

BEterna

Part of Telefónica Tech

CUSTOMER STORY: BE-TERNA

From 150% desk capacity to a smarter hybrid workplace

COMPANY PROFILE

A technology company embracing people-first hybrid work

BE-terna is a technology and consulting company with offices across Europe and a growing international team. As hybrid work became the new reality, BE-terna saw an opportunity to rethink how its offices were used, moving away from pre-pandemic assumptions and toward a workplace model based on how people actually work.

implementation goals:

- Transition from a pre-pandemic desk surplus to a right-sized hybrid model based on real usage data.
- Implement floor plan-based desk booking that integrates cleanly with Microsoft 365.
- Support a flexible, people-first work policy without mandating office attendance.
- Create a scalable solution deployable across multiple European offices.
- Lay the groundwork for future visitor management driven by security compliance requirements.

THE CHALLENGE

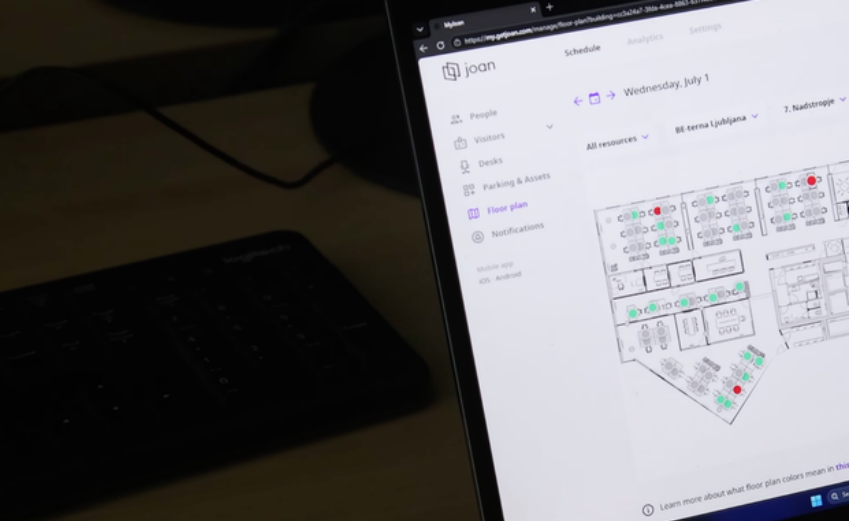
Rethinking office space for a hybrid workforce

Before the pandemic, BE-terna maintained more desks than employees, with capacity reaching roughly 150%. As hybrid work became established, the company needed to reassess whether this level of office space was still necessary.

The challenge was not simply reducing the number of desks. BE-terna needed to understand how employees actually used the office and create a system that could support different working patterns across teams and locations.

Without reliable data on real usage patterns, making confident real estate decisions was impossible. According to JLL's 2025 Future of Work report, organizations on average use only 50–60% of available desk capacity on any given day, making space optimization one of the top priorities for workplace and HR leaders globally. For BE-terna, acting on assumptions rather than evidence would have meant locking into the wrong footprint for years.





THE SOLUTION

Flexible desk management built around the way people work

BE-terna began its rollout in Ljubljana, where the team evaluated different workplace solutions against specific requirements, including floor-plan functionality, IT provisioning, and a strong price-performance ratio.

Joan met those requirements while keeping implementation straightforward. The evaluation, approval, and implementation process took less than two months.

With Joan, employees can use the floor plan to see available desks, understand where colleagues are sitting, and choose a workspace based on how they want to work that day — whether they want to sit with their team or find a quieter place to focus.

Why Joan?

- **Floor-plan visibility** gives employees a simple visual way to find and select available desks.
- **Microsoft-friendly IT environment** fits naturally into BE-terna's existing technology ecosystem.
- **Flexible booking model** supports both fixed and floating desk policies within the same office.
- **Fast implementation** - from evaluation to go-live in under two months
- **Easy employee experience** makes finding a suitable desk quick and straightforward.
- **Scalable deployment** allows BE-terna to extend its workplace strategy across additional offices as needs evolve.

The chosen solutions

- [Joan Desk Booking](#)
- [Joan App](#)

"When you're managing a hybrid team across multiple offices, the last thing you want is to be thinking about desk booking. Joan solved that problem so completely that we stopped thinking about it - which is exactly the point."

Timotej Osolin,
BE-terna

THE RESULTS

Fewer desks, better insight, more flexibility

- Reduced desk capacity from the pre-pandemic level of approximately 150% to around **80-90% of the workforce** in Ljubljana and Leipzig.
- Eliminated guesswork in space planning by grounding decisions in real occupancy data.
- Employees choose where to sit, near their team or in a quieter corner, in seconds via the floor plan view.
- Full rollout completed in under two months across the first two locations.
- Supported a trust-based hybrid policy with zero mandated office days, sustained by data and frictionless booking.

FROM JOAN

Supporting a workplace built around people

BE-terna's approach to hybrid work reflects a broader commitment to sustainability and people-first workplace practices.

By understanding how employees actually use their offices, the company has been able to make more thoughtful decisions about workspace without compromising flexibility.

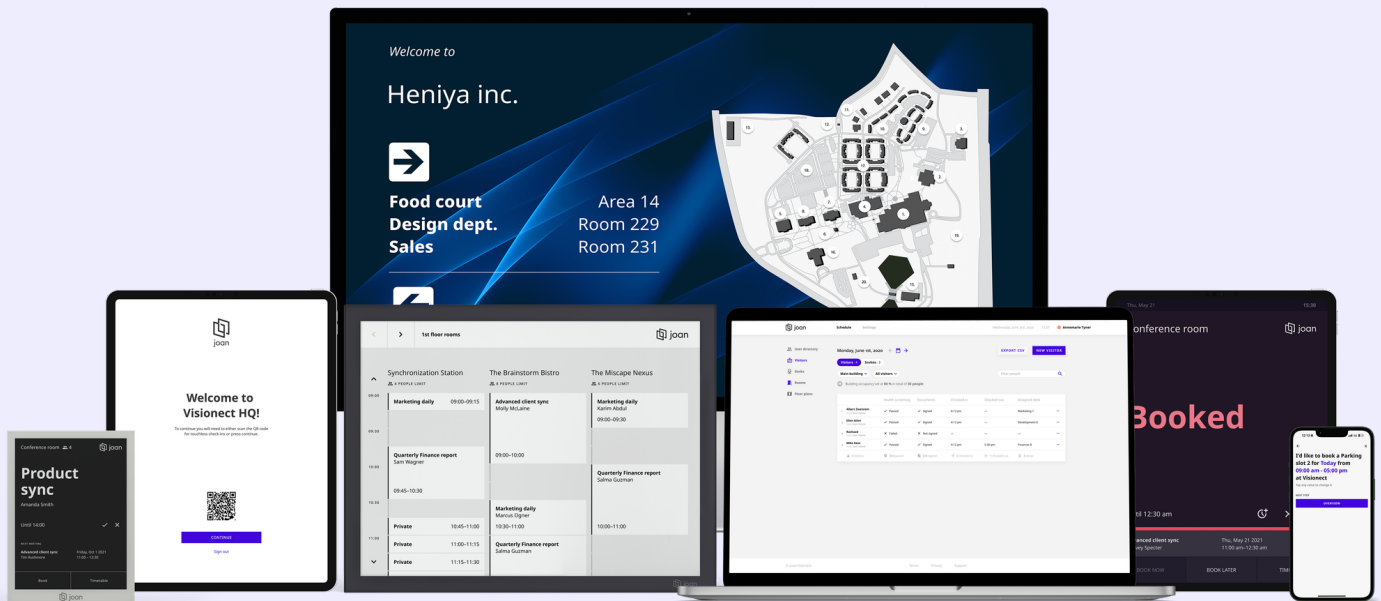
"BE-terna shows what it means to build a workplace around people rather than assumptions. They asked the right questions, used data to find the right answers, and built a culture where flexibility and accountability go hand in hand. We're honored to be part of that."

Luka Birsa,
Co-founder and CTO,
Joan





Empowering smarter, simpler
workspaces worldwide.



ABOUT JOAN

Joan Workplace is an all-inclusive platform for workplace solutions, designed to simplify office reservations, optimize space, and streamline information flow. It includes solutions for booking meeting rooms, desks, and assets, visitor management, and workplace digital signage. A multiple-time design award winner and G2's #1 room booking software, Joan is trusted by numerous Fortune 500 companies.

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