
MEDIALINE



SEATTI

HOW MEDIALINE IMPROVES STAFF
INTERACTION AND SELF-
ORGANISATION WITH SEATTI

PREPARED BY
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PROFILE



COMPANY

Medialine AG



LOCATION

Over 20 offices in
DE, AT and RO



AREA

IT-Infrastructure
& Services

PROBLEM

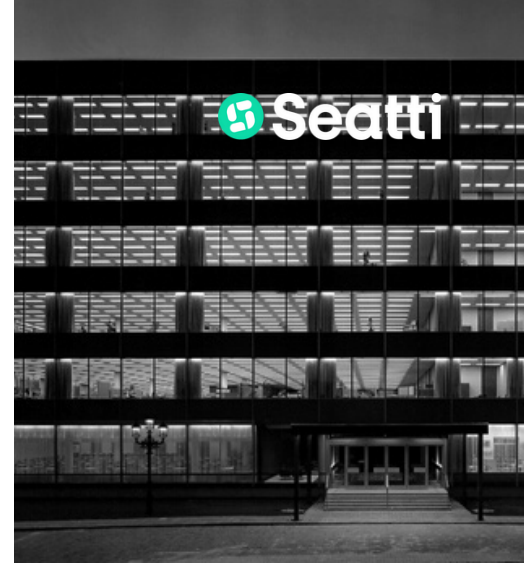
Medialine is a forward-thinking company. Already in 2015, it implemented its first hybrid work concepts. But as the company grew, so did the challenges concerning workplace organisation. Desk sharing repeatedly led to irritations as to who would use which desk and when, and it became clear that an efficient solution had to be found. So, Medialine looked for a tool to support their hybrid work strategy.

SOLUTION

Medialine decided to learn directly from the conflicts that arose and to manage them with their own strengths: Forward-thinking, innovation and collectivity. Alongside a stellar clear communication strategy and open ears for feedback, the company also decided to invest in a software tool that promotes organisation and efficiency through work location sharing and meetup enabling, making it easier for hybrid employees to meet in the office.

MEDIALINE AG

Brothers Martin and Stefan Hörhammer recognized the growing importance of IT early on: They founded Medialine in 1999 and developed it into a full-service IT provider. Tailored to the real requirements of medium-sized and large companies, the range of services today includes IT infrastructure, cloud services and business solutions. Nowadays, they serve a group of medium-sized companies that are represented at more than 20 locations in Germany, Austria and Romania.



CHALLENGES

Contrary to many other companies, who had to implement and adapt to hybrid work as a result of the COVID-19 pandemic, Medialine had already been working with hybrid models for several years before the pandemic. Medialine is a forward-thinking and innovative company that came up with the idea of introducing hybrid forms of work long before it was cool (and necessary). But even before Corona, there were challenges that the company had to face when deciding to make this transition.

What were the challenges, that brought Medialine to hybrid work?

You may know that Germany loves their cars. So much so, that there are often too many on the road. And a lot of traffic leads to long commute times, which leads to quite a lot of stress and strain for employees. So, Medialine employees started asking for more flexibility in when they can come to the office so that these long commute times can be avoided.

And since Medialine is very committed to the mental health and well-being of its employees, the company agreed. Gradually, it became clear that a hybrid working model should be developed.

But while they were open to implementing this new work strategy, they also encountered the first challenges. Two in particular stood out:

- 1) Finding the right hybrid policy for the management team**
- 2) Not every employee works well with the same work concept**

CHALLENGES

The team had to focus on finding the right learning process to deal with each arising problem. And it was about asking questions, such as: **“How do we sensibly integrate feedback?”**, **“How do we effectively change needs and demands?”**, **“How do we make the process fair for everyone?”**.

The next challenge then became: different employees have different needs and requirements. Medialine decided to experiment with a constellation where management allows employees to decide the following with their team leaders:

- 1) How much office time is feasible?**
- 2) How much office time is needed together with the whole team?**
- 3) What type of worker is the employee?**

„ONE SINGLE CONCEPT JUST WON'T WORK THE SAME FOR EVERYONE. AND THAT IS WHY OUR LEADERS HAVE TO DECIDE, WHICH CONCEPT WORKS FOR WHICH EMPLOYEE“ — STEFAN HÖRHAMMER, COO, MEDIALINE

Equality does not always mean equity. If you implement the same concept for everyone, you may feel like you are equal. Implementing the exact same concept for everyone, might feel like you're being equal. But it does not consider different needs of different people. Deciding what works for each individual, whilst offering different opportunities, makes a hybrid work strategy egalitarian. That's why Medialine had open communication, where employees and management could think about what works and what doesn't for each department.

COMMUNICATION

One of the “As and Os” (as we say in German) for any hybrid work strategy to work successfully, is to have open and efficient communication. That means, listening to feedback from employees and telling employees what your future needs and policies will be.

“IF WE DENY THE EMPLOYEE REQUESTS TO CHANGE THEIR WORKING WAYS, WE’RE ESSENTIALLY DENYING THEIR DEMANDS FOR WELL-BEING” – STEFAN HÖRHAMMER

As open as Medialine was with listening to their employees in implementing flexible working ways, they were just as open in getting their communication strategy right.

COLLECTIVE FAIRNESS

Management openly communicated to employees that a collective effort was necessary, in order for this strategy to work. They knew that this concept would only be successful if everyone made a concerted effort.

Medialine even went out of their way to share tips and tricks with the staff for efficient remote strategies. E.g., only use a certain room as an office or trying to dress at home as if you were in the office.

They also decided that they had to handle conflicts head on and see them as a way to progress and develop, rather than something to avoid. For example, if a staff member got angry because he came to the office and couldn't find a seat, they used this conflict to teach them how to book a desk.

“CONFLICTS HAVE TO ARISE, IN ORDER FOR SUCH A STRATEGY TO ALSO SUCCESSFULLY EVOLVE” – STEFAN HÖRHAMMER

RESTRUCTURING THE OFFICE

When Medialine introduced a new strategy for flexible working, there was also a need to restructure the office.

Three challenges stood out in particular:

1.

Tracking: As with any business, hybrid work means flexibility for employees, but it can also mean a loss of oversight for management. To solve this problem, Medialine decided to introduce desk sharing in combination with desk booking: A number of desks in the office that can be booked via a software tool, allowing employees and management alike to see who will be in the office when.

2.

Diverse Set-Up Needs: Different people will need different things at their desks. And we're not talking about photos or coffee cups, but different plugs, cables, table heights or docking stations. For desk sharing to really work, each desk also has to be equal but diverse enough. The solution Medialine chose was to invest. For example, investing in desks and chairs that are adjustable for everyone, regardless of their height.

3.

Confidentiality vs. Equality: Medialine especially cares about one thing in their hybrid work concept: there should be equal desks for everyone. Their CEO and COO even provide their own desks when they are not in the office (when leaders work as role models, employees follow their lead). But Medialine was also aware that even the most progressive tech companies will have to deal with the odd confidential paper document. So, they also ensured that departments (e.g., Finance) could have their own private areas to keep certain things, well, private.



SEATTI X MEDIALINE

While successfully implementing their new work strategy, Medialine realised that their biggest challenge became workspace organisation and the need for face-to-face collaboration within the teams.


The company decided to invest in a software tool that would help organise and coordinate workspaces and meetings. Seatti was able to help Medialine in four ways:

Day-to-Day: As unessential as it may seem, small day-to-day problems can keep arising, keep irritating employees, keep nagging away at full productivity. Such as not realizing that another colleague was going to be in the office – “otherwise I would have come too, and we could have worked on that project together”! With our Meetup Dashboard, Seatti shows when which colleagues will be in the office and in this way, scheduled meetings can happen more frequently.


Organisation: Medialine knows that the benefit of working in a hybrid structure is a better work-life balance. Therefore, they wanted to offer this benefit to their employees while simultaneously strengthening it through better organisation. Seatti compels employees to split up and plan their week ahead of time, which helps their own self-organization.

“We have significantly greater **employee satisfaction** with the office because they know where they will be **sitting**” – Stefan Hörhammer

SEATTI X MEDIALINE



Collaboration: One of the problems Stefan Hörhammer described to us when introducing the hybrid work concept, was a loss of collaboration. Since not all employees are in the office at the same time, this can lead to teams not being able to work together in person. A direct impact of Seatti is that colleagues find better opportunities to meet as a team. Remote workers can filter out who is working at a particular location and meet that way. With a direct MS Teams integration, employees can also filter out who will be in the office for brainstorming sessions through already established team channels.



Corona Restrictions: The corona pandemic meant that certain people had to isolate themselves, either because they themselves were infected or because they were in contact with an infected person. These measures were difficult to keep track of if you didn't know who was in the office at what time. Seatti's software makes it possible to check in its calendar and see who was in the office on a particular day and exactly where they were sitting. This gives management an easier way to track any infections in the office. If you see where a newly infected person was sitting, other staff can be instructed to go into quarantine, and everyone who was in the office that day can be informed about possible infections.

SPACE TO LEARN

WHAT HAS YOUR LONG-TERM EXPERIENCE WITH HYBRID WORK TAUGHT YOU?

One of the great benefits of working together with a company like Medialine, is that they were early pioneers of the hybrid work strategy. They have a lot of experience with implementing such a strategy, know how to pull it off, and how to deal with long-term challenges. Here are a few words of wisdom from Stefan Hörhammer:

1. Stress & Strain: *“You have to find certain constructs so that employees will have less stress and strain and can avoid burnouts”.* We love to see a COO who cares about his employees' well-being and mental health. He recognises that the old working methods often lead to enormous stress. Main example: long commuting hours in traffic. By simply allowing flexible times to come into the office, employees can take morning calls at home and drive into the office when less traffic is on the road! It can really be that easy.

2. Face-to-Face Time: *“Humans are pack animals, and we have to have face-to-face time – otherwise it will affect our mental health in the long term”.* We know that remote work is a huge way to relieve a lot of stress for employees. But we also know that a solely online work strategy can be damaging for employees' social needs. Because less time in the office unfortunately also means less time having that personal connection that makes teams great. Which is what is so brilliant about a hybrid work strategy – having the best of both worlds.

3. Connection: *“Employees have to feel at home in and connected to the company”.* During the pandemic, employee turnover has been a big problem with which companies have had to deal. Keeping employees happy and satisfied seems to be a struggle for many companies, when it really shouldn't be. Medialine has learned that an open line of communication is one of the most crucial things in this new work strategy. Everyone should be excited about the company and feel comfortable in it.

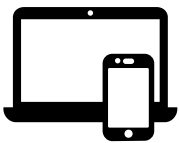
WHAT IS SEATTI?

Seatti is a **collaborative office management** software tailored to **hybrid teams**, that is fully integrated in **Microsoft 365**, MS-Teams and Azure AD.

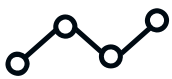
We help companies:



Book shared work spaces in the office



Plan and share remote working locations



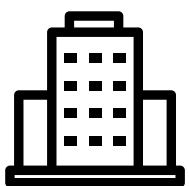
Analyze and optimize their office space usage

This allows:



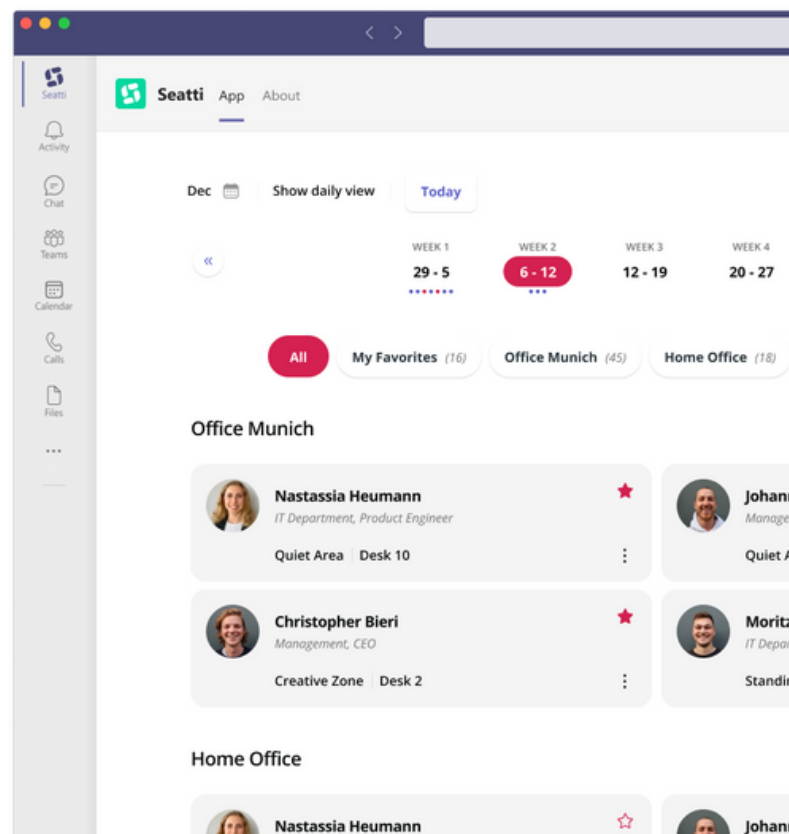
Employees to:

- 1) **Book** and find their **shared work spaces** in the office
- 2) See **where** their **colleagues** will be on a given day
- 3) **Meet up** with teams and colleagues for **collaboration**



Companies to:

- 1) **Analyze** office **occupancy** and **usage** data for optimization
- 2) **Reduce** office **space** and **costs** based on **data**
- 3) Strengthen **company culture** through **collaboration**



CONTACT US

We're always happy to tell you more about the future of work or help you implement your new hybrid working model.

We're just a click or a call away whenever you need us. We'd also be very happy to share our tool with you, which we believe is the simplest and most efficient way to facilitate hybrid work.



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To find out more information about our fully integrated Microsoft Office 365 Management tool, visit our website!

www.seatti.co



To keep up to date with everything from hybrid work to flex office management, follow us on LinkedIn!

[@Seatti](https://www.linkedin.com/company/seatti)



To learn how our tool works, you can book a demo with one of our team members and see for yourself!

<https://calendly.com/paula-seatti/30min>