



CUSTOMER STORY

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Getty Images redefines hybrid work with data-driven approach

By leveraging data to optimize their hybrid work model and modernize office spaces, Getty Images enhances both employee flexibility and operational efficiency. This strategic shift sets a new standard in workplace innovation.

Key stats

Media
Industry

1,700+
Employees

30
Offices



The customer

Getty Images is a preeminent global visual content creator and marketplace. With customers in almost every country in the world, Getty Images encompasses the largest and best path to market for visual creators.

Leading the facilities team at Getty Images are Zelda Hogg, Senior Director of Global Facilities and Real Estate, and Sean O'Byrne, Facilities and Real Estate Specialist. As part of a larger team, they manage all office buildings, workplaces, and real estate across Getty Images' global locations. Their roles encompass enhancing workplace experiences for employees, particularly in the context of the company's adoption of a hybrid work model, as well as overseeing the operational aspects of physical real estate.



Zelda Hogg,
Senior Director of Global
Facilities and Real Estate



Sean O'Byrne,
Facilities and Real Estate Specialist



The challenges

As Getty Images transitioned to a hybrid work model, they faced the challenge of reevaluating and redesigning their workplace experience across global offices. Shifting from a traditional one-to-one desk ratio to a more flexible setup was driven by employees' desires for remote work options and the ability to work in the office as needed. To stay competitive and responsive to employee needs, Getty Images recognized the need to provide employees with the freedom to choose their ideal work environment and equip them with the necessary tools.

It was also important to optimize their global office footprint to align with the new hybrid work model. This required resizing office spaces to be more efficient and cost-effective while still delivering a great workplace experience.

In response, Getty Images established an internal 'Future of Work' team to gather and address employee feedback. As part of this broader initiative, the team identified the need for a workspace management solution to support their new work model. Zelda Hogg and her team undertook research to find the most suitable tool to meet their workspace management needs.



The solution

Getty Images sought to support their adoption of a flexible working model with the right technology and tools. They chose Eptura's solution to help facilitate their transition, allowing employees to choose their work environment based on individual needs and tasks.

The company moved from a fixed desk allocation model to a nearly entirely flexible setup, with only 5% of the workforce having assigned desks. This shift enables employees to book spaces or desks as needed using software that allows them to see who else is in the office to support collaboration, networking and social opportunities.

“ The team love being able to see **quickly** who else is in and where they are sitting. This information, combined with the ability to check via **mobile**, helps employees plan their in-office time **effectively**. Ease of use and the mobile app were key when we chose Eptura. ”

Sean O'Byrne, Facilities and Real Estate Specialist

Integrating the collaboration tool into the company's Okta page further enhanced accessibility. Employees have instant access every time they log onto their laptops, leading to high adoption rates and a seamless user experience.

Features used



Personal space booking



Data analytics



Meeting space booking

The results

Getty Images' current approach to office design reflects their shift to a more flexible work model. The company continues to transition from large, 'desk heavy' layouts with dedicated private offices to layouts featuring hotel desks, open collaboration spaces, bookable offices and phone booths. This new design caters to employees who come into the office primarily for collaboration and connection.

“

We see most traction on Tuesdays, Wednesdays, and Thursdays, following the **mid-week mountain** trends, with Mondays and Fridays being less busy. Office **attendance** is not mandated; it's fully the employees' choice, **driven** by their need for face-to-face interaction or **collaboration** and where they do their best work.

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Zelda Hogg, Senior Director of Global Facilities and Real Estate





The transition to a hybrid work model has marked a cultural shift for Getty Images. Eptura's high adoption rates and minimal friction have supported this shift, making the transition smooth. Data from Eptura has been instrumental in making informed real estate decisions, optimizing office space usage without relying on assumptions.

“

It's all about the **data**, and that's one of the reasons why we chose Eptura. It allows us to **distinguish** perception from reality and make **data-driven** decisions.

”

Zelda Hogg, Senior Director of Global Facilities and Real Estate

By analyzing patterns and utilization trends, Getty Images was able to optimize their London office. They relocated to a new space that is appropriately sized, equipped with modern facilities, and serves as a model for other offices. This move, guided by data from Eptura, allowed Getty Images to right-size their space, enhance efficiency, and ensure the office environment meets employee needs.

The future

Looking ahead, Getty Images is well-positioned to adapt to evolving needs. With Eptura's data and the right technology and tools, employees can choose the best environment to do their best work. While physical offices remain an essential component of their operational strategy, this approach ensures that Getty Images continues to provide a flexible and efficient workplace that meets the needs of its workforce.



work your world™



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