

Background

Husch Blackwell, a leading Am Law 100 firm with over 2,100 employees expanding across more than 20 brick and mortar locations, has long prioritized innovation and operational efficiency. With a commitment to staying ahead of industry trends, the firm sought to modernize its workplace management systems in 2024, especially as it transitioned into a hybrid work model.

Joni Andrews, Regional Director of Office Administration for the firm, comments, *"Our firm has always been progressive, constantly changing and evolving. With a workforce that's increasingly hybrid, we needed a solution that could match the demands of today's workplace."*

Challenge: Legacy Technology Not Meeting Modern Needs

For over a decade, Husch Blackwell relied on an outdated legacy system to manage conference rooms, seating, and other workplace logistics.

"For more than a decade, we operated with an outdated and inefficient system for managing conference rooms and seating. It lacked real-time data, integration, and visibility—especially around who was in the office. Coordinating a single meeting meant checking multiple disconnected reports for AV setups, catering, and room layouts. Even identifying which visitors were onsite required a separate report, only accessible to administrators. We had no way to view space usage at a glance or generate meaningful reports to inform decisions. It created daily inefficiencies and constant frustration. We really struggled."

"For more than a decade, we relied on an outdated, inefficient conference room and seating system that lacked visibility, real-time data, and integration capabilities. We had to look at an AV and technical request report, a catering and hospitality report, and a visual report—just to manage one meeting. There were no active floorplans. We couldn't pull statistical reports or make informed decisions about our office spaces. We really struggled."

Solution: Thorough Market Investigation

After a thorough review of market-available options, Husch Blackwell selected Maptician as the best equipped platform to support the firm's transition to a hybrid work environment. The decision followed an in-depth evaluation of multiple workplace technologies, with key criteria including ease of implementation, ability to generate real-time data, user-friendly design, and proven success in the legal industry.

What set Maptician apart was its ability to consolidate multiple disconnected systems — including seat booking, conference room scheduling, and digital signage — into a single, cloud-based platform.

Maptician demonstrated both technical flexibility and a deep understanding of the operational complexities within a law firm environment.

Challenges with Legacy Systems

- ✓ Inability to generate real-time data or on-demand reports.
- ✓ No integration with tools like Outlook, creating difficulties in scheduling and reserving workspaces.
- ✓ A fragmented user experience, especially in managing office reservations and conference room bookings.
- ✓ A cumbersome process for maintaining and updating floorplans, vital for workspace planning.
- ✓ Conference room management required checking separate reports for AV setups, catering, and visual layouts, creating administrative burdens.
- ✓ PDF-based maps had to be manually created, uploaded, and synced across multiple platforms, making updates inefficient and error-prone.

About: Maptician

Maptician is the one platform for all flexible workspace needs. Our innovative platform helps organizations across the entire lifecycle of their flexible workspace strategy, from data-driven seating strategy development, to space planning, to workplace experience, all the way through to world class conference room management, visitor management and workplace analytics in the industry's simplest, most user-friendly UX.