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CASE STUDY

HOW HUSCH BLACKWELL USES MAPTICIAN TO MODERNIZE WORKPLACE MANAGEMENT ACROSS 20+ OFFICES

Replacing Legacy Systems with a Modern Workplace Platform

In today's hybrid work environment, law firms need more than a place to sit — they need tools that make the office worth coming to. For Husch Blackwell, a leading Am Law 100 firm with over 2,100 employees across more than 20 locations, that meant replacing a decade-old legacy system with a platform built for the modern workplace.

In 2024, the firm partnered with Maptician to consolidate conference room scheduling, seat booking, digital signage, and real-time reporting into a single cloud-based solution — transforming how employees and administrators interact with the workplace every day.

"Our firm has always been progressive, constantly changing and evolving. With a workforce that's increasingly hybrid, we needed a solution that could match the demands of today's workplace." — Joni Andrews, Regional Director of Office Administration, Husch Blackwell

When Legacy Technology Can't Keep Up with Modern Work

For over a decade, Husch Blackwell relied on an outdated system to manage conference rooms, seating, and workplace logistics. The system lacked real-time data, integration capabilities, and visibility — creating daily inefficiencies across the firm's 20+ offices.

Key issues included:

- No ability to generate real-time data or on-demand reports

Husch Blackwell
A leading Am Law 100 firm known for innovation and operational efficiency, serving clients across industries from more than 20 U.S. office locations.

Headquarters
Multiple U.S. locations

U.S. Workforce
2,100+ employees

U.S. Offices
20+

Workplace Snapshot
Husch Blackwell operates a hybrid work model across all locations, requiring real-time visibility into office occupancy, conference room availability, and employee presence. The firm uses Maptician to manage conference room bookings, reserve workspaces, access interactive floorplans, and generate on-demand space utilization reports.

- No integration with Outlook, creating scheduling and reservation difficulties
- A fragmented user experience for office reservations and conference room bookings
- A cumbersome, manual process for maintaining and updating floorplans
- Conference room management required checking separate reports for AV setups, catering, and room layouts

PDF-based maps had to be manually created, uploaded, and synced across multiple platforms — making updates inefficient and error-prone.

> "For more than a decade, we operated with an outdated and inefficient system for managing conference rooms and seating. It lacked real-time data, integration, and visibility. Coordinating a single meeting meant checking multiple disconnected reports for AV setups, catering, and room layouts," said Joni Andrews, Regional Director of Office Administration at Husch Blackwell. "We had no way to view space usage at a glance or generate meaningful reports to inform decisions. We really struggled."

Giving a Leading Law Firm Visibility Into the Workplace

After a thorough review of market-available options, Husch Blackwell selected Maptician as the best-equipped platform to support the firm's transition to a hybrid work environment. What set Maptician apart was its ability to consolidate multiple disconnected systems into a single, cloud-based platform.

- Real-time data and reporting on office occupancy and space utilization
- Conference room management with customized signage across 200+ rooms
- Interactive, dynamic floorplans with drag-and-drop editing
- Real-time presence tracking for attorney and staff collaboration
- Seamless Outlook integration for booking and scheduling
- Digital firm directory with live personnel information
- Imported meetings tool for seamless legacy data migration

The firm also valued Maptician's white-glove onboarding process, legal-specific capabilities, and agile approach to feature development — including custom signage integration and seamless migration of conference room data.

> "From our initial discussions to the negotiation phase, and now the launch of an innovative workplace solution, we have discovered an exceptional partner in Maptician," said Andrews.

Rapid Implementation Across 20+ Offices

Unlike many enterprise technology rollouts, Husch Blackwell's transition from legacy systems to Maptician was completed in just six months — one of the most successful projects the firm has undertaken. Maptician developed a custom tool enabling the firm to seamlessly transfer all meeting data from previous systems, eliminating cumbersome manual data entry.

> "What really impressed me was the rapid implementation. We transitioned from legacy systems to Maptician in just six months," said Andrews, "and it was one of the most successful projects we've ever done."

Helping a Leading Firm Work Smarter Across Every Office

With implementation complete and adoption underway across more than 20 offices, the impact of Maptician's platform quickly became clear. The solution transformed Husch Blackwell's workplace operations — delivering value across efficiency, user experience, and strategic planning.

The partnership with Maptician has enabled the firm to better manage its hybrid work model, improve conference room management, optimize space utilization, and enhance overall workplace operations.

"Maptician has been a game-changer for us. It's not just about the technology — it's about how they've helped us transform our workplace strategy to meet the needs of the modern workforce."



Joni Andrews
Regional Director of Office Administration, Husch Blackwell

Key Outcomes

- **Increased Efficiency & Flexibility**
  Real-time data on office occupancy and usage enabled the firm to optimize space utilization and support its hybrid workforce more effectively.
- **Optimized Space Utilization**
  The firm aligned its office footprint with actual usage patterns, reducing wasted space and generating significant real estate cost savings.
- **Improved User Experience**
  Employees now find it easier to reserve workspaces and conference rooms. Interactive maps and simplified booking have been widely adopted.
- **Data-Driven Decisions**
  On-demand reporting gives leadership the insights needed to evaluate space needs, plan for future growth, and optimize resource allocation.

See Maptician in Action

Husch Blackwell achieved measurable results in just six months — from significant real estate cost savings to a fully connected hybrid workplace across 20+ offices. With real-time occupancy data, streamlined conference room management, and on-demand reporting, the firm's leadership now makes space decisions backed by data, not guesswork.

Maptician provides the visibility and control needed to reduce wasted space, lower real estate costs, eliminate scheduling conflicts, and give leadership actionable data to plan for growth, all from a single platform that delivers a seamless workplace experience employees actually want to use.

Request a demo to learn how Maptician can help your firm achieve the same results.

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