

Welcome Workdays: Da gårdeierne bygde det selv, sammen

● **Praktisk Proptech** | Spunten · 1st and 2nd floor | 14:00–14:10 | 

Part of Praktisk Proptech V: Menneskene, leietakeren og den smarte investeringen



Anders Borchsenius
CEO, Welcome Workdays

Coding is no longer the bottleneck; tenants' security requirements are

Anders Borchsenius of Welcome Workdays argued that building a tenant solution has become easy, and that coding is no longer the bottleneck. The harder question is what must be in place before a tenant such as a bank lets the platform hold information about all its employees. Landlords order, tenants set requirements, and some tenants, such as banks, insurers, law firms and the public sector, take no chances. Their security requirements sit in contracts and regulation, and the property company must answer for the whole chain. An access card is easy to make and easy to copy, so it gives weaker protection, not stronger. Welcome's answer is security at the core and experiences around it: identity, security, privacy and compliance at the core, with the tenant modules drawing on them. The platform is in an ISO 27001 certification process.

KEY TAKEAWAYS

- Entra, Storebrand and Malling & Co started the platform in autumn 2023; ten landlords have chosen it three years later.
- Seven of the ten landlords are outside the owner group, including Reitan Eiendom, KLP and Nordea Liv.
- 800+ tenants and 35 000+ users use Welcome today, in 39 buildings.
- The team shipped 98 releases in 2026, new code every 2.1 working days.
- Identity, security, privacy and compliance sit at the core, and tenant-facing modules draw on them.

800+

tenants use Welcome today