

Baker McKenzie

Introduction

[Baker McKenzie](#) is one of the largest and most prestigious law firms globally. Founded in Chicago in 1949, it has grown into a massive international firm with a presence in major business centers worldwide. Known for its extensive network and expertise in cross-border transactions, Baker McKenzie offers a wide range of legal services including corporate law, finance, litigation, tax, and intellectual property. With a focus on providing practical and innovative solutions to its clients, the firm has earned a reputation for excellence and is often ranked among the top law firms worldwide.

Overview

Following significant growth over recent years, the global law firm were looking for a new home for their 1000+ of their UK-based employees, after outgrowing their workspace in New Bridge Street, London. The move gave Baker McKenzie the unique opportunity to re-define their office layout to create a space that reflected the company's culture, a building that reflected the values of this established law firm around collaboration, creative thinking and best in class service. The company wanted to create an environment where people were excited to work and continued to offer first-class service to the Firm's outstanding client base.

In 2020, Baker McKenzie confirmed they would be relocating to 150,000 sq ft of office space at 280 Bishopsgate, Spitalfields, moving into the space in late 2023. Based in the heart of London, the offices delivered a modern, eco-friendly environment including access to green space, a roof and on-floor terrace.

280, Bishopsgate has been designed with collaboration, sustainability and wellbeing top of mind, it is a dynamic workspace that drives team engagement. The building features an intelligent use of available space, with quiet corners installed on each floor which enable people to do focused work without distraction. Each floor has collaboration desks across all working floors, making it easier to work on projects with colleagues in 'team neighborhoods', these 'meet in the middle' spaces are designed to build a collaborative workplace that enable teams and clients to meet in an informal setting.

Rachel Slade, Head of Change and Transformation, was responsible for delivery of the project. She explains one of the key drivers for the relocation project when it came to team engagement and collaboration.

"One of the main objectives when moving to Bishopsgate was to create a completely agile building and one of the ways that we wanted to deliver this was to have 'no-assigned' desk

policy, driving a need for a platform that could enable people to book desks in an intuitive way, integrating with our other business platforms to increase efficiency and productivity.”

Solution Implementation

Baker McKenzie chose GoBright Smart Workplace solutions for desk and room booking, delivering integration with other internal platforms and importantly, offering a desk check-in feature. With GoBright, users can streamline the process of booking rooms and desks, saving time and reducing administrative burdens.

Rachel explains “We wanted a solution that enabled our people to quickly find and reserve desks and meeting spaces, all through an intuitive interface, but also allow for teams to reserve desks in areas together, increasing opportunities to collaborate. We were so impressed with the GoBright solutions, particularly as the platform integrates with Microsoft O365 and other applications that we are using across the business.”

GoBright desk booking enables staff to reserve their desk through a simple and efficient app, from within their Microsoft Teams environment. With the ability to ‘check-in’ and the option to see when your colleagues are also in-office, GoBright’s desk booking solution also allows users to pre-set personal preferences for a more immersive user experience.

The GoBright room booking solution ensures that Baker McKenzie makes the best use of every available space across the building, including a feedback mechanism to provide real-time information on individuals meeting room experience. With integration with room occupancy sensors, stakeholders can get a clear insight into room usage, driving future space consideration.

Benefits and results

“My personal objective was to create an environment where everyone that visits Bishopsgate loved at least one thing about it and we have achieved that! We have created a space that drives cross-team collaboration, enabling teams to work together in a more productive way.”

Future Considerations

So, what does the future hold for the workspace, Rachel explains “We want to start integrating different elements now such as temperature and air quality and start to really mine the data delivered from applications like GoBright, investigating and reacting to emerging trends. Ultimately, we have created a unique, modern environment but it doesn't stop there, we need to continue to evolve and look for ways to the technology and environment to integrate further

with how our teams work, driving us forward and enabling us to continue to be a global leader in legal practice.”