



How Nelnet Transformed Its Workplace Strategy with Maptician

Background

Nelnet, Inc. (NYSE: NNI), a publicly traded financial services company headquartered in Lincoln, Nebraska, operates in sectors including education finance, technology, telecommunications, and renewable energy. With over 7,000 employees and 24 office locations nationwide, Nelnet faced growing pressure to modernize its workplace strategy amid shifting employee expectations and rising real estate costs.

As hybrid work took root, Nelnet realized that its legacy model of assigned seating and static office layouts no longer aligned with how its people worked. The organization needed a platform to bring structure and strategy to flexible work—and turned to Maptician.

Challenge: From Assigned Seating to Strategic Flexibility

Before partnering with Maptician, Nelnet relied heavily on spreadsheets to manage seating assignments and track employee movements. The process was manual, time-consuming, and lacked visibility. When the pandemic hit, the company transitioned 6,500 employees to remote work in just one week—a massive effort that underscored the need for better tools.

Compounding these challenges was the need to rethink office layouts and utilization. Entire floors sat underused, and there was no easy way to understand who was in the office, when, or how space was being used. Nelnet's leadership needed a data-driven solution to modernize workplace operations and support long-term flexibility.

Solution: Purpose-Built Flexibility with Maptician

Nelnet selected Maptician to implement a smarter, tech-enabled approach to workplace management. The transformation began with the Haymarket office in Lincoln and quickly expanded. Key capabilities deployed included:

- Fully reservable desks and meeting rooms tailored to employee preferences and team needs.
- Integration with access control systems, allowing real-time visibility into badge-ins and occupancy.
- Scenario planning tools that helped Nelnet model different seating and space consolidation strategies.
- Return-to-office tools that tracked employee attendance and aligned seating policies accordingly.
- Daily reporting and dashboards to keep leadership informed on space utilization and trends.

Maptician's platform enabled Nelnet to bring clarity and control to hybrid work—turning once-chaotic office operations into a streamlined, data-informed strategy.

Final Thoughts

Nelnet's transformation demonstrates how large, complex organizations can use workplace technology to evolve with confidence. By leveraging Maptician to manage space dynamically, Nelnet replaced a rigid, outdated model with a system that adapts to the way work actually happens today.

"Maptician has been instrumental in helping us rethink how we use our office space. Their platform gives us the real-time data and flexibility we need to manage a hybrid workforce effectively. It's not just software—it's a critical part of how we design and execute our workplace strategy." — **Terry Heimes, Chief Operating Officer, Nelnet**

Results: A Smarter, More Responsive Office

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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.

