

Aura™



**REIMAGINING WORKSPACE
FUTURES, TODAY.**

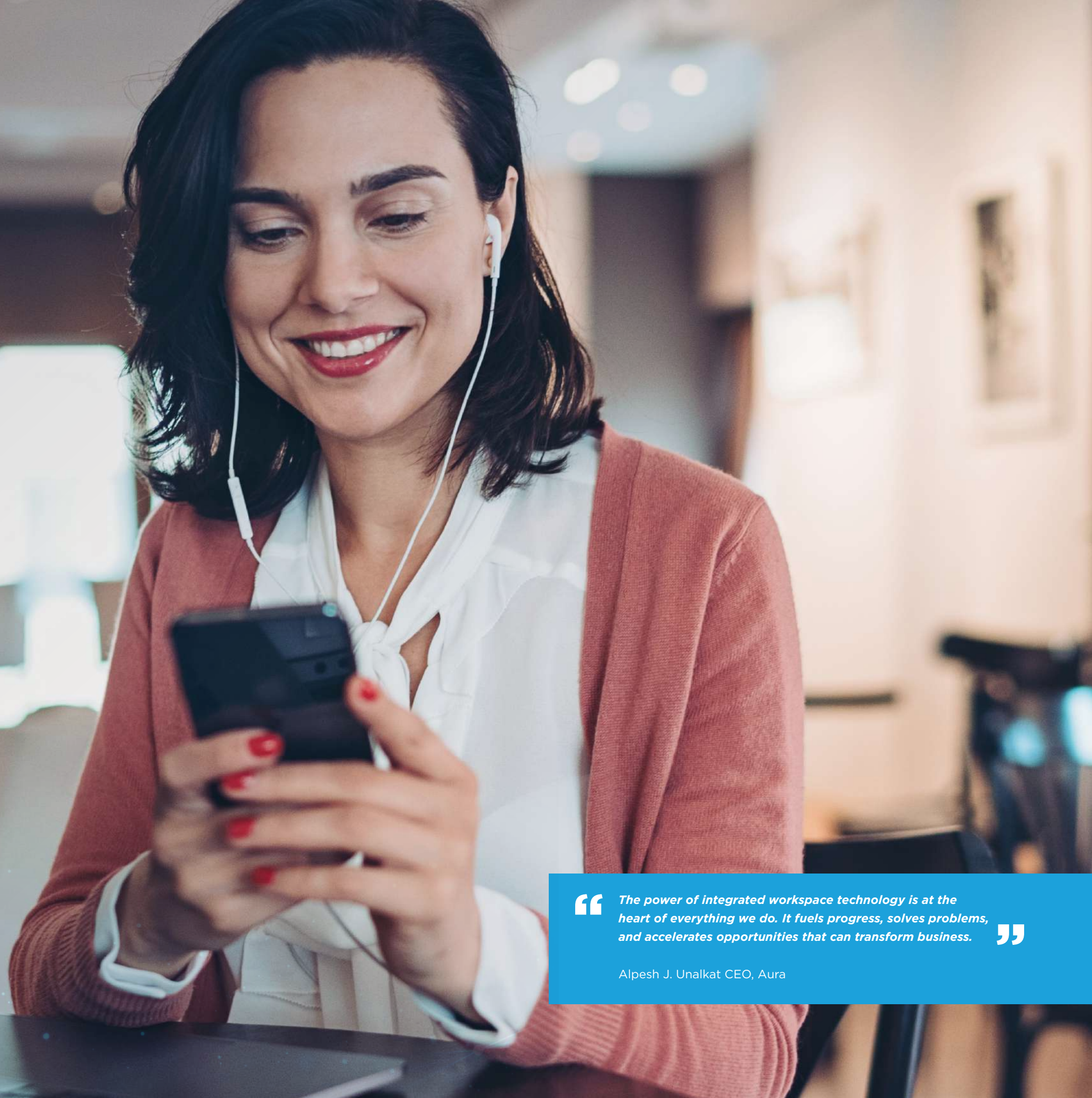
The way we work has transformed

When Aura was created in spring 2020, the world was already going through a digital transformation, with technological advancement changing how people worked, lived and connected.

Then, within a matter of weeks of our launch, an unprecedented event disrupted lives, initiated emergency business continuity plans, and accelerated workspace technology uptake beyond levels we could have ever imagined. The global pandemic not only drove around ten years' worth of digital transformation within a couple of months, it impacted significantly on how people viewed work and workspaces.

Around the world, across all sectors, workspaces are now being reimagined as they are adapted to meet heightened levels of expectation. Today, the role technology plays in how we interact matters as much in the workspace as it does at home, and it matters more there than it did only a few short years ago.

During recent times, we have not only seen how technology can help organisations with agility and resilience, we've also seen other gains come to fruition – better sustainability, higher productivity, improved efficiency and superior staff and customer experiences, leading to enhanced competitiveness and increased profitability.



“ The power of integrated workspace technology is at the heart of everything we do. It fuels progress, solves problems, and accelerates opportunities that can transform business. ”

Alpesh J. Unalkat CEO, Aura

The key trends driving workspace change

Trend 1:

THE NEW ROLE OF IT

The IT department was once seen as a support function, but these days technology is completely instrumental in how organisations operate.

The CTO and CIO's seats at the boardroom table have never been more important, as automation, cloud, and as-a-service technology models are changing the way some business functions work, both reducing costs and creating added value in terms of increased sustainability and productivity, better security and reduced human error, even creating additional revenue streams.

Trend 2:

PEOPLE-CENTRIC ORGANISATIONS

Employee-centric organisations were not unknown before the pandemic, but we've seen a significant shift in this direction over the past few years.

Organisations are putting people first, recognising that supporting individual talent and motivation is the way to attract and retain the best staff. It's not just about putting employees first – to protect an organisation's brain trust, improve productivity and profitability, and of course do the right thing – being customer-centric also pays dividends.

Trend 3:

THE POST-COVID BOUNCE-BACK

People have had different attitudes to coming back into workspaces after so long working from home.

Some are champing at the bit to engage with colleagues and customers in person, others are less keen to return to their commute, whether daily or on a hybrid schedule. Getting workspace technology right not only smooths the way for staff returning, to ensure the in-work experience is as pleasant and positive as their remote facilities, but well-designed, tech-enabled spaces can actually help tempt staff back to the office.

Trend 4:

CULTURE WITHIN A DISPERSED WORKFORCE

Hybrid working is now the norm for many organisations, at least in their office-based functions.

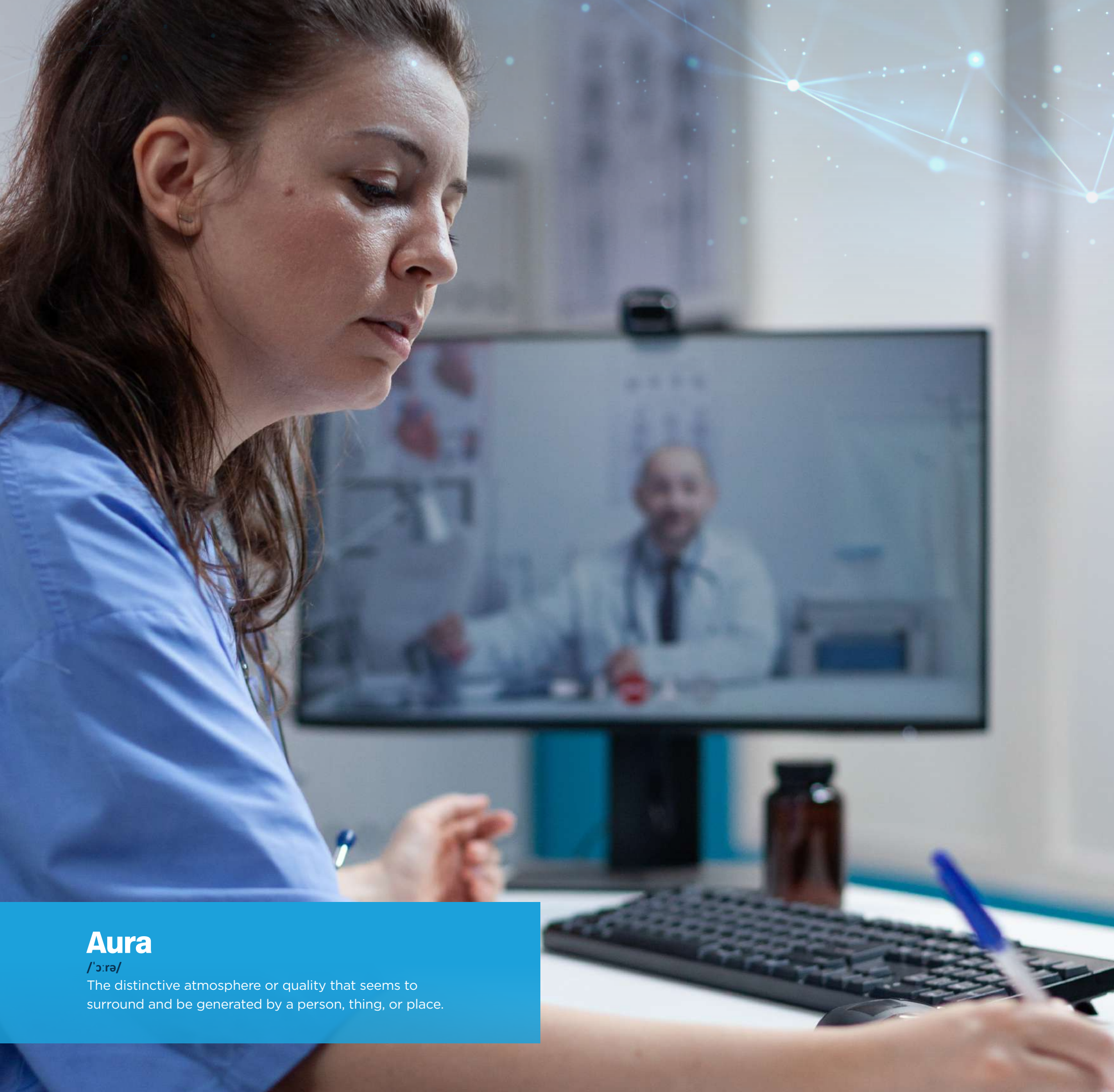
With a dispersed workforce, fostering a company culture and a sense of belonging can be challenging, but technology can help bridge the gap. Internal communications tools, more deliberate employee engagement, and technology which enables hybrid meetings to be as effective and accessible to both in-person and remote attendees, all help encourage connection and disseminate culture.

Trend 5:

DATA-DRIVEN DECISION-MAKING

Where business leaders once based their decisions on general observations and maybe a hunch or two, we now have access to quantitative data in a way we never have before.

This wealth of granular information is indispensable when it comes to making decisions about workspaces, both in terms of technology and in terms of real estate – used in tandem with qualitative research it's possible to make optimal decisions about the reimagining of workspaces as we come out of the pandemic and into a new era.



Aura

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The distinctive atmosphere or quality that seems to surround and be generated by a person, thing, or place.

We reimagine workspace futures

Aura was conceived by an experienced and fresh-thinking team to reimagine workspace futures. Our track record in the workspace technology sector has been built over the last 30 years and comprises some of the most dynamic, leading minds in the industry.

Aura is the essential atmosphere that encompasses and embodies the workspace, making everything and everyone work seamlessly together. We blend the best that technology has to offer with first class service, so you can focus on what matters most to your organisation. And there's never been a more important time to leverage all that is available to make sure organisations are lean, fit and competitive as we exit the global pandemic.

We transform the interplay between technology and people in your business which improves the overall wellness of your employees and productivity of your teams, whilst enhancing the user experience and generating significant savings to your bottom line.

As a leading workspace specialist and technology provider, we specialise in, and bring together: workspace transformation and professional services, workspace and collaboration solutions, visual communications, and augmented print and workflow.

To give clients complete peace of mind, we genuinely care about employee and customer experiences, and pride ourselves on our service excellence to make it a reality.

We listen to our clients' challenges, advise, collaborate, and go above and beyond to give them the support they need; providing only the right technology and services for their business and customers.

We consult, challenge and transform businesses to create a better future. Today.

We deliver change through partnership

We start every project by envisioning the future for our clients.

We work with our clients to gain key insights, rapidly understanding priority issues and recognising opportunities.

Our process is end-to-end yet continually evolving and adapting to meet changing business needs.



CONSULT & CREATE

Our comprehensive workspace assessment dives deep into the working environment, including customer digital communication platforms. We assess both the physical, technological and emotional needs of the organisation by challenging and inspiring, before creating a bespoke, detailed digital transformation blueprint.



CONNECT & CONFIGURE

We provide the expertise to ensure all technology is configured, integrated and secure, providing a seamless user experience and optimal workspace, to realise the full potential of a client's investments. As an independent provider, we carefully select best-in-class solutions that are tailor made for each organisation.



CHALLENGE & CHANGE

We challenge the norm and provide extensive project management and training to support employees, ensuring any new technology is fully adopted within the organisation. Through user marketing, behaviour changing gamification, analytics and process re-engineering, we provide the tools necessary to drive optimum outcomes.



CARE & COLLABORATE

We source, install and integrate all workspace technology for our clients. We care that it works, and that it delivers the best experience for the organisation's in-house teams and customers. This consistent delivery and support across each client's business drives greater productivity as we measure, maintain and optimise all technology and workflows.



We simplify digital transformation

Aura brings together a unique combination of products and services to enable digital transformation, driven by the key changes affecting workspaces of all kinds today.

From office buildings to stadiums, retail outlets to hotels, we ensure that working environments offer both staff and visitors a superior experience.

We holistically integrate our suite of services to ensure our clients remain at the cutting edge of workspace technology and maintain competitive advantage.



WORKSPACE
TRANSFORMATION
& PROFESSIONAL
SERVICES



WORKSPACE &
COLLABORATION
SOLUTIONS



VISUAL
COMMUNICATIONS



AUGMENTED PRINT
& WORKFLOW



“ Aura have once again proven to be a leading partner in their vision, craftsmanship and guidance to us as their client. ”

GM EMEA & VP Marketing Global,
Technology Sector

Our story

We are a blend of entrepreneurs and ex-FTSE 100 senior executives who understand the changes in modern working. We can see the need for a holistic, user-focused approach to creating effective technology and process solutions for businesses, reimagining the workspace to create a seamless tech experience.

Having previously developed a diversified and scaled managed services business, our founders identified two pioneering businesses, one a collaboration solutions provider, the other a workflow and managed print provider, which would come together to form Aura in March 2020. Later, in August 2021, the award-winning full-service AV integrator Reflex was acquired to expand our audio-visual offering further, and extend our delivery capability.

All three companies share a core belief with our founders of having a culture of exemplary client care. All three also have proven track records in delivering innovative solutions for their clients, and all three continually outperform the market.

To date, organisations have been using multiple vendors to service their workspace technology needs, with limited consistency in integration or compatibility of processes.

At Aura, we deliver the full end-to-end service for our clients, from consultancy to integration, solution leasing to ongoing management and support.

With five offices globally, servicing over 600 enterprise clients in over 60 countries worldwide, our focus is to provide business solutions which mean technology is always a help and never a hindrance, giving businesses the freedom to focus on what they're good at.

We are passionate and ambitious; we will continue to invest in innovative new platforms and developing our business capabilities. Additionally, our belief is that by acquiring the right businesses with the right specialisms, we will continue to enhance value for our clients.

Together we will reimagine, transform and deliver the workspace of tomorrow.



We are defined by our values and behaviours



COLLABORATIVE

Collaboration is at the heart of how we operate. We aim to build trusted partnerships with our clients, not just provide a service. We start by asking the right questions: probing and challenging to find optimal solutions, tailored to each client. We are diligent in delivery of those solutions and we remain committed to being proactive and supportive throughout the entire relationship.



TRANSFORMATIVE

As thought leaders in our field, and with a depth and breadth to our services, we are the right partner for forward-thinking organisations, using our expert knowledge to re-imagine the way technology can seamlessly enhance organisations for the better. Progressive in our approach, we are constantly learning and innovating, pushing the boundaries of what is possible, motivating clients to realise their full potential.



RESPONSIBLE

It is of the utmost importance to us that we remain transparent and act in an ethical and sustainable manner. As trusted advisors, we always put clients' needs first, striving for excellence in everything we do. Through teamwork, togetherness and respect for one another, we invest in our partnerships to ensure they grow from strength to strength.

Aura™

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