



Technology and Belonging: How Webmotors Reimagined Hybrid Work with HID Identity Positioning

Founded 30 years ago, Webmotors buys, sells and services vehicles. Born from the shift away from print classifieds, the company has since expanded across the automotive sector into financing, subscription and maintenance. It now connects more than 34 million users every month and ranks among the world's largest automotive marketplaces.

To manage its growing office footprint under a hybrid working model, Webmotors brought together the Deskbee workplace management platform and HID's trusted identity technologies. The integration added mobile credentials to employees' smartphone digital wallets, making office access faster and more secure, eliminating physical ID badges and enabling real-time presence tracking.

THE CHALLENGE

Rapid growth and the move to hybrid working made it increasingly difficult for Webmotors to manage in-office attendance across a workforce of around 18,000 employees spread across different departments. With no structured system in place, organising in-person days was largely decentralised, leaving space planning unpredictable and reactive.

Operations Manager Marta Bezerra describes a pattern of recurring overbooking, with more employees showing up than workstations available, and no reliable way of knowing in advance which teams would be in on any given day. The knock-on effect was felt across operational efficiency and team organization in the physical workspace.

The impact on employees was just as real. "We have seven business divisions, each with its own designated day for in-person work. But we knew we needed tighter control to prevent overbooking, because an employee arriving to find no fixed place to sit damages their sense of belonging," explains the Operations Manager.

SOLUTION

Webmotors built an integrated ecosystem by combining the Deskbee workplace platform with HID's trusted identity technologies to bring structure to hybrid working and office occupancy management. From that point on, the company had clear, real-time visibility into team attendance and how spaces were being used across the week.

"The real challenge in implementation was aligning expectations on what the solution needed to do. A customer that chooses Deskbee as their workplace management platform gets the added benefit of HID's trusted identity expertise, which means secure access and accurate presence and occupancy data in real time," says Ricardo Vernizzi, Regional Product Marketing Director at HID.

The technology chosen was HID Identity Positioning, which delivers real-time indoor location data to show who is using a space, where, when and how. It works alongside existing HID hardware and software or third-party applications, in this case Deskbee, to track occupancy, optimize space use, support sustainability goals and improve the experience for everyone in the building.

Employees access the office through their smartphone or tablet, and the system automatically logs their presence while tracking occupancy and movement across corporate spaces in real time. It functions as an automatic check-in, doing away with physical ID badges and allowing credentials to be managed remotely.

"This technology gives employees a better experience from the moment they arrive, with automatic check-in handling everything seamlessly. When someone books a workspace, that booking is captured automatically and feeds directly into occupancy data. For managers, it means knowing with confidence that presence and occupancy are being recorded in real time," says Fernando Gorguet, Head of Global Sales at Deskbee.

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RESULTS

Since deployment, Webmotors has had far greater control and predictability over office occupancy. Overbooking incidents have dropped significantly and in-person days are better organized across teams. Automating check-in and shifting to mobile credentials have also removed manual processes from the workflow, with occupancy data now reflecting actual space use far more accurately.

The employee experience has shifted too. “Every change we make for our people strengthens their sense of belonging and raises the quality of their work,” says Marta Bezerra, Operations Manager at Webmotors. Real-time data now underpins smarter decisions about how the office is used, enabling ongoing adjustments and a more responsive approach to managing the corporate environment.



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