The Utilization Imperative

Why measure it?
Return on Investment
Methods
Comparison of Methods
Union Issues
1.1 Why measure it?

The second largest cost on a corporate balance sheet is traditionally property, second only to the staff wage bill. In the past companies did nothing or little to manage their property costs, seeing it as just a necessary evil.

However the workplace today has changed considerably to that of twenty or even ten years ago with the introduction of technology that lets us work flexibly within or remotely from our ‘base of operations’ as needed.

Today, a proportion of empty workspaces are common for almost all organizations as their staff work from home, attend meetings or work ‘on the road’.

It is estimated that the total current annualized cost to a company for just one workstation in one calendar year can be as much as $18,000. So minimizing the number of empty desks can save companies millions of dollars.

To be able to manage these empty desks we first need to measure them; thus better understanding the working requirements of our employees.

When we have measured the desk utilization rates we can highlight wasted space and potential flexible working schemes. When implemented correctly a flexible working strategy will reduce your property costs significantly.
1.2 Return on Investment

One of the main drivers for implementing a flexible working strategy is to reduce costs, so the big question is how much money can be saved.

Example (vacations)

Your employees take typically 10 days vacation per year. Multiply this by the number of your employees, say 100 people and this gives you 1,000 vacant workstation days per year.

\[
100 \text{ (Employees)} \times 10 \text{ (Days Vacation)} = 1,000 \text{ (Empty Workstation Days)}
\]

Assuming a 5 day week and an average annualized workstation cost to a company of $18,000.

\[
\frac{1,000 \text{ (Workstation Days)}}{242 \text{ (Possible Working Days)}} \times 18,000 \text{ (Annual Cost)} = 74,380 \text{ (Potential Yearly Wasted Capital)}
\]

Example (increased utilization)

Your current utilization is 60% giving you the scope to implement a flexible working strategy. If you can reduce your current 100 workstations by a conservative 10% then your requirement will only be 90 workstations. Assuming an average annualized workstation cost to a company of $18,000.

\[
(100 \times 18,000) \text{ (Initial Cost)} - (90 \times 18,000) \text{ (New Cost)} = 180,000 \text{ (Potential Yearly Saving)}
\]

1. Source: The Total Office Cost Survey 2009
2. An industry accepted average for most corporate offices without a flexible working environment.
1.3 Methods

One or possibly two of the five methods listed below are typically used to evaluate a company’s space utilization.

1. survey / interview
2. archive analysis
3. walkthrough (bed-checks)
4. RFID
5. Wisenet

1.3.1 Interviews

Analysis of a hard copy survey or through a web site survey completed by every individual.

You only ever get the opinion of the person doing the survey. Most people think they sit at their desk a lot longer than they actually do!

Can be cheap to commission.

1.3.2 Archive analysis

Analysis of archived swipe card access data and where possible computer log-on data.

Data is always in the past and not necessarily the same as the current situation.

Swipe-card and log-on data tells you if someone was in the building or at their desk initially but doesn’t tell you their use of that desk.

Data is very hard to get hold of, due to security restrictions and personal data issues.

Can be cheap to commission.
1.3.3 Walkthrough / Bed-checks

Analysis of a series of physical observations made over a set period of time. Usually carried out by temporary staff physically walking floors at set intervals (normally hourly) over a period of two weeks. Observations made for each desk are; occupied, appears occupied but no presence and empty. Additional observations can sometimes be recorded as to what the person at the desk is actually doing but generally these have no bearing on desk utilization.

Some walkthroughs are only carried out twice a day for a week to give a general feeling for utilization rates.

Maximum and minimum occupancies are not measurable as different desks are recorded at different times, as the surveyor makes his way around the floor.

- Can only ever record average data.
- Intrusive for staff.
- Survey staff typically temps have no buy in to the project, sometimes making data capture sketchy.
- Staff can change their behavior due to human presence.

Reasonably accurate average utilization figure.

Why measure it?
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1.3.4 RFID

Radio Frequency Identification systems have been with us for some time and add value for tracking items around the workplace. The systems consist of a tiny silicon computer chip and an antenna in a tag which a remote reader can scan and then send appropriate information to a database.

RFID systems are numerous in the production and logistics industries where they monitor equipment locations and track items for delivery.

- Very large initial capital investment.
- Lends itself to a permanent solution rather than surveys or projects.
- Staff have to carry around tags (can be integrated to swipe access card) at all times.
- Can still require location and occupancy assumptions.
- They track the individual, not considered acceptable by unions and many large organizations.
- Can be accurate when set up well and supported by staff compliance.
- Provides useful social data for design purposes.
1.3.5 Wisenet

Wisenet is a complete, automated and integrated Time Utilization Measurement System. It can capture utilization data for almost any function and location in today’s modern office - from workstations, meeting rooms, collaborative spaces to vending and kitchen areas.

The wireless sensors when placed in position transmit data to a router which in turn transmits data to a data logger. This is then relayed across the web to secure servers at specified intervals.

- Typically three quarters the cost of walkthroughs.
- Typically 10 x cheaper than the cost of RFID whether temporary or permanent.
- Because the system monitors continuously, true maximum and minimum figures can be measured.
- Passive collection with little or no staff disruption.
- Weekend installations and removals for no business disruption.
- Data can be collected 24 hours a day, 7 days a week, for as long as needed.
- Utilization figures available the very next day over a secure web portal.
- Enables staff profiling by function, department and team.
- Some projects may still require observation for activity information but this can be a much simpler affair and not time specific.

Why measure it?

Return on Investment

Methods

Comparison of Methods

Union Issues
### 1.4 Comparison of Methods

<table>
<thead>
<tr>
<th>Item</th>
<th>1.4.1 Interviews</th>
<th>1.4.2 Archive Analysis</th>
<th>1.4.3 Walkthroughs / Bed-checks</th>
<th>1.4.4 RFID</th>
<th>1.4.5 Wisenet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual Results Not Interpolated Data</td>
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<td>✗</td>
<td>✗</td>
<td>✓ / ✗</td>
<td>✓</td>
</tr>
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<td>✗</td>
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<td>✓</td>
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</tr>
<tr>
<td>Non Disruptive to Staff</td>
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<td>✓</td>
<td>✗</td>
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<td>No Change to Staff Behaviour</td>
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<td>✗</td>
<td>✓</td>
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<td>Cost Comparison</td>
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<td>✗</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>3 month surveys</td>
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<td>✓</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Utilisation Figures the Next Day</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✓ / ✗</td>
<td>✓</td>
</tr>
<tr>
<td>Staff Profiling</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Legend:**
- ✗ No
- ✓ Yes
- ✓ / ✗ Some
1.5 Union Issues

The following information has been gathered from various policy directors and policy managers for many of the larger trade unions within the U.S.

No union body can or will endorse, approve or recommend a method of gathering time utilization data whether manual or electronic, however it’s generally agreed that the unbiased objectivity afforded by electronic methods is preferable.

Unions are concerned with the motives behind the company wanting the data and the underlying fear that the results can be analyzed down to an individual level and will be used to instigate redundancies.

The Wisenet system analyzes down to individual locations, and simply registers if each location is occupied. The information is per location and not per individual. It would make no difference to the results if the personnel for a particular team swapped seats every hour.

All unions generally believe that the only way to proceed with a time utilization study is with the approval of the staff being surveyed. This can be achieved with communication at the outset between the management and employees.

The company should be as transparent as possible with its employees - offering a clear and concise description of why the company is capturing this information; what the company goals are; what is being analyzed and reassurances about redundancies.

Abintra also believes that management should analyze feedback and answer any questions from staff before commencement of a time utilization survey, removing any fears at the outset.
The Wisenet System
Intelligent technology measuring your property

What is it?
Equipment
Technical Benefits
Global Presence
2.1 What is it?

Wisenet is a complete, automated and integrated Time Utilization Measurement System. It can capture utilization data for almost any function and location in today's modern office - from workstations, meeting rooms, collaborative spaces to vending and kitchen areas.

Our patented wireless sensors, when placed in position transmit data to a router which in turn transmits data to a data logger. This is then relayed across the web to our secure servers at specified intervals.

All data is automatically interrogated and converted into easy to understand reports and charts, and can be presented back via a web interface the very next day.

Wisenet analyzes occupancy every two seconds which allows for advanced metrics and analysis to show actual results (not interpolated figures), and as it is inconspicuous it can be left onsite gathering information for longer periods, providing strategic data not achievable with traditional methods.
2.2 Equipment

The Wisenet system is made up of three key physical items - sensors, routers, and data loggers. These items create an incredibly reliable wireless network that can monitor locations for 24 hours a day for months on end.

Although not actually equipment itself the Wisenet system can include a secure dedicated web site with advanced analytics for each customer.
2.2.1 Sensors

The sensors used in the Wisenet system do not contain cameras or microphones; they simply capture heat movement in the infrared spectrum, in much the same way as most commercial home alarm systems.

They are powered by two AAA batteries and with sophisticated power management they can last up to 1 year, depending on transmission intervals.

Physical Attributes

![Sensor Dimensions Image]
2.2.2 Routers

The routers used in the Wisenet system require power and will be plugged into agreed power locations across the floors being measured.

The routers have a green flashing light to indicate they are working and are communicating with the wireless network. They collate information from multiple sensors and transmit it to the data logger.

The wireless network will be built with a level of redundancy to cover for accidental switching off and short power interrupts to any single router.

Routers may be visible to onsite staff, and therefore we advise they should be made aware of their function.

Physical Attributes

![Routers Dimensions]
2.2.3 Data Loggers

The data loggers used in the Wisenet system require power and will be placed somewhere on one of the floors being surveyed in an agreed secure location.

The data loggers look similar to a home broadband router. They aggregate all information from the routers and transmit data daily to Abintra’s secure servers ready for reporting.

Physical Attributes

The data loggers **MUST** be powered at all times. They may be protected by a small UPS device to cover accidental power interrupts. Ideally the data loggers should be kept in a locked or secure location.

Data Loggers may be visible to onsite staff, and therefore we advise they should be made aware of their function.
2.3 Technical

Wisenet uses an autonomous network mesh operating in the WiFi 2.4Ghz 802.15.4 range. This is essentially in a low power band outside typical wireless networks that are associated with home or company wireless infrastructure currently 802.11.g/n.

Operating in this band helps ensure minimal opportunity for receiving or causing radio interference despite physical proximities of components. The secure encrypted radio network mesh provides self healing and load management to further enhance reliability of data collection.

Importantly as implied there is no requirement for the customer to provide any network or infrastructure for the system to work outside of web access for reporting and monitoring purposes. In rare occasions that this is not permissible a 3G modem can be added to the Wisenet system for total autonomy or data can be collected manually. Both are at additional cost and subject to logistics.
2.4 Benefits

The Wisenet system has been developed to measure utilization and minimum and maximum occupancy levels that are not possible with other systems without a large capital investment.

The hardware will typically be installed or removed in a weekend and can monitor locations for 24 hours a day, 7 days a week for as long as necessary.

Because Wisenet analyzes occupancy every two seconds it allows for advanced metrics and analysis to be created, showing actual results (not interpolated figures).

As the sensors are inconspicuous they can be left onsite gathering information for longer periods, providing strategic data not achievable with traditional methods.
2.5 Global Presence

The Wisenet system is a product of Abintra Limited who are headquartered in the UK, the system is available for use in all countries.
The Wisenet Process

Consult
Survey
Plan
Install
Monitor
Remove
Report
3.1 Survey

One of our experienced Wisenet team will come to your site and survey the areas and items to be measured using the Wisenet system. They will:

- confirm the quantity of sensors and data loggers required.
- evaluate the number of routers needed to support the wireless network, which varies depending upon building shape and age, construction materials and type of furniture used throughout the building.
- evaluate any problems that can be foreseen prior to installation, including any lack of appropriate usable power outlets.
- locate the most secure location for the data logger, allowing for a fixed I.P. data connection outside of your network firewall.
- gather up to date CAD floor plans to allow for a Wisenet system plan to be drawn before installation.
3.2 Plan

The Wisenet team will produce floor plans showing proposed locations of all Wisenet equipment. This will be sent to you for sign off and future reference. All Wisenet equipment has a unique number to help with onsite identification in the unlikely event that any problems occur. The plan will be color coded and show:

- location and I.D. number for each sensor.
- location and I.D. number for each router.
- location and I.D. number for each data logger.
3.3 Install

The install is typically performed on a weekend so as to avoid disruption to staff. The Wisenet install team will arrive at your site with all necessary equipment. Referencing the previously produced plans, they will:

- place the sensors underneath desks as required by means of glued pads. The sensors will be as far back as to not interfere with any leg movement by staff.
- place the routers in the agreed locations and plug them into the agreed power outlets.
- place the data logger in its secure position, plug it into its agreed power outlet and connect the network cable.
- carry out on site testing of the network and check all equipment is functioning correctly.
- remove all rubbish generated by the work and leave the site exactly as it was before install.
3.4 Monitor

Abintra will remotely monitor the Wisenet system daily to check battery conditions and for any outages in the network. Any problems are generally minor and the Wisenet team will contact your nominated representative to facilitate any remedial action in the unlikely event that there are problems.

A Wisenet team member may potentially come to site to improve where necessary any network issues, these visits will be out of office hours where possible to avoid disruption to staff.

A Wisenet team member may potentially also come to site at the request of the client for any specific onsite problems.
3.5 Remove

The removal of equipment is typically performed over a weekend so as to avoid disruption to staff. The Wisenet removal team will arrive on site with all necessary packing equipment. They will:

- remove all Wisenet sensors.
- remove all Wisenet routers.
- remove all Wisenet data loggers.
- remove any visible residue from the pads used to secure the Wisenet sensors and routers.
- remove all rubbish generated by the work and leave the site exactly as it was before removal of the Wisenet equipment.
3.6 Report

During the survey:
Where requested a secure web portal will be provided, showing maximum and minimum occupancies and average utilizations. The information within the portal for a particular day can be available by 9am the following morning. The data is fully filterable by day, am / pm, and departments where allocated.

Post Survey:
The Wisenet team will provide the client with standard reports highlighting maximum and minimum occupancies and average utilizations. The reports will be handed to the client at a presentation of the findings from the Wisenet system.

A potential to change report and other advanced reports may be produced subject to specific client requirements.

A plain data file can be handed to the client if required, for internal analysis.
3.7 Consult

A client may simply wish to use the reports and findings from the Wisenet system in-house or use a regular third party consultant to strategically plan their portfolio.

Where appropriate the Wisenet team can offer a comprehensive consulting package including:

- staff interviews
- department interviews
- adjacency planning
- lease analysis
- moves & change management
- equipment & furniture outsourcing
- CAFM consulting
- business information systems

All can be performed in conjunction with existing teams and / or consultants.
Wisenet Reporting

Background

Wisenet Portal

Standard Desk Report 1

Standard Desk Report 2

Additional Desk Report

Standard Conference Report

Additional Reporting
4.1 Background

The reports generated by Wisenet cannot be reproduced by any other utilization method without massive interpolation of average results.

Because the data from each sensor is recorded at exactly the same time maximum and minimum occupancy figures can be recorded for whole buildings, floors, departments and conference rooms. And in the case of meeting rooms, because Wisenet monitors can continuously see how many people were in the meeting room and for how long.

Also for no extra cost clients can monitor an extra two hours at the start and end of each day so they can see the general trend of arrivals and departures from the office.

When a Wisenet survey is commissioned a secure web portal can be set up for the client. With this portal all reports can be seen the very next day and is fully filterable by building, floor, department and AM & PM. The portal is completely flexible, and where required bespoke reports can be added to a clients solution.

At the end of a study period a set of hard copy reports from the web portal can be produced if the client wishes.

A post survey presentation of the reports will be made for the client explaining the implications of the findings.
4.2 Wisenet Portal

The Wisenet portal is a website which contains all of your reporting needs for analyzing the utilization of your properties.

It is set up at the start of a study when requested. The data from a full day's measurement is uploaded to our secure servers, automatically analyzed and then populated into the database. Through the portal you can carry out analysis online anywhere in the world the very next day.
4.3 Standard Desk Report 1

This set of graphs show average utilization rates for times and individual days broken down into AM and PM sections.

These are the most common form of charts used to portray utilization information. They show average data, and specific trends such as particular high and low occupancy periods throughout the day.
4.4 Standard Desk Report 2

This set of graphs show maximum and minimum desk usage rates for times and individual days broken down into AM and PM sections.

These graphs give the clearest indication of what capacity you may need to plan for on a strategic level, and provide data only available with the Wisenet method of measurement.
4.5 Additional Desk Report

This set of graphs show the potential within your organization to change or implement a full or part flexible working strategy.
4.6 Standard Conference Report

This set of graphs and charts show the number of meeting rooms used, their occupation and duration of use per hour for the length of the survey.

<table>
<thead>
<tr>
<th>Master Matrix</th>
<th>Utilisation Between</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week</strong></td>
<td><strong>Day</strong></td>
</tr>
<tr>
<td>1 Monday</td>
<td>0.0%</td>
</tr>
<tr>
<td>1 Tuesday</td>
<td>0.0%</td>
</tr>
<tr>
<td>1 Wednesday</td>
<td>25.0%</td>
</tr>
<tr>
<td>1 Thursday</td>
<td>0.0%</td>
</tr>
<tr>
<td>1 Friday</td>
<td>0.0%</td>
</tr>
<tr>
<td>2 Monday</td>
<td>0.0%</td>
</tr>
<tr>
<td>2 Tuesday</td>
<td>0.0%</td>
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<tr>
<td>2 Wednesday</td>
<td>25.0%</td>
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<tr>
<td>2 Thursday</td>
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<td>2 Friday</td>
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<td>3 Monday</td>
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<td>0.0%</td>
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<td>4 Friday</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

A matrix showing the total meeting room seat utilisation per hour and per day alongside the number of seats used during that day and hour.

As a guide,

- If a room is used at half its capacity for half the time then its utilisation would be $0.5 \times 0.5 = 0.25$ (25%)
- If a room is used at three quarters its capacity for three quarters the time then its utilisation would be $0.75 \times 0.75 = 0.56$ (56%)
4.7 Additional Reporting

Wisenet Portal

Additional reports can be developed for the Wisenet Portal as required. Abintra will be happy to work onsite with your team to develop reports that fulfil your needs or alternatively we can work remotely to a specified brief.

Hard Copies

Additional reports can be developed as required. We can deliver your final hard copy reports in any format, bound in any way. Please do not hesitate to communicate your desired method.
Consulting
5.1 Process

When you have your Wisenet reports sitting on your desk you may ask yourself, “well what now?”

Your next step may be a phase of in-house consultation, or external consultation with your existing consulting firm.

Abintra also offer a consulting service that goes hand in hand with the Wisenet system. Through a series of set processes we can help you formulate an efficient scalable strategy to cover your whole portfolio - helping you to move towards a flexible working environment with a minimum amount of disruption to ongoing operations.

The process involves set stages where we interview key stakeholders and staff; interview department heads; analyze all adjacencies; analyze lease information for breaks and term conditions; analyze future projections; manage moves and changes; manage all change control etc.

At the end, we will have formulated a clear, concise strategy with you to move your organisation into a modern flexible company and workplace.
Standard Forms

Request for Quote Form
Staff Orientation Form
Staff Q and A Form
6.1 Request for Quote Form

For a Wisenet study quote we need to obtain some basic information. Please print, scan and email this page back to us or send us the information by any other means.

To obtain this form as a separate document please call Abintra on 01322 403 696 or email info@abintra-consulting.com
6.2 Staff Orientation Form

We recommend that all staff are made aware of any proposed survey and the components they are likely to see in advance. Our staff orientation form should be suitable for this or you may prefer to use your own. See also Staff Q & A Form in the next section.

To obtain these forms as separate documents please call Abintra on 01322 403 696 or email info@abintra-consulting.com
6.3 Staff Q and A Form

We recommend that this form should be left on each staff member’s desk or emailed to them so that it answers any basic queries or worries they may have.

To obtain this form as a separate document please call Abintra on 01322 403 696 or email info@abintra-consulting.com
Terms & Conditions
7.1 Terms & Conditions

The following terms and conditions are an extract from the full ‘Wisenet Terms & Conditions’ document. They are intended to highlight some of the main points when commissioning a Wisenet survey.

**Client Responsibility**

It is the responsibility of the customer to ensure power cables remain connected preserving the integrity of any data. However the levels of system redundancy ensure safety of data for short accidental power interrupts.

A suitable connection is to be provided (outside of the network firewall) to allow web access for monitoring and uplink of sensor data.

While on a client’s site all equipment becomes the sole responsibility of the client. Abintra reserve the right to charge for loss or damage to on site equipment.

Abintra will regularly & remotely check the system. The client shall nominate a minimum of one person to be responsible for carrying out any remedial action (re-fixing of sensors and checking power to routers and data loggers) required in the event of a problem noticed by the remote checks.

**Abintra Responsibility**

Abintra reserve the right to continue monitoring the required location for up to one week after a scheduled project end date. This is to cover the unlikely event of a power interruption and a loss of data; in this case the lost data will be replaced with data for a similar period from the extra week.

**General**

Invoices are issued at the end of each implementation unless otherwise agreed. One implementation is equal to one use of sensors in one location.

Payment terms: 30 days from invoice date, all prices are subject to State and Local Taxes.

All prices are subject to travel / mileage, accommodation and out of pocket expenses.

Travel costs are applied per person.
About Abintra
8.1 About Abintra

Abintra are workplace specialists offering a vast array of services and products.

Our two leading edge products Wisenet and Converge enable a company to go from having little or no strategic space capability to a fully integrated management tool with strategic metric reporting.

With clients ranging from global organizations to small UK offices, no client is too large or small to gain strategic benefits from our products or services.

Some of our clients

- RBS
- EDF
- ABN AMRO
- Sky
- Linklaters
- City & Guilds
- Barclays
- Prudential

8.2 Wisenet

Developed over several years and continually being enhanced Wisenet is Abintra's complete, automated and integrated 'Time Utilization Measurement System'. It can capture utilization data for almost any function and location in today's modern office - from workstations, meeting rooms, collaborative spaces, vending areas and kitchen areas.

8.3 Converge

Converge is Abintra's complete space management / information system. Designed to bring together all of your separate drawing, database and other reporting information in one easy to use web portal location. It can be hosted on one of our secure servers or alternatively hosted by you.
8.4 Contact Abintra

For more information on any item within this document or for more information on any of our services please contact us using the following details.

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DA7 5HG

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mobile: 281-709-3718
info@kcRepSource.com
www.abintra-consulting.com

Call us today for a confidential no obligation meeting, we will be happy to discuss your aims and goals.