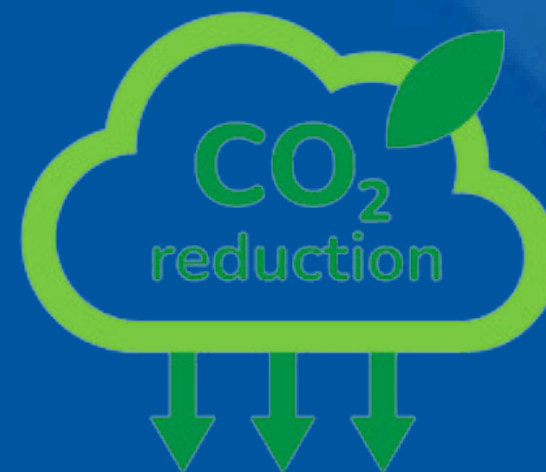




# CFO Guide to driving company performance using immersive meetings

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Manage Travel costs, reduce carbon footprint and increase employee performance



For CFO's Autumn 2024 represents a **"tipping point"** of an opportunity to get ahead of next years and future years budgets. This document is targeted at explaining how Microsoft and Meta have partnered, how that partnership has grown to solve Enterprise challenges of today.

# Budgeting for 2025



But first let's understand those challenges.



# Executive Brief – Enterprise Research

We looked at 4 of the Top Enterprise Research organisations and their studies, findings and insights



Microsoft's study of millions of data points across Office 365, Azure in **31** Countries and a sample of **31,000** executives delivering the New Company Performance Equation.



Deloitte's Global Human Capital Report  
**14,000** executives in **95** countries  
uncovering the trends in the enterprise workplace



Gallup's study of **15,000** executives and **10** countries looking specifically at Employee Engagement levels



PWC & Munster University their study on Immersive Meetings v Teams and Zoom and the impact on the personal performance numbers



Download the [Mesh Technical Guide here](#)

# Microsoft and Meta



Deloitte has since 2019 been interviewing senior executives in enterprise businesses to understand the growing and evolving challenges they are trying to overcome and where they are at, in terms of progress addressing those challenges.

Microsoft as part of Microsoft Labs have their **10,000** person survey across **31** counties plus all the data from Office 365 and they publish the insights in Microsoft Work Trends.

Gallup in their state of the workplace survey look at employee engagement levels, globally and country by country.

PWC and Munster University lead the world in understanding the Immersive technology today and plot the empirical data that highlights the pro's and con's versus traditional 2Dimensional solutions for collaborating like Zoom or Teams.

We have striped that research apart to short cut the hours of reading to highlight the key findings in an Executive Brief for CFO's.

Download the [Mesh Technical Guide here](#)

# Microsoft Equation

The first element to point out is that Microsoft have coined the new Enterprise performance equation and researched it heavily.

That equation in the slide below is simple:

**Employee Engagement X Employee Productivity = Enterprise performance.**

[Work Trend Index Special Report >](#)

## The New Performance Equation in the Age of AI

New research shows that employee engagement matters to the bottom line—especially amid economic uncertainty

Illustrations by [Davide Bonazzi](#); Data visualizations by [Valerio Pellegrini](#)



Productivity x Engagement = Performance



Download the [Mesh Technical Guide here](#)

# Microsoft

The challenge is that whilst employee engagement has grown from **12%** to **23%**, **62%** of employees are not engaged.

Microsoft in a study of S&P companies charted the difference in performance between two groups of companies:

- Group 1 Highly engaged employees
- Group 2 Low Engagement Employees

The difference in company performance is staggering. Their research showed that per employee, the difference in company performance, per **1%** of engagement was **\$46,511**.

When you consider **62%** are not engaged that's staggering as an opportunity. Worse when you take the UK where employee engagement averages just **10%**, the opportunity is massive.

## The problem

GALLUP

2024 REPORT

### State of the Global Workplace

THE VOICE OF THE WORLD'S EMPLOYEES

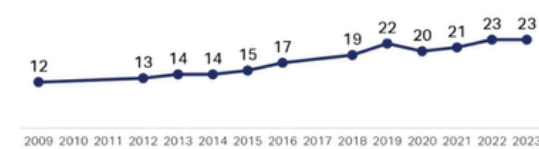
#### Employee Engagement

Based on Gallup Q12 items; see "Appendix 3: Support Information" for item wording.

% ENGAGED	% NOT ENGAGED	% ACTIVELY DISENGAGED
23%	62%	15%

% ENGAGED

Global  
**23%**



Fix communication / Feedback

1.

Employee engagement matters to the bottom line.

1% of Employee Engagement = \$46,511 market value per employee

2.

Clear communication unlocks employee engagement.

3.

To sustain engagement, build a feedback flywheel.

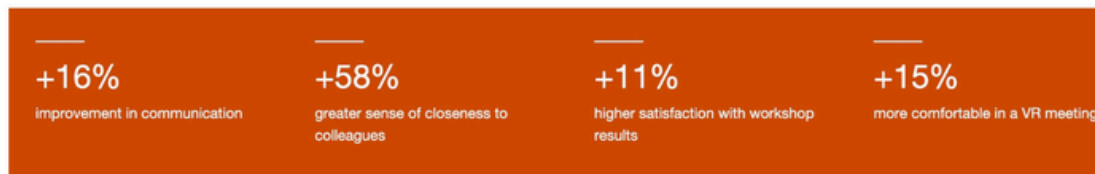


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Unless you've put a headset on, and been in an immersive meeting it's hard to understand however here are some interesting stats for you.

### THE NUMBERS HOW WERE MEETINGS IMPACTED USING VR ?

A study from **Munster University and PWC** highlights the engagement productivity gains that come with integrating VR into meeting processes. According to the study, the companies saw:



- A 25% increase in planning activities
- A 32% increase in problem-solving effectiveness
- A 25% improvement in the ability to change and visualise plans
- A 19% boost in quick reactions during discussions
- A 28% increase in intense participation



The stat that sticks out, closeness to colleagues **+58%** is huge, when you consider that the No 1 driver of employee engagement according to Deloitte is that bond with colleagues in the company.

**+32%** in problem solving effectiveness  
**+25%** increase in planning activities  
**+25%** increase in the ability to change and understand plans

These are all numbers that drive engagement or productivity that came out of the research that PWC did with Munster University comparing Immersive meetings with Zoom/Teams and Video calls.



Download the [Mesh Technical Guide here](#)



Meta Quest and Microsoft Mesh return on investment

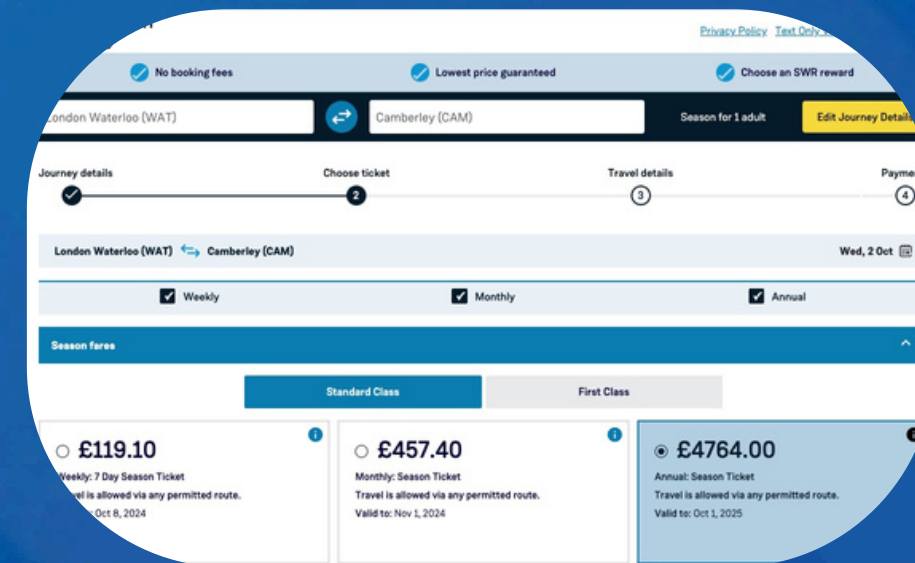


# 200 Employee impact on company market value

(Microsoft Research on the S & P 500)

$$1 \times \text{£}4\text{K} = 1 \text{ Seasonal Ticket Rail Pass}$$

Meta Quest & Microsoft Mesh Bundle



Download the [Mesh Technical Guide here](#)



# Microsoft and Meta

If we close

All this jumps into focus for a CEO when they “get” that employees can Teleport into the office, meeting, project session and remove the cost of travelling and commuting.

In the above example we compared:

A season rail ticket for **1** person Waterloo to Camberley cost **£4,764**

Against

A Bespoke Microsoft Mesh 3D meeting Room and 3 Meta Quest 3S Headsets = **£4,000**

We ignored the fact you’d eliminate the need for **3** people to buy season rail tickets.

In the next example we delve into the opportunity cost of having physical meeting rooms in the head office or branch versus Meta Quest Headsets, to bring in some more focus onto the CFO opportunity.

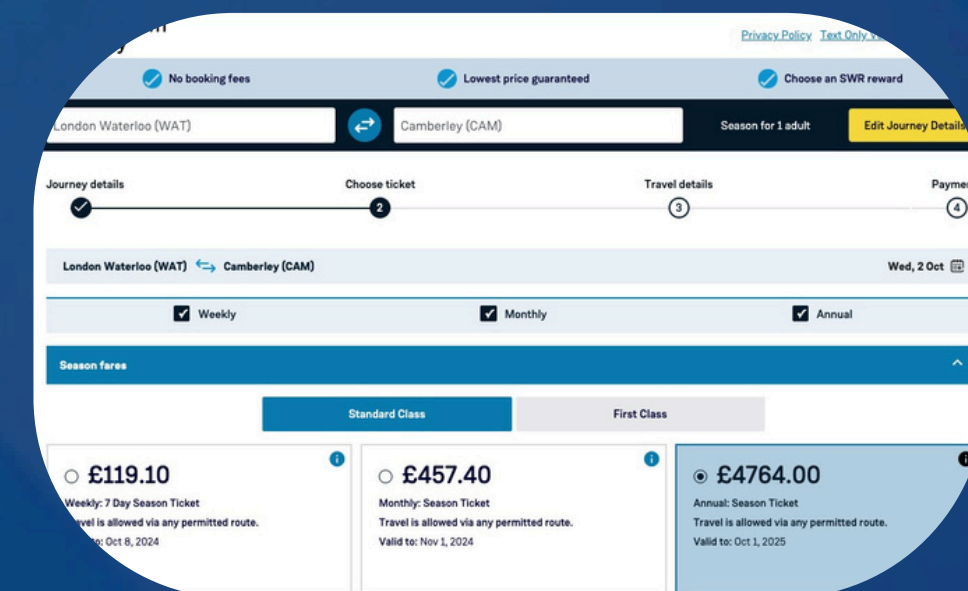
[Download the Mesh Technical Guide here](#)

Invest in a

## Microsoft Mesh & 3 x Meta Quest 3 Bundle



Less than the cost of 1 season pass!



# Microsoft and Meta

**1 x 10 person meeting  
room Cost £64,000 P.A**



In a previous career at Regus Plc the author ran their Global meeting room business and therefore I knew the performance statistics backwards.

If you take a **10** person, not too generous meeting room in London then here are the numbers.

The commercial space would cost **£40–60sqft**. Then once you fit it out, put twice the air conditioning in the roof because people sit closer together, add wiring in the floor your pushing **£80–100sqft**.

Each meeting Room seat takes above **64sqft** and therefore a **10**-person meeting room **640 sqft**.

That's **£64,000** a year at **£100 sqft**. Whether it is **£80** or **£100sq ft** matters not for this illustration as the Meta Quest devices have a range in pricing from **£289.99** upwards. However, you could buy **200** headsets a year if you close just **1, 10** person meeting room.

If your office is in Manchester or Leeds the number might be **100** headsets, however, follow the logic.

Download the [Mesh Technical Guide here](#)

**1** x 10 People  
meeting room closed

£100sq.ft cost x 64 sqft per seat x 10 sets  
Rent / Rates / Fit out  
**= £64,000 P.A**



Close 1 meeting room  
Buy 200 headsets  
each year!

**200**



# Microsoft and Meta

If we then go back to Microsoft's Employee engagement numbers and say **1%** is worth **\$64,511** on a company's market value then, **200** headsets issued to employees, if they moved the engagement needle just **1%**, would lift the company valuation number by **\$9.3m**

## 200 Employees 1% increase in engagement impact on company market value

(Microsoft Research on the S & P 500)

**200**  
Headsets



&

**1%** Lift in employee engagement across  
**200 People**



### Increase in company market value

= 200 Headsets x (1% employee engagement increase) x  
\$46,511\*  
= \$9.3 Million



\*a 1% increase in employee engagement has a \$46,511 impact on company market value - Source Microsoft Work Trends Report

# Microsoft and Meta

Even if you went for **5** bespoke Microsoft Mesh rooms (logo, brand colours, slides, equipment) and 5 Headsets at **£10,000** the payback periods are **57** days, if you can close **1** meeting room.

The chances are you can restack whole floors!

If we close

**1** x **10 People**

Meeting room in London



And invest in a

**£10,000**

Microsoft Mesh & Meta Quest 3 Bundle



Answer

**57 Days**

# What can your CFO do?

We see other opportunities aside from:

- Challenging how many physical rooms you need
- And cutting Travel expense
- There is the planet and carbon efficiency and potential tax credits



Evaluate meeting room(s) that can be closed by deploying immersive meetings



Evaluate and travel and expense savings



Evaluate carbon efficiency gains and tax credits



Establish your company ROI on immersive meetings



Look at the cost and ROI of  
Meta Quest 3  
Microsoft Mesh  
Meta for Business

# CEO drive a company wide plan to develop company adoption

HR



- Communicate the human benefits of technology policy
- Communicate commuting out, teleporting in
- Champion visible impacts
- Drive induction room changes
- Drive change in Training practices from classroom and online to full immersive training

CFO



- Close internal meeting rooms
- Measure Carbon tax savings
- Measure travel cost reduction
- Shift HQ floorplate size to a smaller area

Microsoft Mesh 

CTO



- Champion Meta Quest and Microsoft Mesh
- Champion immersive training to drive adoption
- Champion new Microsoft Mesh feature upgrades
- Look for innovative use cases across the company



If you look at the rest of the C-suite opportunities exist across recruitment, on boarding, training as well as collaboration, team performance, town hall meetings or project management.



**Book your free Demo here**

[Book a Demo here.](#)

We trust you found this PDF useful.

For a demonstration of Microsoft Mesh and Meta Quest headsets click the link above