Lokalisering af virksomheden – en strategisk beslutning

Charlotte Mark, Managing Director
Microsoft Development Copenhagen

Microsoft

Microsoft Danmark

Sales, marketing and services for the Danish market

Microsoft Development

Dynamics product development
Xamarin automated app testing
Quantum computing research

Key numbers

850 employees
43 nationalities

What we Wanted to Achieve

Improved workspace enabling new ways of working

Improved facilities for more and better customer and partner interaction

Increased visibility and stronger branding towards customers, students, etc.

Opportunity to engage with the Danish community in new ways

Savings on facility rent and the opportunity for synergies in many areas

A workplace we can all be proud of

Scoring Matrix and Zip-code Analysis

QUALITATIVE SITE COMPARISON - SCORING MATRIX -

RE&F Dashboard

	MDCC Vedbaek	SMSG Hellerup	A	B	C	D	E	F	G
Amenities: Surrounding Area and Amenities (shops etc)	5%	5%	5	3	3	3	3	3	3
Prestige	5%	5%	4	4	2	3	3	4	4
Exposure to Consumers	0%	5%	4	4	3	2	3	5	4
Urban Factor	5%	5%	4	3	2	3	3	4	4
Availability of Parking	15%	15%	4	4	4	4	4	3	2
Public transport	10%	10%	5	3	4	4	4	4	4
Freeway Access	5%	5%	5	5	4	3	4	3	3
Ease of commute for employees	15%	15%	4	4	4	4	5	2	2
Proximity to airport	5%	0%	2	2	2	2	2	3	3
Campus environment/ green areas	15%	5%	3	5	3	2	2	2	2
Location close to partners and clients	0%	10%	4	3	2	3	3	4	4
Financial	15%	15%	3	4	5	5	4	1	2
Technical / WPA Compliance / LEED	5%	5%	5	5	5	5	3	5	5
TOTAL WEIGHTED SCORE FOR MDCC EMPL.	100%		3,85	3,95	3,70	3,60	3,55	2,70	2,70
TOTAL WEIGHTED SCORE FOR SMSG EMPL.		100%	4,05	3,85	3,65	3,70	3,70	3,00	2,95
Weighed average for Co-location (# of empl)	60%	40%	3,93	3,91	3,68	3,64	3,61	2,82	2,80
QUALITATIVE RANK Co-location			1	2	3	4	5	6	7

RATING: 1-POOR - 5-EXCELLENT
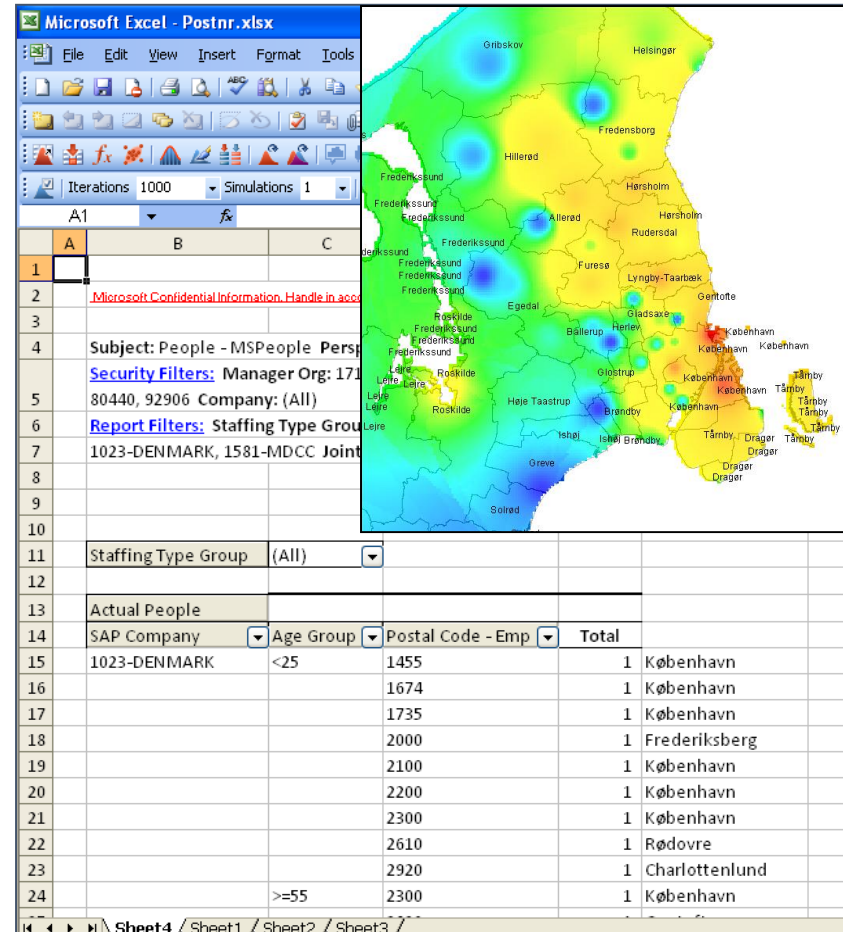
Refining the Location Criteria

Public transportation

Urban area

Proximity to airport

Prestige

Parking

Campus environment

Financial

Proximity to customers/partners

Surrounding area/amenities

Ease of commute

Exposure to consumers

Freeway access

Closeness to DTU

Accessibility/transportation

Urbanity

Lyngby Knowledge City
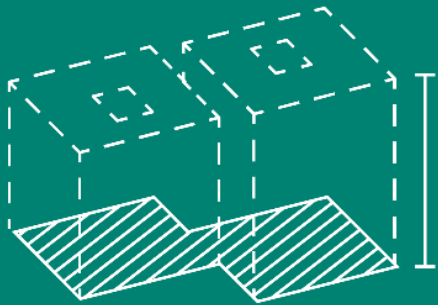
"Do you really want to be out-in-the woods?"

Building Facts

Two cubes merging at center, symbolizing the co-location of MSDK and MDCC

20 gross sqm./empl.

1.8 desk sharing ratio for sales & marketing, 1.0 for R&D

The building is 17,647 sqm. and 29.15 meters high

192 internal support rooms

16+2 external meeting rooms

400 parking spaces

Public café in building

Open space considering different needs

Virtual machines in a central lab

Lots of space for collaboration

WBs and 4k screens for scrum

Agile working

A variety of formal and informal settings
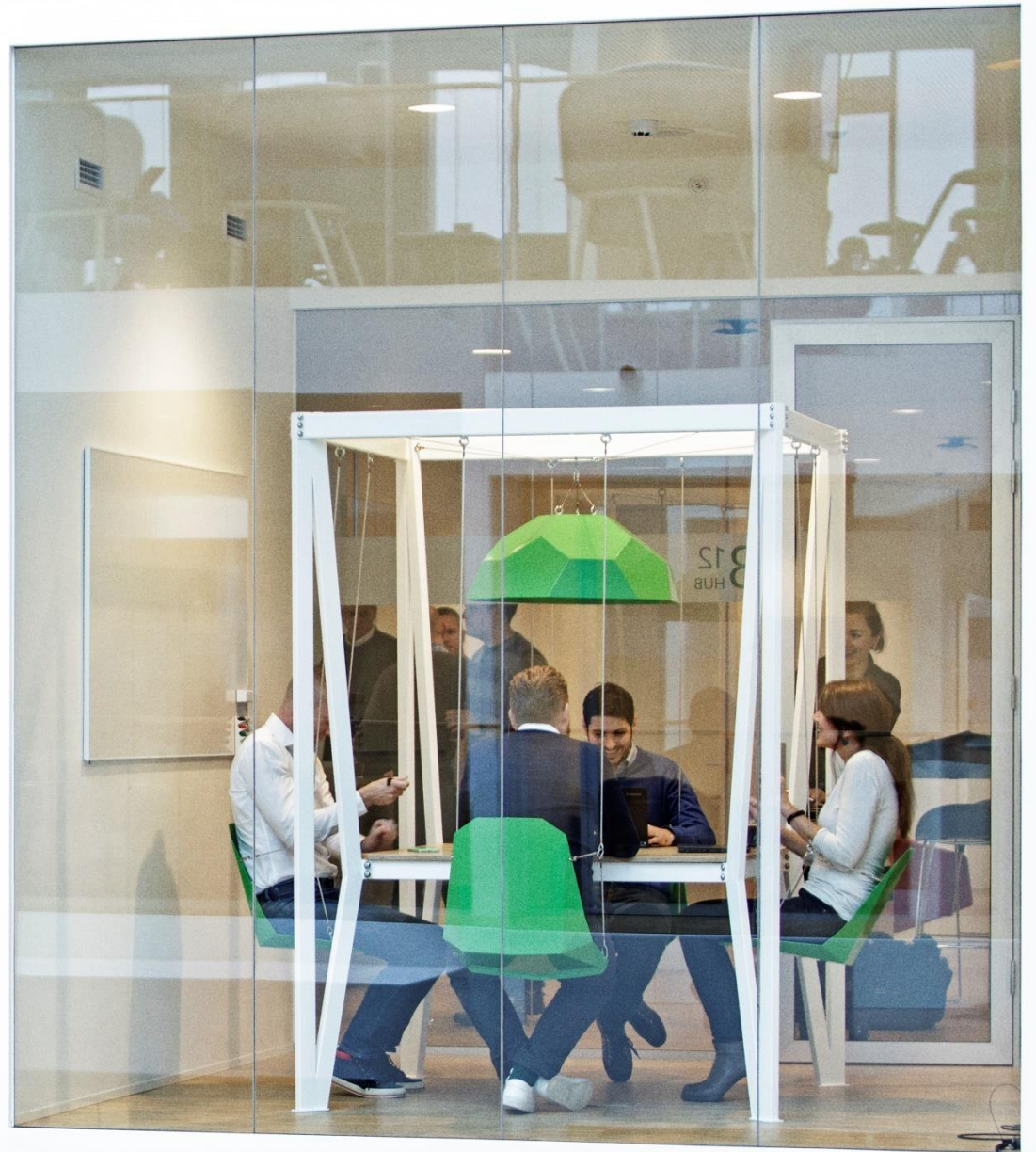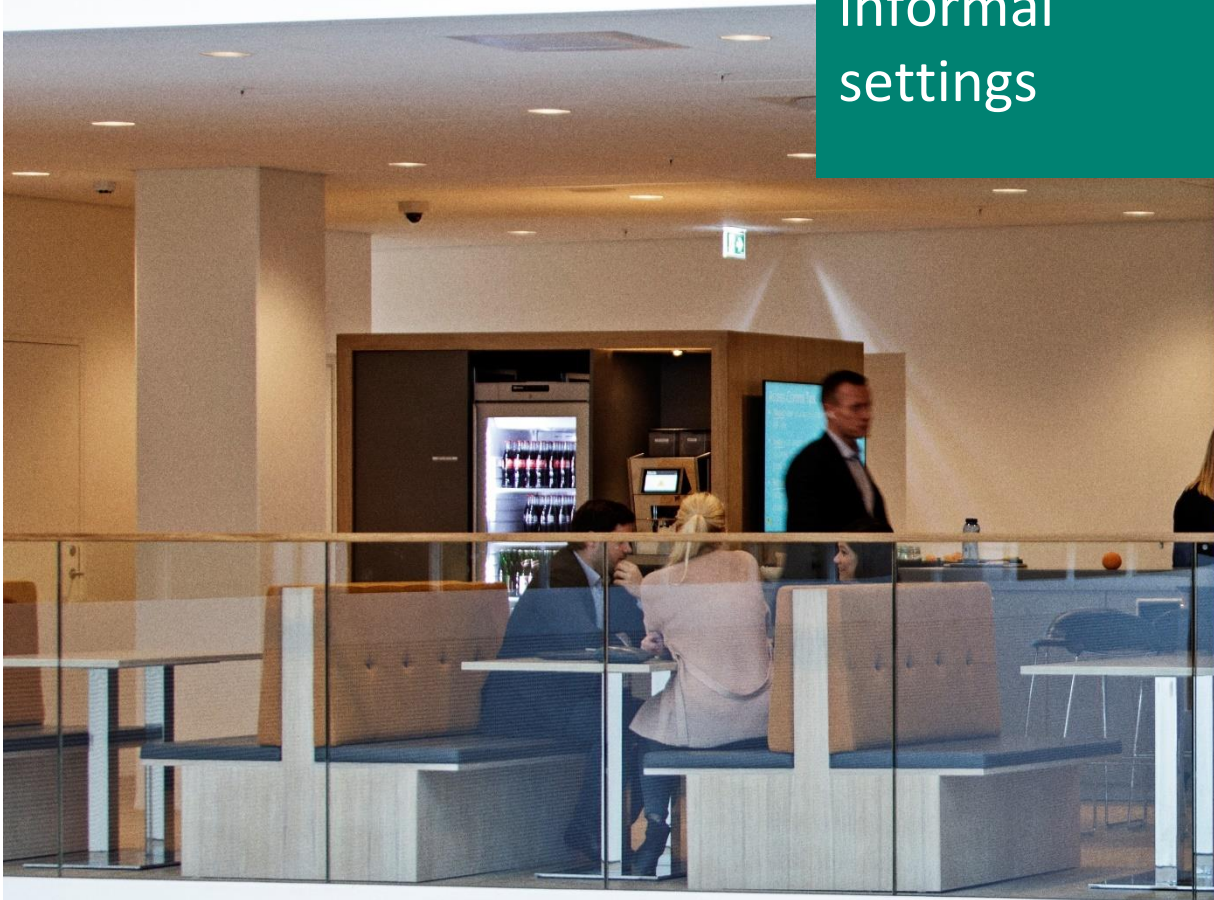
Change Management Roadmap

We are here

Move-in

Goals

Vision

Announcement

Leadership updates & discussions

Site Governance Council meetings

Aligned policies

Manager engagement

Org. culture workshops

Change mgmt. workshops

Employee v-teams on workspace and customer space functionalities, AV, tech showcases, etc.

DNA workshops

Workspace mock-up & tours

Site visits

Teams agree ground rules

Seating test

Seating test II

Seating plan

Information & dialogue meetings // Pulse surveys

Welcome guide

Support

Co-location information site and info-zone

Explore Lyngby events

Combined Xmas party

Welcome events

Foundation Stone event

Inauguration

Press activities

Fence telling the Microsoft story

2011
2012
2013
2014
2015
2016

Benefits

Everything and more:

- A workspace that sets the tone for new ways of working

- A visible, open and inviting building that supports customer/partner engagement

- A strong collaboration in Lyngby Knowledge City

- In an urban setting that supports employee work/life balance

- Proud employees and a strong platform to tell our story in the market

cmark@microsoft.com
Charlotte Mark, Managing Director
Microsoft Development Copenhagen

Microsoft