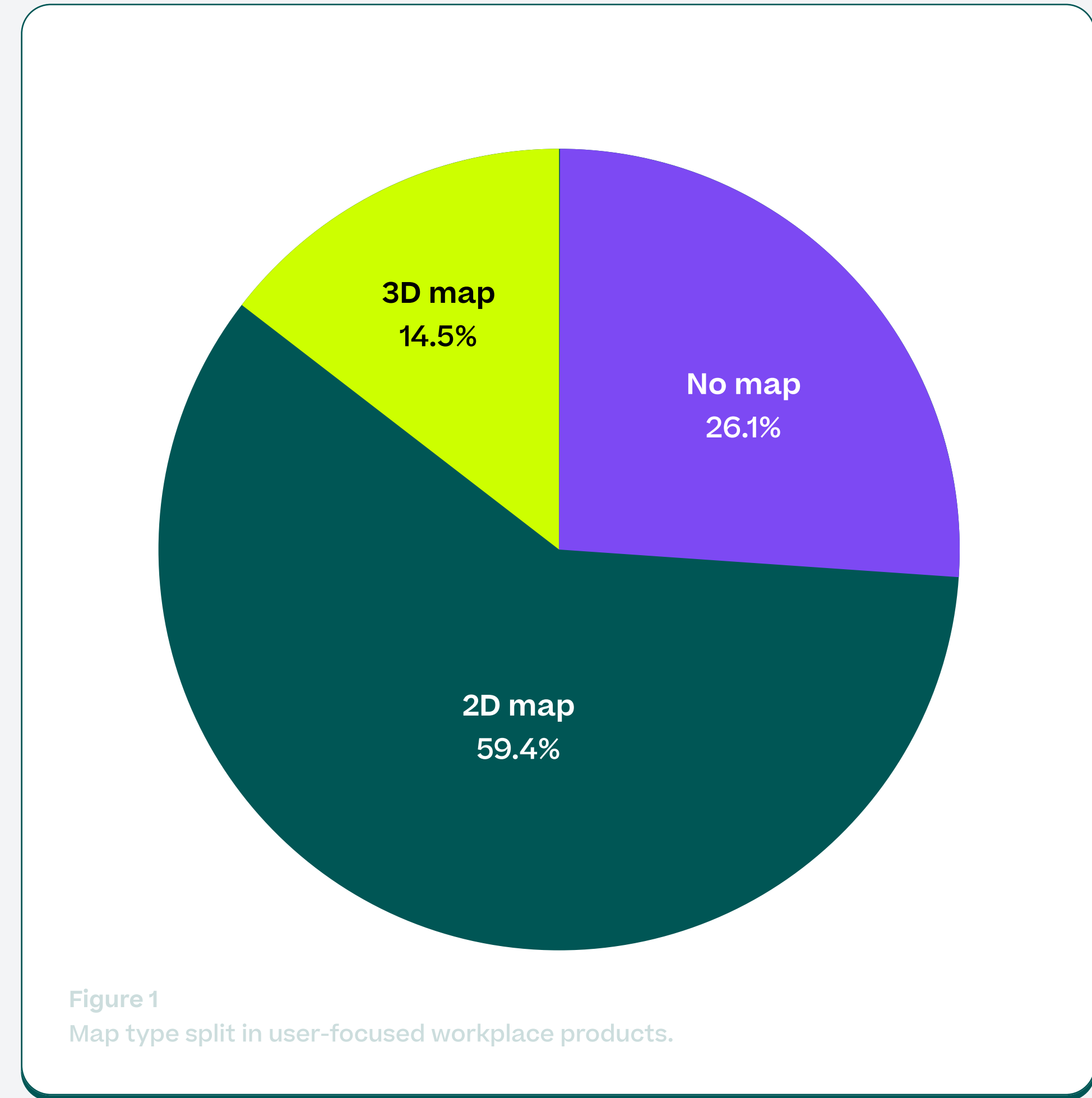


Figure 1
 Map type split in user-focused workplace products.

36.1% of admin-focused workplace products use indoor maps

Admin-focused subcategories:
 Occupancy, Security, Access, Location Intelligence, IWMS, Facility Management, Space Management, Property Management, CMMS, Asset Management, and Visitor Management.

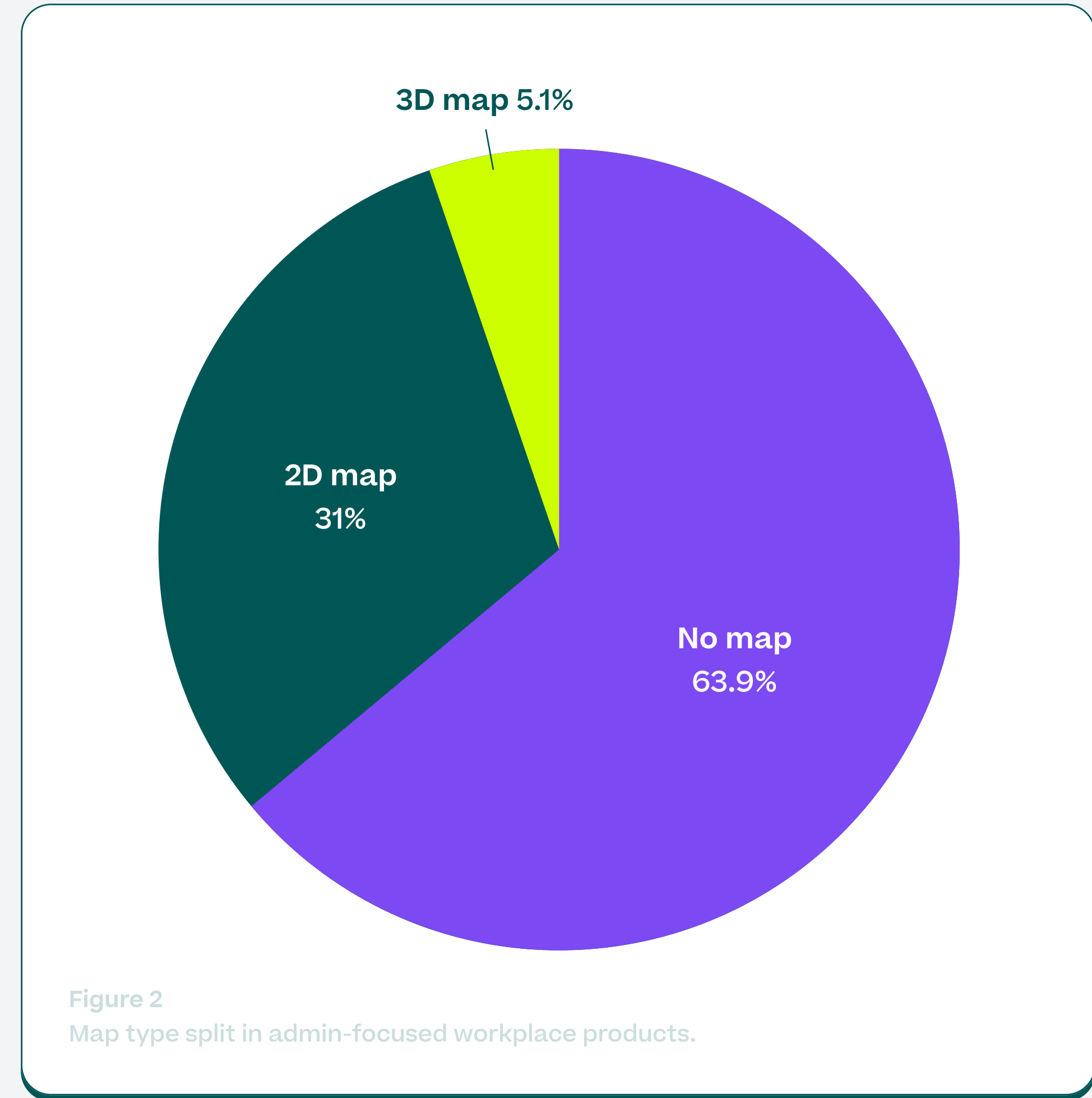


Figure 2
 Map type split in admin-focused workplace products.

Map usage across major subcategories within the workplace management category

CATEGORY	MAP USAGE
Hybrid Workplace	100%
Workplace Management	78.1%
Space Management	72.4%
Parking Management	71.4%
IWMS	58.3%
Occupancy	53.9%
Facility Management	28.1%

Other findings

Meeting room and desk booking are divided

Meeting room and desk booking are often interconnected use cases, but when it comes to indoor maps, they are separated. Only 16.7% of products positioned as room booking have indoor maps, while a massive 92.6% of products positioned as desk booking include indoor maps.

Digital signage companies are largely divided into two types

Hardware vendors exhibit 0% map usage, while vendors offering multiple use cases such as occupancy, wayfinding, or desk booking alongside digital signage, feature indoor maps in 71% of the cases, which closely aligns with the baseline of 73.3% seen in user-focused products.

America leads when it comes to map usage

When considering headquarters placement and map usage, Asia lags behind with only 32.5% of workplace management products using indoor maps. For companies based out of EMEA, the figure is 49.6%, and for those headquartered in the Americas, it climbs to 51%.

Visitor management and wayfinding are two different products

A notable finding indicates that companies labeled as visitor management rarely use indoor maps, whereas those identified as wayfinding consistently include indoor map functionality. That's why we've categorized visitor management with admin-focused products and wayfinding with user-focused ones in this report.

CONCLUSION

Interactive indoor maps are essential  for being competitive in the workplace management space

About the report

How big is the data set?

The data set consists of 393 companies with at least 10 employees and a working website.

How did we research the companies?

We examined each of them by reviewing their website and LinkedIn profiles to identify map usage in product marketing, product category, location, use cases, employees, and geography.

How did you choose the subcategories?

Based on research on categories on G2, Capterra, and Gartner, we decided to include the following categories: Desk Booking, Meeting Room Booking, Resource Booking, Workplace Management, Hybrid Workplace, Wayfinding, Parking, Occupancy, Security, Access, Location Intelligence, IWMS, Facility Management, Space Management, Property Management, CMMS, Asset Management, and Visitor Management.

Hardware-only digital signage companies were excluded but still received an honorable mention in the report.

How did you categorize multiple-use case companies?

We relied on the companies' own emphasis on positioning on their website, particularly the hero section and the first chosen product highlights.

Why do you differentiate between user-focused and admin-focused products?

The use cases for indoor maps vary depending on whether they serve a user-facing functionality, such as desk booking and wayfinding, or inward-looking administration, such as occupancy, access control, and space management.

To provide a clearer picture of the market and avoid skewing the entire workplace management category, we decided to separate the use cases into these two categories.



At MapsPeople, we're driven by one thing: to map the built world to make it better for people, profit, and the planet.

We spend roughly 90% of our time indoors. Yet buildings remain one of the most underinvested infrastructures, leading to poor employee experiences, excessive energy consumption, and underutilized spaces.

We want to change that.

With our indoor mapping platform, MapsIndoors, we connect people and buildings through dynamic indoor maps and real-time data visualizations, empowering occupants to make better decisions.

MapsIndoors powers a wide range of smart building technologies, including wayfinding, room and desk booking, occupancy, positioning, and much more.

We partner with workplace management companies to help them increase their product value, grow their business, and reach our goal of mapping every smart building in the world - we've already mapped more than 25,000 of them.

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