

Case Study

Arcc-Spaces

How a co-working company reimagined conference culture

Overview

For the past several years, corporate work culture has transformed at an unprecedented rate with many businesses shifting from in-person only models to remote working capabilities. Now in 2022, the way businesses operate is changing once again with companies adapting more flexible hybrid models. The change in work models has also created a need for new technologies to enable them.

Anticipating this shift ahead of time was Arcc-Spaces, a regional shared workspace provider based in Singapore. Shifting work culture provided Arcc-Spaces with an opportunity to reinvent the co-working model with a greater emphasis on hybrid environments enabled by collaboration technologies. To create an environment that accounted for shifting in-person working realities while increasing team collaboration, Arcc-Spaces implemented Samsung Flip into its flagship One Marina Boulevard location. Replacing the traditional whiteboard experience, Samsung Flip has quickly become a vital resource for Arcc-Spaces clients, enabling enhanced collaboration with teammates.

Customer Needs

As a shared workspace solution provider, Arcc-Spaces serves a variety of clients, including leading and emerging brands. The new era of work provided Arcc-Spaces with a rare opportunity to re-evaluate its business model while gathering input from the clients on their needs. Clients expressed the desire to use new tools that enable more streamlined forms of collaboration even when their teams could not all be together in person. Understanding the changing dynamics of shared workspaces, Arcc-Spaces planned a new type of experience where everyone could freely collaborate seamlessly, even for remote team mates. The Arcc-Spaces team sought technology that would replace outdated ways of collaboration like whiteboards due to their lack of share ability with remote co-workers. Seamless use for onsite clients and their remote team mates was the number one priority and smart boards were quickly identified as a potential solution.

About Arcc-Spaces

Arcc-Spaces is a regional work and meeting space provider servicing major business hubs across Southeast Asia, including Malaysia, Singapore and Hong Kong. Known for providing progressive and flexible work environments, companies of all sizes utilize its shared workspaces for effective meetings and collaboration. Constantly seeking new innovations that meet its customers' constantly evolving needs, Arcc-Spaces have adopted solutions in its flagship space located in the financial heart of Singapore.



Why Samsung?

Arcc-Spaces quickly identified Samsung Flip as the ideal technology solution that would bring more innovation to their co-working spaces. The company noted the Flip's ease of use, seamless connectivity, flexible collaboration features and attractive design. Altogether, Arcc-Spaces concluded that Samsung technology would ultimately enhance collaboration within its spaces, fostering greater creativity for its customers.

Flexible collaboration experiences

Clients at Arcc-Spaces can now use Samsung Flip to accomplish a variety of meeting objectives. Whether they are looking to brainstorm ideas, take notes or offer feedback both with co-workers in person or via remote collaboration tools, Samsung Flip provides the flexibility needed to serve hybrid working throughout the day. With advanced functionality, such as note layer*, selection tool** and merge to roll***, users can even work on complex projects including software development leveraging complex data.

The Samsung Flip also provides the connectivity capabilities, with Wi-Fi, users can browse the internet, view documents and even remotely control other devices for increased flexibility. This newfound flexibility provides clients at Arcc-Spaces a truly modern way to collaborate with multiple users inputting on to the digital board at once.

* Samsung Flip allows users to write on any background source. By simply clicking the note layer button.
 ** Samsung Flip offers enhanced versatility, allowing users to quickly and easily select, crop, capture, move and edit any images on the Flip's roll without any hassle.
 *** Images can also be merged to the roll with just one click of a button, allowing it to be edited or erased.



Ease of use

The Samsung Flip intuitive operating system is a breeze for users to adapt to it comfortably. Clients shared that they are able to pick up the features quickly and use it easily. This positive feedback is shared with Arcc-Spaces on the new integration. Combined with an array of connections including network storage, printers, Bluetooth and USB devices, users can quickly connect and project relevant documents and presentations with ease.

Simple installation and maintenance

Not only is Samsung Flip easy to use, it's also easy to install and maintain. The Arcc-Spaces appreciated the installation simplicity, noting it was as easy as installing a standard TV screen. With automatic firmware updates and robust security features, including the ability to regularly delete files, Arcc-Spaces can keep Samsung Flip up and running with consistently smooth performance.

"The industry has reached a point where technology is needed to bridge the gap between the physical office and the digital workplace, to create omni-channel office experiences, while also connecting employees in a way that is both engaging and thoughtful. Samsung Flip has enabled that engagement and our customer feedback has been nothing but positive."

– Ms Evelyn Chye, General Manager

Offering

- **WMR 65"** Interactive whiteboard display Flip

Result

Seamlessly blending into Arcc-Spaces' signature collaboration space, The Library, Samsung Flip has become an instant success, providing the shared workspace with a competitive advantage that improves their client's experiences and increases the space's value. Samsung Flip strengthens Arcc-Spaces value proposition, solidifying it as a premium hub for business collaboration in the Singapore area. With the new norm of hybrid work, Samsung Flip will continue to play a vital role in bringing its customers together in the workspace and remotely.

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For more information about Samsung Smart LED Signage and Samsung Hospitality Displays, please visit www.samsung.com or www.samsung.com/displaysolutions.