



# GoBright



**SMART  
WORKPLACE  
SOLUTIONS**

“

## A WORD FROM OUR FOUNDER

*November, 2023.*

The era of the traditional office is long overdue. These days, most people prefer a flexible working environment, that allows them to work when and where they want. The office has shifted from an obligation to a hub for collaboration.

Seven years ago, GoBright was a small but ambitious startup. I saw the opportunity for Smart Workplace Solutions in a world where flexible working became the norm and wanted to create a better office experience for everybody. I took a leap of faith and founded GoBright. We started out as a small team, but steadily grew in workforce. A handful of colleagues quickly became a team of 36 individuals (and still counting), working together to serve our customers worldwide.

Today, we are a new GoBright. Our solutions are no longer ‘simple’ room booking and desk booking solutions. They have evolved into a complete platform for transforming and innovating the office into smart environments, making office life a better experience for everybody. **We are shaping the human office.**



**WIETSE  
HAGOORT**

Founder and CEO at GoBright

# THE POWER OF GOBRIGHT

Whether you want to reserve a meeting room, desk, or locker, or you want to invite your visitors and share information with your audience, with the GoBright Platform it is all possible. Smart, safe, and simple.

## EASY AND INTUITIVE

Searching and booking a workplace has never been easier. In advance, or on the spot.

## THE SEARCH IS OVER

No more endless searching for an available room, desk, locker, or parking space. Check availability on different aspects of the Platform.

## DATA-DRIVEN DECISIONS

Empower facility managers with 100% accurate occupancy data to make data-driven decisions in the office.

## DATA SECURITY

The highest standards for quality, data protection, and security with ISO 27001, ISO 9001, and Entra ID.

## CUSTOMER SPECIFIC

Scalable and suitable for every company. Want the full package, or just a few elements? Together we find the answers.

## GLOBAL PRESENCE

We have a worldwide network of partners that actively promote GoBright solutions and products. This global presence gives us the opportunity to provide local service, training, and advice.

## BEST EMPLOYEE EXPERIENCE

Offer employees the certainty of having a workplace that suits their needs and wishes.

## SAVE TIME AND MONEY

Eliminating double bookings and no-shows leads to a more efficient and productive environment.

## CLOUD-BASED

One cloud-based, always up-to-date platform for all GoBright Solutions.

## VARIOUS INTEGRATIONS

Connects with Microsoft Teams, Outlook, Power BI, Exchange, Active Directory, FMIS-systems, Google Workspace and more.

## LEGAL RESPONSIBILITY

We provide a 'Data Processing Agreement' and 'Licence Subscription Agreement' to all our customers.

## SCAN FOR

Terms and Conditions



# ROOM BOOKING BY GOBRIGHT

Relaxed and worry-free meetings with Room Booking.

## BENEFITS FOR USERS

- ✓ Ensure efficiency by preventing interruptions and double bookings.
- ✓ Stay connected, whether you work at the office or remote.
- ✓ Easily book Catering and Services while making the booking.
- ✓ Useful integrations such as Microsoft Outlook, Microsoft Teams, and Teams Rooms.

## BENEFITS FOR EMPLOYERS

- ✓ Increase efficiency by avoiding unnecessary empty meeting rooms.
- ✓ Save money on floorspace, lighting, and power.
- ✓ Analyse and manage meeting room occupancy.
- ✓ Prevent mistakes with an accurate and automated room booking system.



### Maximum Flexibility

Spontaneously in need for a meeting room? Just make an ad hoc booking via the Room Panel outside the room or the Mapviewer screen on your department. Are you at home or on the go, and you wish to make a reservation in advance? Book a room, based on your preferences, via any other platform that is integrated with GoBright. The GoBright platform gives you the flexibility you need.

### Microsoft Teams Link

Add a Microsoft Teams Link to your room booking, to make it accessible for online joiners too. When using Microsoft Teams Rooms (MTR) via a MTR panel inside the room, you can use this Teams link to start the meeting.





### Stay in the Loop with Room Sensoring

Thanks to room sensors you obtain 100% reliable occupancy rates. Even when you spontaneously walk into a room without a reservation, room sensors make sure the room will be visible as 'occupied' throughout the entire GoBright Platform. And when you leave the room without checking out, the room will automatically become available for the next user.

### Totally in Control

Thanks to Room Control you can manage the facilities in the room such as lighting, sound, and screens, all according to your own preferences. Is something missing, or do you have problems with the equipment? Directly report it via the same display.



### Good Food Makes for a Good Mood

Book Catering & Services wishes along with your room booking. Orders are sent to the right service provider immediately. If your meeting needs to be rescheduled, your pre-booked Catering & Services wishes are automatically rescheduled as well.

### The Numbers Tell the Tale

The Facility Manager is provided with 100% accurate data that show the occupancy rate of all meeting rooms. This way, they can assess how the office can be set up differently, more efficiently, or whether money can be saved on square meters.



### HARDWARE PARTNERS

PRO DVX | ALWAYS ☒ ON

PPDS LG

Idea Yealink

# DESK BOOKING BY GOBRIGHT

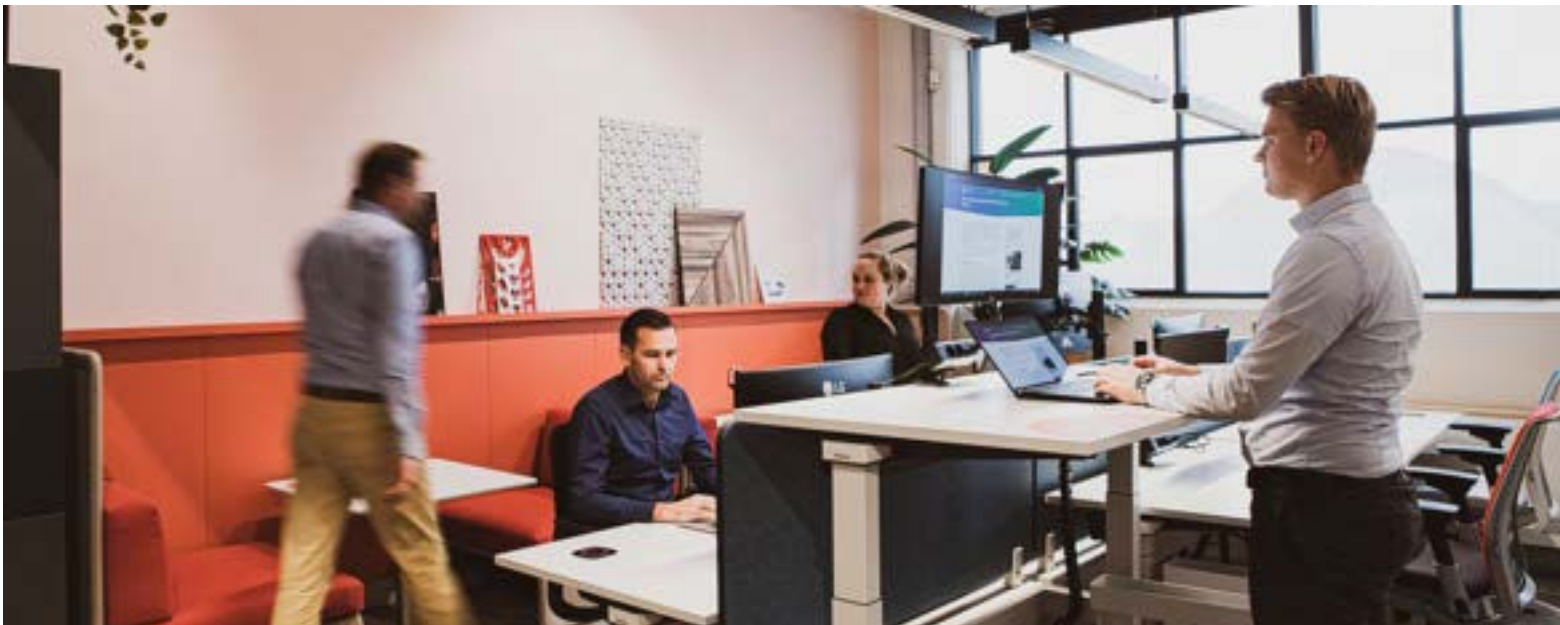
Take flexible working to the next level with Desk Booking.

## BENEFITS FOR USERS

- ✓ Visible availability: see desk statuses when entering the office.
- ✓ Personalising: create a workspace that suits your personal needs.
- ✓ Find your Colleague: work together with your favourite colleagues.
- ✓ Online desk selection: find and book your preferred desk online or via the app easily.

## BENEFITS FOR EMPLOYERS

- ✓ Offer employees autonomy over their workplace with flexibility.
- ✓ Save money by reducing costs on floorspace, desks, and equipment.
- ✓ Gain valuable insights into desk occupancy.
- ✓ Make strategic choices in designing your office according to employee behaviour.



### Find my Colleague

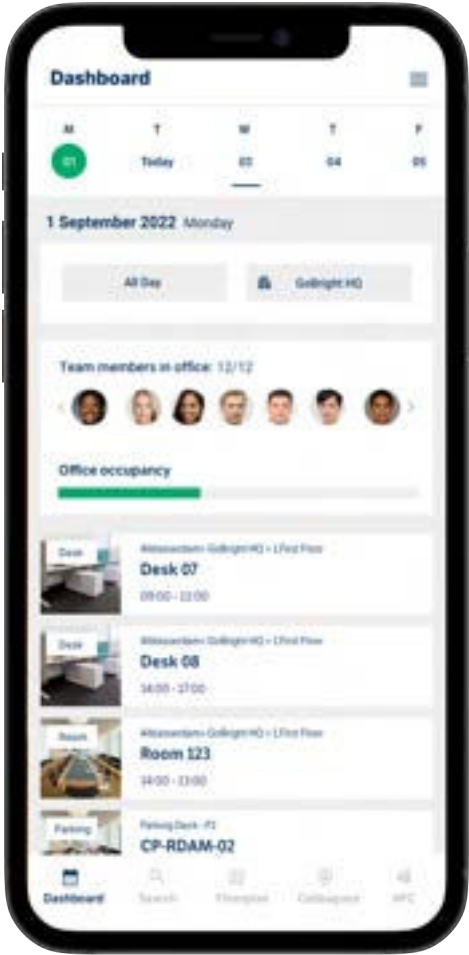
Within the GoBright Platform, it is possible to search for a particular colleague. This can be convenient when you need a specific colleague from a specific department to help you with a task. Just type in their name in the search bar and the system will show you exactly where they are checked in.





**Week Planner**

With the Week Planner you not only indicate how and where you work yourself, but you also have an immediate overview of the whereabouts of your colleagues. The ultimate goal of the Week Planner is to provide employees with more insights into the planning of their colleagues; to improve productivity and collaboration.



**Desk Sensors**

Adding desk sensors to your Desk Booking software brings many advantages. Desk sensors register every occupation and make it visible throughout the Platform. In case of no-shows, or people leaving the desk without checking out, the sensors will automatically detect the absence of movement. In turn, they will release the desk for other people to book. Conclusively, they measure the occupancy rate with 100% certainty, collecting data and giving an accurate overview of the desks' usage.

**Employee Wellbeing**

Employees must focus on important tasks not worry about office logistics like desk availability or suitability. With GoBright Desk Booking these uncertainties are a thing of the past.

**DO I HAVE A PLACE TO WORK WHEN I GO TO THE OFFICE?**

**Return on Investment**

Occupancy measuring helps Facility Managers to assemble data on the usage of the desks. The information can be used to offer diversity in types of workplaces, to determine the exact number of needed desks, and to save costs on office space rental.



# HARDWARE BY GOBRIGHT

Unlock the power of our Smart Software Solutions with our very own innovative hardware products to create the best Smart Workplace.

## THE CONNECT

The GoBright Connect is the very first piece of GoBright hardware. It shows desk availability for visibility in the office and can be used to control height-adjustable desks. Thanks to its memory-function, users only need to install their preferences once.

## THE INTERACT

The Interact is a versatile and interactive hardware device developed by GoBright that can be used for both Room Booking and Desk Booking. It allows the user to create detailed bookings, view existing bookings, and control desk height thanks to its memory function.



## THE GLOW

The GoBright Glow is an addition to your Desk Booking software. It shows visibility of workplaces throughout the office and can be attached to your monitor or a partition wall. Its LED-light shows the status of the corresponding desk.

## THE NFC STICKER

If you're looking for an easy and affordable way to implement Desk Booking, the NFC-sticker is the way to go. Use it to check in/out, view availability on the Mapping, and analyse desk occupancy.







Features	Connect	Interact	NFC Sticker
Checking In and Out	✓	✓	✓
Visibility on Mapping	✓	✓	✓
Compatible with the Glow	✓	Coming in 2024	—
Multiple Mounting Options	With Caddy*	✓	✓
Desk Occupation Data	✓	✓	✓
Memory Function	✓	✓	—
LED Light Indication	✓	✓	—
Sensoring	Compatible	Built-in	Compatible
Gateway Needed	✓	—	—
Desk Booking	✓	✓	✓
Room Booking	—	✓	—

## THE CADDY\*

The GoBright Caddy is an additional product, specifically for the GoBright Connect. By using the Caddy it is not necessary to make a hole in the desktop, assembly is a lot faster.

The Connect is placed at an angle, which makes occupancy status of the desks even more visible from a distance.



# VISITOR MANAGEMENT BY GOBRIGHT

A professional and warm welcome for all your visitors.

## BENEFITS FOR USERS

- ✓ Complete visitor registration solution which allows pre-registrations and self-registrations.
- ✓ Accessible for everybody thanks to its intuitive design.
- ✓ Accelerate the flow of people at the reception, getting people where they need to be much quicker.

## BENEFITS FOR EMPLOYERS

- ✓ Ensure GDPR compliance by eliminating loose papers of registration lists.
- ✓ Real-time visitor overview at any time, in case of emergency.
- ✓ Create a technology-driven reception experience, with data collection, for even more security.



### Making the Waiting Time more Fun

Employees receive an SMS or email when their guests check in. No more loss of time by searching for colleagues and trying to call them. However, a little wait is inevitable. Make this time memorable, fun, and useful by showing your guests a corporate video, or other interesting company information via Digital Signage screens. You can even give them clear directions to their meeting room with Wayfinding.

**READ ABOUT DIGITAL  
SIGNAGE ON PAGE 13**

**READ ABOUT WAY-  
FINDING ON PAGE 15**



### **Safety First**

You can add directions, safety instructions, or a health check to the pre-registration invite. Or add this information to the visitor registration display at the reception. The Facility Manager or the Emergency Response Officer has an accurate overview of the people that are in the building, in case of an emergency. The product is cloud-based so it can also be used on a tablet or phone.

### **Pre-Registration of an even Faster Access**

Meeting hosts can easily pre-register guests in advance via the Portal, Teams, Outlook, and Google Workspace. Guests receive an email with a QR-code, which they can scan upon arrival. Do you expect a large group of visitors? Simply register them in advance and the receptionist can prepare all name badges before their visit.

### **Optional Badge Printing**

Increase visitor visibility within the building. Print company badges with names and a QR-codes. Guests check out by scanning their badge. Returning visitors keep their badge and reuse it on their next visit.

### **Custom Design**

Customise the templates of the Visitor Management System's registration display and email, to match to your corporate branding. Include directions, safety instructions, or a health check to your invite. Additionally, pre-set the preferred language and specify required visitor information.



# CAR PARKING BY GOBRIGHT

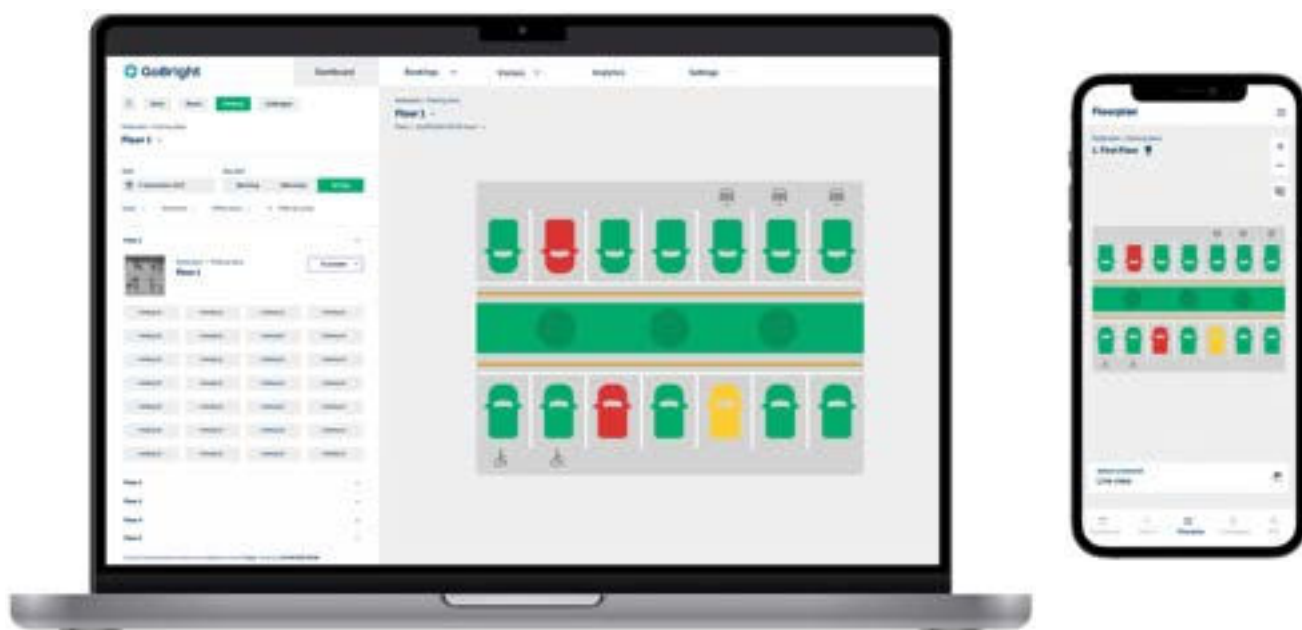
Start your day by reserving a parking space for your vehicle.

## BENEFITS FOR USERS

- ✓ Save time by booking a parking spot in advance.
- ✓ Always be certain of a (special) parking space.
- ✓ Manage your entire workday, from arrival to departure, in one app.

## BENEFITS FOR EMPLOYERS

- ✓ Save costs by measuring your parking lot's occupancy.
- ✓ Better accommodate the needs of your employees.
- ✓ Manage access and increase security with Access Control.



### Special Parking

Not all parking needs are the same. GoBright's Parking Space Booking System uses symbols to indicate special parking spaces, like electric vehicle charging or disability access. These spaces can be assigned exclusively to certain users only to make sure they have an available spot waiting.

### Licence Plate

It is possible to manage licence plates in the Parking Management Software by adding users' licence plates to create better insights. When someone books a parking spot, it is linked to their licence plate for enhanced security. These data can be integrated with other systems, such as Access Control.



# MAPPING BY GOBRIGHT

Mapping gives employees a visual display of the entire office.

Access GoBright Mapping via a touch screen in the office, the GoBright Portal, or the Mobile App. Mapping offers employees an overview of the office. Check availability of meeting rooms and desks on each floor, or find an available workplace closest to you. It is an interactive map that provides up-to-date information, based on desk, room, locker, and parking space bookings, check-ins. Customise it with points of interest like elevators, restrooms, and emergency exits.

## BENEFITS

- ✓ Make instant bookings via Mapping.
- ✓ Check-out where colleagues are and book a workplace close-by.
- ✓ Use 'Find my Desk' to see where your booked desk is located.
- ✓ Book your locker via Mapping.
- ✓ Create and adjust your own floor maps in the Portal.



# DIGITAL SIGNAGE BY GOBRIGHT

Show information to a specific target group, in the right place, at the right time.

## BENEFITS FOR USERS

- ✓ User-friendly, intuitive, and designed according to the latest insights.
- ✓ Work from the same web portal as the other GoBright solutions.
- ✓ Easily integrate with the most diverse external resources available.

## BENEFITS FOR EMPLOYERS

- ✓ Functional data from GoBright's other solutions can be shown on screens in the office building.
- ✓ Use Digital Signage for effective communication.
- ✓ Slides in corporate identity for recognisability and professionalism.

### Communication Strategy

Possibilities for using Digital Signage are endless. In addition to general applications (e.g. announcements, weather forecasts and traffic information) there is a great variety in displaying specific information (e.g. timetables, figures, dashboards, and KPIs). The software is an essential part but having a good communication plan is just as important. Which content do you want to display? Who is allowed to place the content? How is the corporate identity monitored?





## Endless Possibilities

Be creative when building slides and playlists in your own corporate branding, using standard or custom-made widgets with fixed or dynamic content. Every slide is responsive, which means that it adjusts itself to different screen sizes and resolutions. Various playlists can be shown at the same time on a single display using Zones or Channels.

**SCAN FOR**  
Certified Hardware List



## One of a Kind

GoBright Digital Signage stands out by being part of the broader GoBright Platform for Room, Desk, and Visitor Management. Solutions that reinforce the Smart Workplace principle, optimise working conditions and make cooperation more efficient. Good and modern provision of information is an essential part of this.

## The Icing on the Cake

Show actual workplace availability on each floor. If one floor is completely occupied, refer employees to another floor. Give an overview of (actual) desk occupancy rates. Know which days are crowded or quiet. Or share data (occupancy rates, no-shows, number of visitors in the building, etc) from the GoBright Portal with all employees.

## Customisable Design

Create content in your own corporate identity, colours, and font to make your GoBright solution the perfect fit for your office environment.

## MULTIPLE INTEGRATIONS

Read more on page 17.



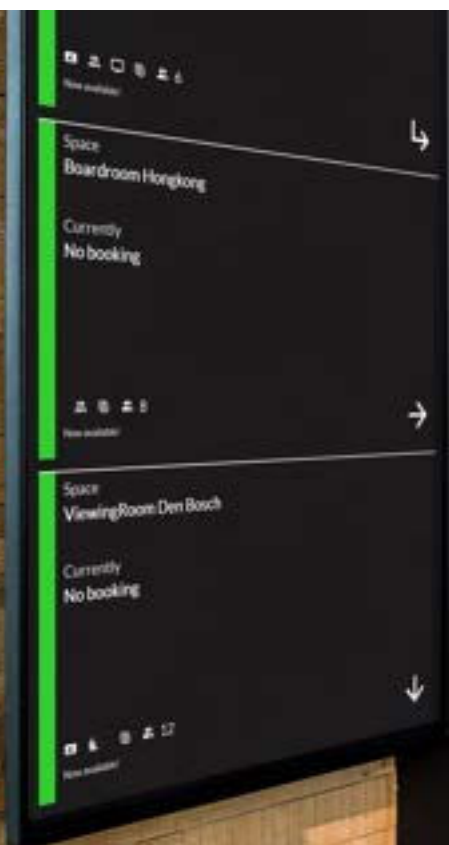


# WAYFINDING BY GOBRIGHT

Find your way through the building. GoBright Wayfinding shows the actual occupation status of all rooms in one overview.

## FEATURES

- ✓ The Wayfinder can be used on different screen sizes and in portrait, or landscape mode. It can be even be used on the impressive LG 86" Ultra Stretch screen.
- ✓ Place Wayfinding in the reception area at the entrance of each floor, so colleagues, customers, or other visitors easily find their way through the building.
- ✓ It visualises in which direction the meeting rooms are located, and which upcoming meetings are planned.
- ✓ Define what information should be shown on the Wayfinder. For example: room capacity, room options, current bookings, upcoming bookings, and more.
- ✓ Integrate Wayfinding with Digital Signage software - GoBright Visitor Management - and get the maximum result with this powerful combination.





# COLLABORATION AND COMMUNICATION

The GoBright solutions are designed to stimulate collaboration and communication throughout every office, even the most flexible ones. Here are a few features that GoBright has developed for that cause.

## THE WEEK PLANNER

Plan your workweek ahead by indicating when and where you will be working. And have an immediate overview of the whereabouts of your colleagues to improve productivity and collaboration.

## TEAM BOOKING

Besides booking a personal workplace, you can also book desks for your entire team. Great if you want to collaborate with your team, or when you look for a calm working environment for just you and colleagues.



## RECURRING BOOKING

With the recurring desk booking feature, you can plan and structure your workdays ahead easier. It is for example useful in cases where you plan to work together with a specific colleague for a few days in a row. Simply make your desk booking recurring via advanced booking.

**SCAN FOR**  
Related Webinars



# INTEGRATIONS

## MICROSOFT

### MICROSOFT OUTLOOK

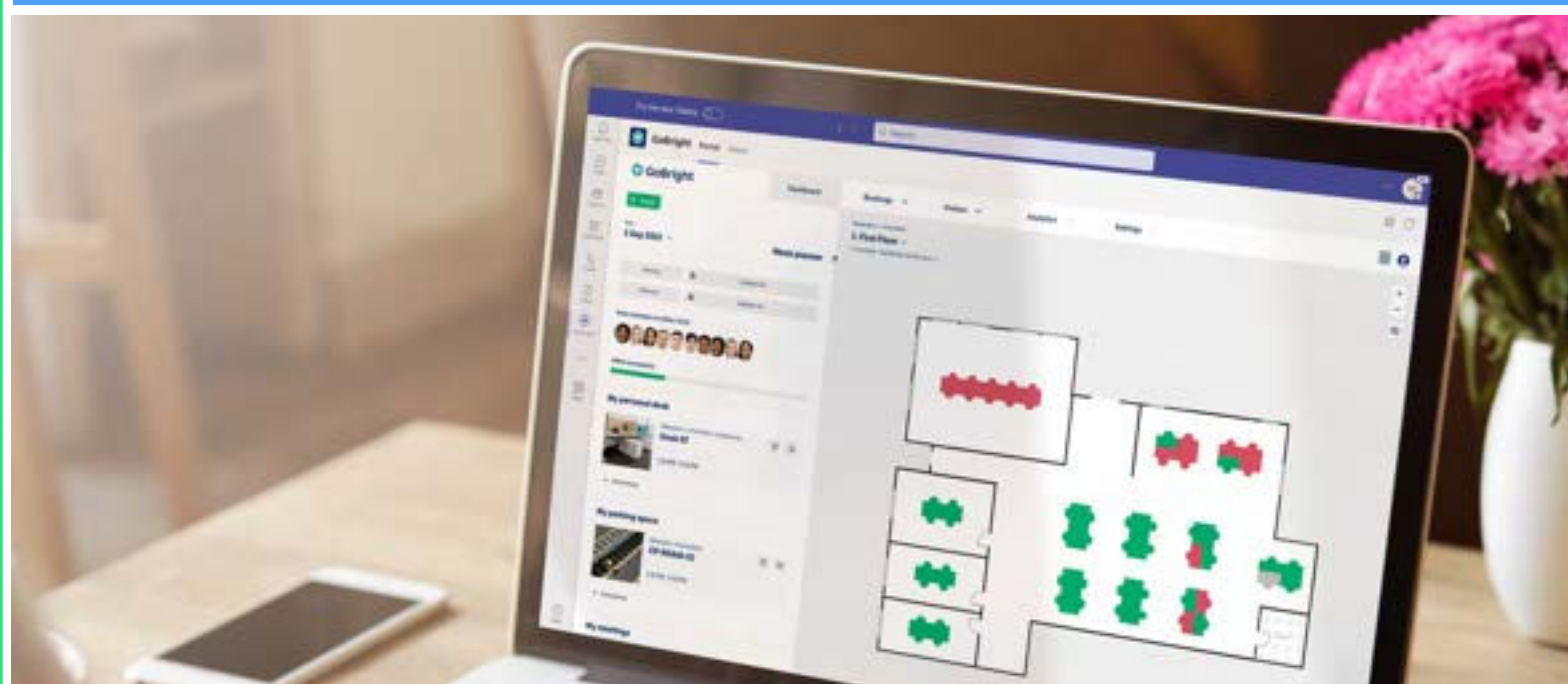
GoBright and Microsoft Outlook have a two-way integration. All room bookings made in the GoBright Online Portal, Mobile App, Mapping, Teams, or the Room Panel become visible in the Outlook calendar and vice versa.

To make working with GoBright and Outlook more complete and user friendly, We have created an **Outlook Plugin** that seamlessly connects the two tools. With the GoBright Outlook Plugin, the functionalities of our Platform are transferred to your Outlook environment. This gives you powerful search and Room Booking possibilities directly in your personal Outlook calendar. Invite visitors and order Catering and Services via the Plugin too.



### MICROSOFT TEAMS

GoBright has a two-way integration with Microsoft Teams, which means that all GoBright solutions can be accessed via Teams. No switching between different systems needed. Every room, desk, locker, and parking booking made via GoBright is visible in Teams and vice versa. Search and booking, or modify existing bookings within the GoBright Portal, in Teams. However, it also means that your visitor registrations and your digital signage can be managed within Microsoft Teams, on desktop, or via the Teams App at the same time.



## MICROSOFT POWER BI

Data from GoBright's Analytics can be imported to Microsoft Power BI dashboards to create interactive reports and to provide inspiring insights. This provides you with valuable input concerning room and desk occupancy, which you can use when redesigning your office. You can also expand GoBright Analytics and Power BI with data from other sources, such as climate control and security.



## MICROSOFT ENTRA ID

Microsoft Entra ID ensures security within systems in your business. As data privacy and security is of great importance at GoBright, we are seamlessly integrated with Entra ID. Thanks to this integration, it is only necessary to use one set of login credentials to access the GoBright Platform across all devices, with a Single Sign-On (SSO) authentication. This is also the case within the other Microsoft Tools, such as Teams and Outlook. By using Entra ID, you minimise the risk of data breaches and reduce the number of needed credentials.



# GOOGLE WORKSPACE

With the Google Workspace integration, all meetings are synchronised across involved calendars. Any room booking made in Google Workspace is shown in the GoBright dashboard, and vice versa. Additionally, we have developed a Google Workspace Plugin which allows you to access the GoBright solution from the Google Calendar. With this Plugin, you can arrange all you need for your meeting, such as AV-equipment, Catering & Services, and visitor invitations.



# LOCKER INTEGRATIONS

## BENEFITS FOR USERS

- ✓ Find and book a locker near your workplace.
- ✓ Book a locker, desk, room, and, parking space simultaneously.
- ✓ Check availability of lockers via the GoBright Portal or at the locker bank.
- ✓ Open and close lockers within the GoBright App or with an NFC-card.

## BENEFITS FOR EMPLOYERS

- ✓ Use storage space in the office efficiently.
- ✓ Assign user-rights to employees for different configurations.

For the locker integrations, we collaborate with:



# DIGITAL-SIGNAGE INTEGRATIONS

At GoBright, we have a variety of standard integrations for Digital Signage, such as our own Wayfinding, Sharepoint, news, weather forecasts and school schedule integrations such as Zermelo and GP Untis. The list goes on. We understand that Digital Signage is an integral part of any business' communication. Therefore, it must be able to show the right content at the right time, requiring the solution to be flexible and adaptable. This is why GoBright offers the service to create widgets and integrations personalised to the customer's needs.

# FMIS INTEGRATIONS

Thanks to the partnership between TOPdesk and GoBright, Facility Managers will now have better insight into the use of their meeting spaces. It will also help achieve significant improvements in occupancy rates. If a user fails to show up, the space is automatically made available again. Users can reserve spaces at the meeting room using the display unit, via Outlook, TOPdesk or the GoBright App. This makes it simple to find and reserve the most suitable space.





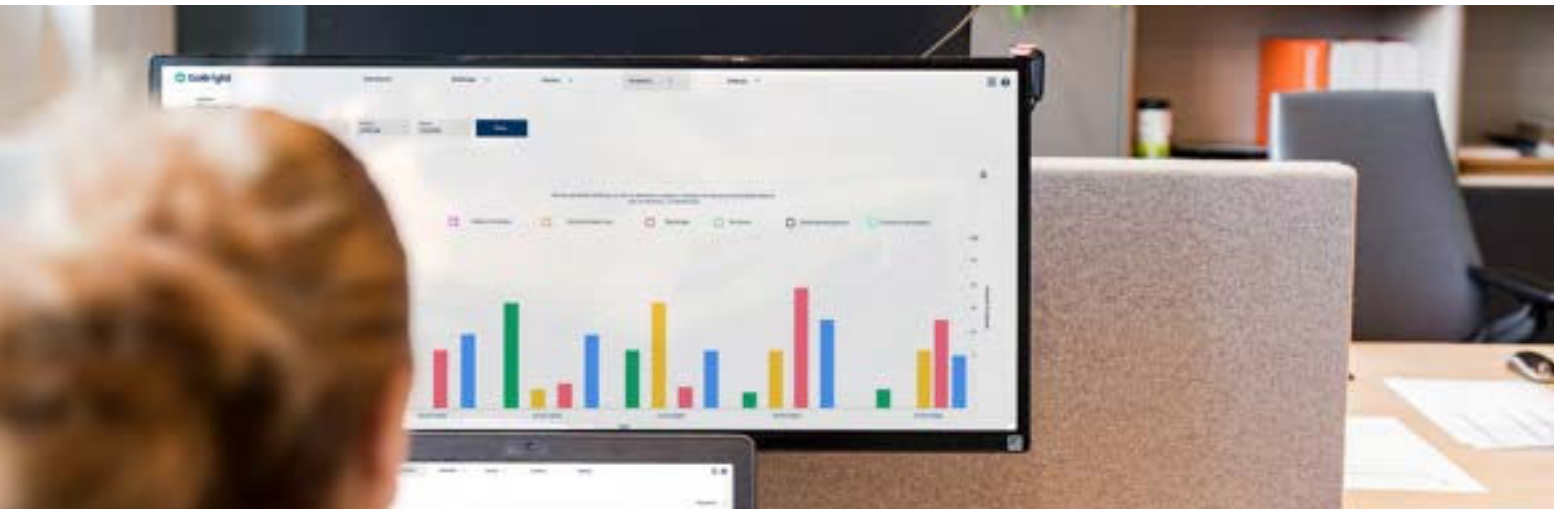
# THE DATA-DRIVEN WORKPLACE

A data-driven workplace gives insight in the workplace performance, occupancy rates, and utilisation. Current insights, but also long-term historical data, with which you can make predictions for an optimal use of the future office. This data helps to (re)design workplaces smartly and efficiently for both employees and visitors. Workplace analytics drive strategic business decisions.

## Sensoring

For the data-driven workplace to work, data needs to be accurate. One way to ensure this is by installing sensors. GoBright Room Booking and Desk Booking software are both compatible with motion-based sensors, which keep the occupancy up-to-date. If a desk or room has been booked but no motion is detected by the installed sensor, the booking will automatically be released for other people to book. This makes no-shows and double bookings a thing of the past.

Room sensors can also be used to control other aspects of meeting rooms. They can, for example, be linked to the room's lighting to save on energy costs.



## Workplace Analytics

Information that comes from the GoBright software and sensors can be used to measure occupancy rates of certain parts of the office. The GoBright Portal has an Analytics section that is designed specifically for this purpose. However, if you already make use of other FMIS-systems such as Power BI, the information from GoBright can easily be transferred to your own system. This way, you can analyse the statistics with your own preferred system.

## Return on Investment

With the statistics that come out of the system, you can make strategic choices regarding your office's design. Your company may find that, for example, there are too little meeting rooms but too many desks. According to this information, the floorspace of your office can be redesigned to create an extra meeting room that replaces a few desks. You may also choose to let go of some floor space, to save on real estate costs.

**The data-driven workplace is an essential aspect of a human-based office.**

# GOBRIGHT CERTIFIED PARTNERS

The user experience of our software is even better when it is applied to high quality hardware. We think it is important to collaborate with other (technical / IT / furniture) partners. This way, we can both excel in our own field and use our own strengths to innovate and provide better solutions for our customers. Only the best is good enough. That is why we partner with worldwide known manufacturers. Their hardware products have been thoroughly tested with our software. GoBright distributors and resellers will therefore always advise this certified hardware.

## HARDWARE PARTNERS



## FURNITURE PARTNERS



