



CRE Tech Talks

Episode #12: The Digital Economy and How Tenants Evaluate Office Space

5 Tips for Understanding the Importance of Connectivity in the Age of Tech

Arie Barendrecht, Chief Executive Officer of WiredScore

- 1. The digital economy has transformed every industry. Businesses in every profession, from cutting-edge startups to those in age-old jobs like medicine and accounting, now deliver services online in one form or another.
- 2. As a result, all companies today can be considered “tech” companies; this is no longer a distinction reserved just for new startups in the market. Innovations in technology and the digital economy are increasing at an exponential rate across the board.
- 3. As a workforce in general, we are becoming increasingly dependent on connectivity. Technology is pervasive, and the need for instantaneous data and information has skyrocketed. Workers are always just an arm’s length away from a device, making them constantly “plugged in” and connected.
- 4. If all companies are tech companies and connectivity needs are increasing exponentially, then it stands to reason that landlords offering best-in-class tech resources will be in the highest demand.
- 5. Building owners who can most effectively communicate their connectivity to the marketplace will have a clear advantage when it comes to attracting the best tenants. High connectivity in buildings can also increase tenant retention rates.

CONTACT

hello@wiredscore.com  

