Asset Management Report 2025

CROWN
WORLDWIDE GROUP

Defining a successful corporate asset management in a changing workplace

The way in which global organizations approach their assets is undergoing a shift. As businesses reassess their global footprint in response to evolving work patterns and geopolitical changes, the challenge lies in managing these assets effectively.

With the demand for office presence rising, businesses must reconsider how they manage both tangible and intangible assets. This includes everything from office spaces to the people within them, as well as the technology that underpins modern business operations.

With today's global workforce spanning multiple generations and geographies, and a renewed push for in-office collaboration, businesses must strike a balance between workplace flexibility and employee expectations. As companies prepare for the future, the coming years will demand a smarter, more strategic approach to asset management to ensure they remain competitive in the modern business environment.

This report takes insights from various surveys, including Crown World Mobility's 2024 relocation trends report, Crown Workspaces' 2024 office usage survey, and additional insights on digital asset management from Crown Information Management.

The changing pace of global mobility

Political shifts, economic uncertainty, and the widespread adoption of hybrid work models following the global pandemic of 2020, has led to a slowing down of the corporate mobility market. Whilst the appetite for international assignments remains, the reasons behind them are changing.

Crown World Mobility's research highlights that while career progression remains important to employees when it comes to mobility, they are increasingly drawn to international moves for personal reasons; cultural experiences, adventure, and lifestyle improvements. Yet, the same research reveals that adjusting to new cultures is becoming harder, particularly for employees who have relocated multiple times.

If organizations fail to acknowledge and address 'culture fatigue,' they risk undermining the very assignments designed to develop talent and expand their global reach. As **Caitlin Pyett, Account Management Director for APAC at Crown World Mobility** observed:

"

HR teams often assume that seasoned assignees adapt more easily, but the reality is that every relocation brings new challenges. Failing to prepare employees properly can lead to dissatisfaction and premature return.

"

With global political shifts further complicating cross-border movement, businesses must rethink how they support employees before, during, and after relocation. This means going beyond logistical support and ensuring cultural, language, and career development programs are robust enough to maintain enthusiasm and engagement.

One developing consideration for HR teams is the workplace requirements. If an assignee is moving from a role that is either fully remote or hybrid, to a location that requires full presence in the office, it can create additional challenges. More consideration needs to be given to preparing the assignee for a job that will be carried out full-time in the office. The reverse is also true. The challenge of moving from an office-based role into one which is either hybrid or fully remote in a new location should not be underestimated. These assignees will require a period of adaptation to become used to the new normal working patterns in addition to ensuring that they are fully integrated into the new team in the new location.

People as the core business asset

A business' greatest asset is its people, yet many organizations still fail to invest in the right support structures to keep them engaged. Crown World Mobility's research shows that while HR teams believe they provide adequate training for global assignments, a significant proportion of employees feel unprepared.

The issue extends beyond relocation. Employees expect career development opportunities that align with their personal and professional ambitions. Companies that fail to provide meaningful growth pathways risk losing talent to more forward-thinking competitors. This is particularly true for younger generations, who prioritize work-life balance, personal development, and purpose-driven careers.

Caitlin Pyett,
Crown World Mobility

"

Businesses that see their people as investments rather than resources will be the ones that succeed in retaining top talent. Employees today want to feel valued - not just through pay, but through opportunities to learn, progress, and make an impact.

"

The modern career must reflect this shift in expectations. This can manifest as offering mentorship schemes, international opportunities, or more personalized career planning, for instance. Whatever shape this focus on career investment takes, companies must rethink how they nurture and retain their workforce.

Putting people at the heart of the office

As businesses attempt to bring employees back to physical workspaces, the office itself must evolve. Crown Workspaces' findings indicate that while many employees still value an office presence, their expectations of what an office should provide have changed.

At the beginning of the global lockdown, office workers were sent home to work remotely, many for the first time ever in their careers. The home became the place of work and companies rallied to support their employees, providing all the resources required to build an office environment in the home.

Now, we are seeing a global rise in mandated return to work orders where companies want to make use of dormant offices spaces. But with this drive to improve office usage comes a new need emerging from the workforce – making the office like the home environment because this is what employees have now become comfortable with.

Companies need to consider issues such as configuration of space, personal workspaces (rather than hot desking), more quiet spaces for focused work, closed collaborative spaces for teamwork and brainstorming and a total review of whether the space itself is fit for purpose for today's workforce.

Hybrid work has been largely responsible for redefining the traditional office. Employees now see it less as a default workspace and more as a hub for collaboration, creativity, and focused work but often struggle to achieve this in an environment that was designed to support the workforce of 20 years ago. A disconnect remains between what facilities managers believe is being provided and how employees experience it. The challenge is clear: if businesses want employees back in the office, they must ensure the space genuinely supports productivity, wellbeing and collaboration.

Phil Oram, Regional Director UKI at Crown Workspaces

" The findings from our research clearly illustrate that the office is no longer just a place of work, but a dynamic environment that must actively support productivity and wellbeing. Employees now expect more than just a desk and instead seek a space that fosters collaboration and innovation. Bridging the gap between perception and reality is key, and that starts with investing in the right technology and infrastructure to encourage meaningful in-person engagement. "

One of the most significant factors influencing office attendance is technology. Access to the most up to date technology is usually the main differentiator between the home and the office. Almost half (48%) of employees surveyed cited improved digital infrastructure as a key incentive for spending more time in the office.

However, in a world where hybrid working, at least for some of the working week, is still likely to be the norm, there is a growing need for businesses to create seamless, tech-enabled environments where employees can work efficiently, regardless of location. Indeed 76% of those companies we surveyed said that creating more interactive environments is high on their priorities for the next 1-3 years.

Attention also needs to be paid to the flow of information between colleagues and locations to ensure that the 21st century workforce is as productive and interconnected as possible. Ensuring that all systems are able to facilitate this new type of workforce will set companies up for success.

Technology as a tool for progress

Aside from playing a crucial role in shaping the future workplace and encouraging the return to the physical office, technology also presents challenges. Legacy systems remain a barrier to digital transformation, with many organizations struggling to integrate new tools seamlessly.

Crown Information Management has been helping customers through the digital transformation journey and has experienced a range of different challenges that businesses face when moving from either old legacy systems or the requirements to still maintain paper storage.

Legacy systems often lack integration capabilities, creating data silos that hinder efficient decision making and collaboration. These systems can incur high maintenance charges and divert resources from other critical areas such as innovation.

Another challenge is one of security. Outdated platforms are more likely to be vulnerable to cyberattacks so modernizing systems to ones which are more secure should be considered business critical. Addressing these, and other technology-related challenges, requires careful planning and effective change management with a phased approach to modernizing all technology-based business practices.

Crown's findings show that technology adaptation isn't simply an operational issue for businesses but is also a major challenge for employees returning from international assignments. The research found that 43% of expats struggled with technology-related issues while abroad, and many found it equally challenging to reintegrate into their home country's digital systems upon their return.

Case study

At Crown Information Management, we've had a front-row seat to how businesses are evolving–and we've been proud to play a role in helping them meet this moment of transformation.

Take, for instance, one of our clients in the banking and financial services sector. They were running critical activities like CKYC processing, post-disbursal document (PDD) checks, and file health reviews either at their branches or centralized processing units. While this approach had worked in the past, it became increasingly inefficient and costly in a hybrid work setting.

By moving these functions into our Crown Records Center and enabling them through our intelligent automation platform, DART, we helped co-locate digital workflows directly with physical record storage. The results were significant: file processing costs dropped by 40%, turnaround times improved, and the company was able to repurpose employee time toward higher-value, strategic work–instead of chasing files or manually verifying data.

What this demonstrates is how companies can move beyond traditional records storage and toward smart, process-driven information management. At Crown, we're not just storing documents–we're helping businesses unlock the value of their information, drive productivity in a hybrid world, and reimagine what's possible when physical and digital come together.

Joanne Danehl,
Director of Global Skills at Crown World Mobility

"**HR teams focus on cultural reintegration but often overlook the fact that returning employees may struggle to use the very systems they left behind. Digital fluency needs to be part of the repatriation process.**"

At the same time, businesses must align their technology investments with sustainability goals. The demand for eco-conscious workplaces is growing, yet many organizations still fall short of implementing effective green strategies.

Over the last five years, circular initiatives, such as refurbishing office equipment and technology, have been gaining traction with businesses looking to not only modernize equipment but also to address sustainability goals. In fact, our recent survey demonstrated that more than half of respondents already have a circular strategy in place both for office furniture and for technology with a further third planning to implement this strategy within the next year.

The challenge for companies is not only to modernize their infrastructure but to do so in a way that supports both environmental responsibility and comprehensive collaboration of the workforce. Both of these essential elements must be considered when looking at creating the perfect office environment to stimulate productivity and optimize usage of physical space.

What does the future of hard and soft asset management hold?

The way in which businesses manage their assets - physical, human, and digital - will define their success in the years to come. The shift towards a more flexible, tech-driven, and sustainability-conscious workplace is already underway, but execution remains key.

Ultimately, the companies that thrive will be those that recognize the interconnected nature of these challenges. A well-designed office can bolster productivity, but only if it sufficiently meets employees' needs. A strong mobility program can drive career growth, but only if it considers the real motivations and concerns of employees. And finally, technology can drive efficiency, but only if businesses take the time to understand how it impacts both their workforce and their environmental footprint.

Businesses that adopt a people-first approach, backed by strategic investment in infrastructure and culture, will ensure long-term resilience and be the organizations that pave the way to success.

Crown Worldwide Group is a privately owned logistics company founded in 1965 and headquartered in Hong Kong. Committed to making it simpler to live, work and do business anywhere in the world. The Group manages a broad portfolio of complementary brands, including; Crown Workspace, Crown World Mobility, Crown Relocations, Crown Information Management, Crown Fine Art, Crown Logistics and Crown Wine Cellars.

Discover Crown

*A complete range of services
to help you and your business*

crownworldwide.com

- **World Mobility**
- **Relocations**
- **Information Management**

- **Fine Art**
- **Logistics**
- **Workspace**