



G-Cloud 15

Service Definition – GoBright

Framework reference: RM1557.15



GoBright

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CREATING AVAILABILITY

**The #1 user-friendly software platform for Room, Desk & Visitor Management
and Digital Signage solutions**



Company Mission

OUR MISSION

'The #1 user-friendly software platform for Room- Desk & Visitor Management and Digital Signage solutions.'

OUR VISION

'GoBright aims to be the progressive force behind smart office solutions and knowledge in our market. Which will lead to being *the* reference for user-friendly software solutions.'



Core Values

Integrity

We are honest, transparent and approachable.

We act true to our potential. Integrity lies at the core of who GoBright is and who we want to be.

- ✓ Honest
- ✓ Aware
- ✓ True



Relationship Oriented

Loyalty is our main goal in building relationships.

At GoBright we strive for healthy, open and clear communication between everyone we work with and are in contact with.

- ✓ Long-term partnerships
- ✓ Willingness



Trust

We practice what we preach.

We aim to build towards mutual trust. Being open and straightforward works in our and your benefit in all situations.



Innovation

We think in free upgrades, not in updates.

We develop with up-to-date technology and we always seek for better solutions.

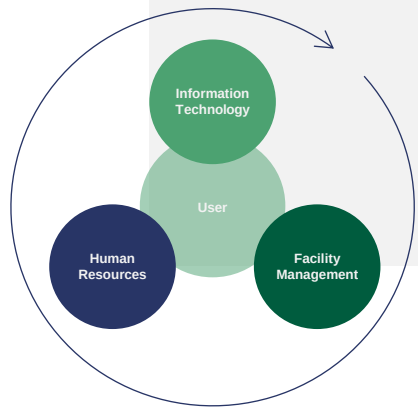
- ✓ In-house software creation
- ✓ Trend setting concepts



One Platform

User

- Ease of use.
- Direct availability.
- Better acceptance of new ways of working.



Information Technology

- Online management tool.
- No additional IT investments.
- High level data security.
- Support for Active Directory and SSO/SAML2
- Integration with O365, Exchange, and Google



Facilities/Maintenance

- Reliable data analysis.
- Making the right adjustments.
- Return on investment.
- Usage reports
- Overall occupancy
- Occupation detection



Human Resources

- Employee wellbeing and health.
- Less sick leave.
- Recruiting new employees.
- Keeping employees content.



Solution

WORK

- Desk booking
- Car Parking
- Locker integration
- Covid-19 hygiene

MEET

- Room booking
- Room control
- Catering/Services
- Wayfinding

VISIT

- Visitor management
- Badge printing

VIEW

- Digital signage

Desk Booking

Mapping

Locker Booking

Desk Cleaning

Mobile App

Teams App

Car Parking

VIEW

Digital Signage

VIEW





Support and Development

Why GoBright?

At GoBright, Support and Development work together closely, making sure your feedback and requests are implemented swiftly.

Support

- Receive direct support from a GoBright specialist.
- Flexible and scalable.
- Direct contact with the Development team to solve bugs and pressing issues.
- Help Center.

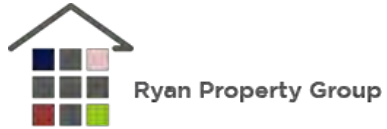
Development

- In-house software development.
- Customisation.
- Direct contact with the Support team to resolve issues, bugs and other requests.

References



References



Lookers



Bord na Móna



dare

University of Hertfordshire **UH**

spectris



IM|EET

Relaxed and worry-free meeting with room booking.



Meet

Room Booking

How do you book a room?

Online Portal



Check if your preferred room is available via the Online Portal on your desktop. A Microsoft Outlook Plugin is available.

 Outlook.com

 Exchange

 Office 365

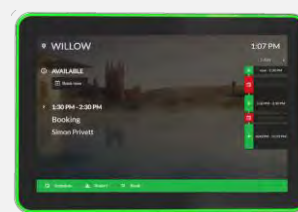
 Google Workspace

MS Teams App



Dedicated GoBright app accessible within MS Teams Desktop and Mobile

Room Panel



Check room availability on the room panel hanging outside meeting rooms.

Support for NFC cards via built-in reader.

Mobile App



Download the GoBright Mobile App through Google Play Store and Apple App Store and check room availability.



Mapping



Seek for an available room on the Mapping displays through out the office building.

Meet

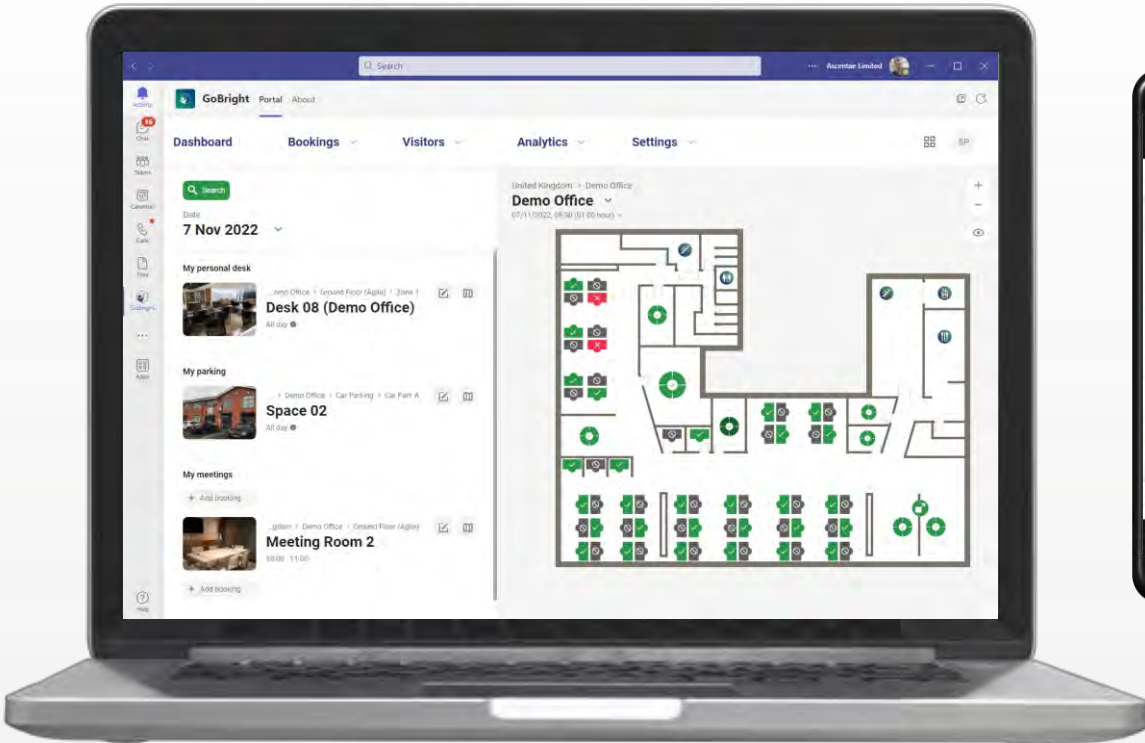
Microsoft Teams Integration

GoBright's integration with Microsoft Teams allows you to book a room and access analytics (for managers) without ever needing to leave the Teams application.

This is well suited for organisations commonly using Teams for daily work activity, or for those using Microsoft Teams Rooms.

Available for MS Teams Desktop and Mobile app

This feature is included as standard, with no additional cost for access.



Meet

Room Panels

Room Panel



Check room availability on the room panel hanging outside meeting rooms.



Check-in on the panel

Attendees can check-in on the panel when they arrive to the meeting.



Occupancy status

Clear visibility of room status shown on the panel and the map after check-in.



Easy Room Scheduling

Book a room as it suits personal needs.



Automatic release

Rooms are automatically released if none of the attendee's check-in after pre-defined time.



Clear Analytics

100% reliable data analysis of room occupancy.



GoBright

Work

Room Sensors

Room Sensors



Detection based check-in

Automatic check-in based on movement detection.



Occupancy status

Clear visibility of room status shown on map after check-in.



Anonymous occupancy measuring

System cannot differentiate between users.



Automatic release

Rooms are automatically released if the user isn't picked up the room sensor during a pre-defined time.



GoBright



Meet

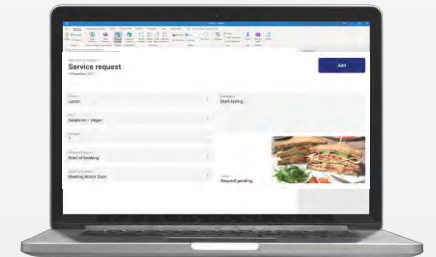
Service Handling

Book a room in the GoBright portal and select your service handling request for the that specific meeting, whether it be catering delivered to the door or room configuration before the meeting begins.

Catering and Services

Arrange catering and extra services while booking your room in the Online Platform.

- Availability of foods, drinks and other services guaranteed.
- Complete order handling system for service providers.
- Create your own service catalogue with different groups.
- Can be added during the room booking process for a single workflow
- Set up permissions for catering approval
- Add cost centres
- Can add services before or during the meeting





Meet

Room Control

Take control of your meeting with Room Control.

Room Control

- Visible time clock on time left in your meeting.
- Immediately report a malfunction.
- Control the basic functions of the presentation screen.
- Possibility to extend or stop the meeting

Complete Room Control

Take full control of your meeting by using Sensors.

- Movement activated: registering occupancy over entire platform and 100% accurate occupancy measurements.
- Light control.
- Anonymous booking.
- Immediately report a malfunction



spaces within your

part office experience

the office building.
in the building.
d mode.

ability at a glance

WORK

Take flexible working to the next level with desk booking.



Work

Desk Booking

How do you book a desk?

Online Portal



See which desks are available and search for colleagues through the real-time interactive map in the Online Portal.

Mobile App



Check which desks are available and search for colleagues through the Mobile App and use the interactive map to see real-time availability.



MS Teams App



Dedicated GoBright app accessible within MS Teams Desktop and Mobile

Mapping



Look for available desks on the Mapping displays hanging throughout the office building.

GoBright Hardware



See desk status in real-time via the GoBright Connect, have automatic check-in with our desk sensors or use easy to deploy stickers

Work

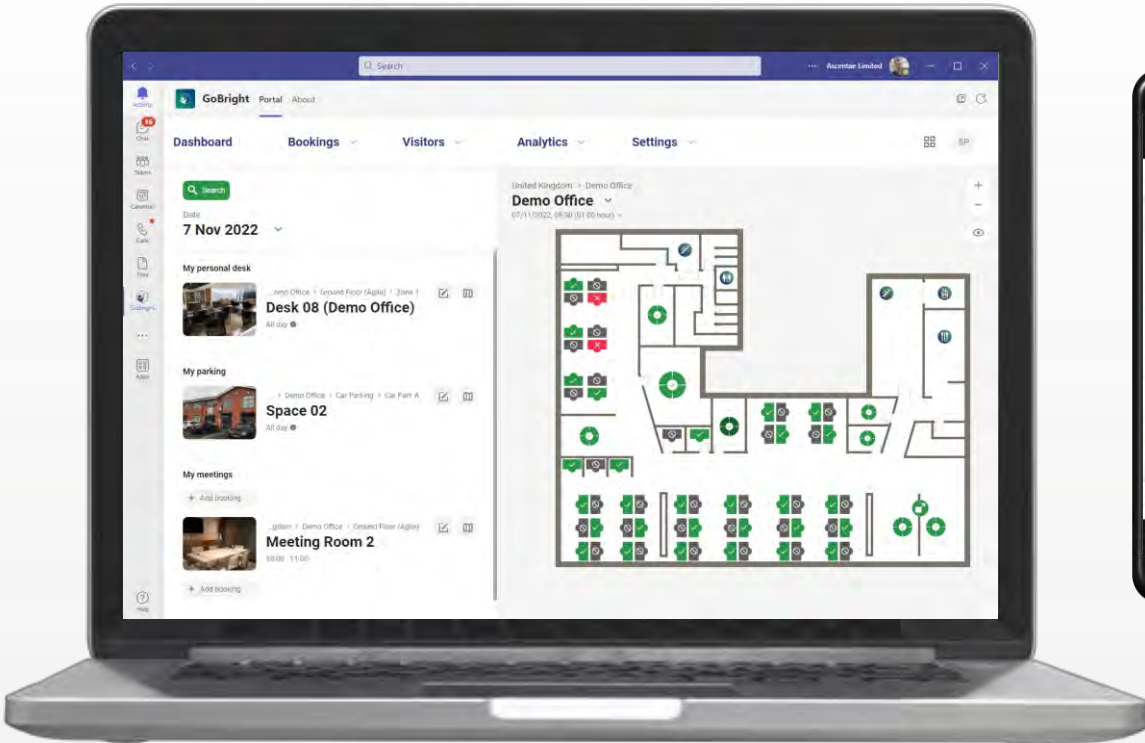
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Available for MS Teams Desktop and Mobile app

This feature is included as standard, with no additional cost for access.



Work

Team Booking

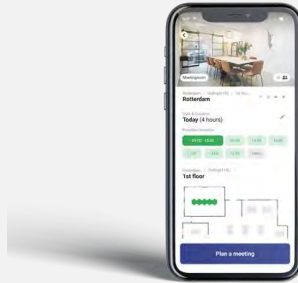
How do you book a desk for your team?

Online Portal



See which desks are available and book a desk for multiple people with one transaction.

Mobile App



Check which desks are available and search for colleagues through the Mobile App and use the interactive map to see real-time availability.



Settings



Pre-define a team for quick booking or make ad-hoc bookings.



GoBright

Work

Desk Booking - Hardware



Choice of Hardware

Customise the desk booking solution to suit your needs.



Physical Occupation

Proves that someone has arrived at the desk.



Automatic release

Desks release themselves if a user doesn't check-in.



Clear Analytics

Manage efficiently and make the right interpretations.



Scalable solution

A scalable solution that grows as the business grows.

'Take flexible working to the next level with desk booking.'



GoBright



Work

Desk Booking - Hardware

How do you check-in to a desk?

NFC Sticker



Check-in using the GoBright mobile app

Desk Sensor



Automatic check-in based on heat and movement detection

GoBright Connect



Check-in using the GoBright mobile app and also NFC/RFID cards

Work

NFC Stickers

NFC Sticker



Mobile app check-in

Check-in using the mobile app.



Occupancy status

Clear visibility of desk status shown on map after check-in.



Cost-effective option

Easily deployed.



Clear analytics

Know exactly who is checking in to their bookings.



Automatic release

Desks are automatically released if the user doesn't check-in after pre-defined time.



Must check phone compatibility

Only compatible with iPhone 7 or later, or an NFC enabled Android mobile phone.



GoBright

Work

Desk Sensors

Desk Sensors



Detection based check-in

Automatic check-in based on heat and movement detection.



Occupancy status

Clear visibility of desk status shown on map after check-in.



Wired and wireless options

Wired (for use with Connect module), and Wireless (standalone) options available.



Anonymous occupancy measuring

System cannot differentiate between users.



Automatic release

Desks are automatically released if the user doesn't check-in after pre-defined time.



GoBright

Work

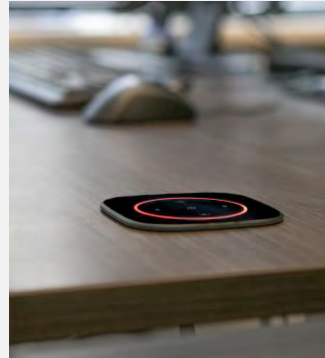
Connect Modules

Available



Green: desk is available

About to be booked



Yellow: not yet checked in

Occupied



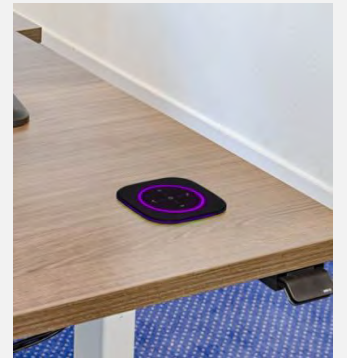
Red: desk is occupied

Do not Disturb



Blue: do not disturb

Cleaning



Purple: desk needs cleaning

Adjustable Desk Settings

The Connect gives access to desk adjustability controls.

- Set your sitting and standing heights and automatically load these personal settings into a desk when you check-in.



Work

Find your desk

GoBright Glow

Expand your GoBright Connect with the Glow to create more visibility on desk status in the office.

User Benefits

- Provides an eye line view of desk availability
- No need to walk past each desk to see if it is free
- Placement is flexible – e.g on screens, dividers etc.

Work

Modular Solution

NFC Stickers



Sensors



Connect Module



Connect & Sensors



Connect, Sensor & Glow





Desk Management with **Work**

Checking In/Out

Check-in and check-out at your desk and collect data.

GoBright Connect / Interact

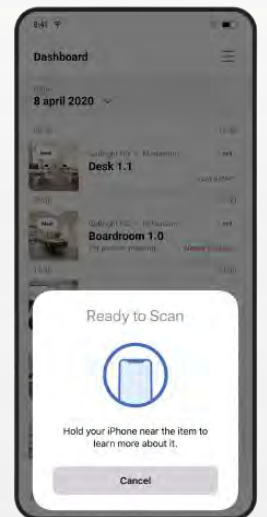
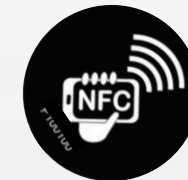
- Easy login via NFC/RFID card or with the Mobile App.
- LED colours indicates occupancy status, GoBright Glow changes accordingly.

Desk Sensor

- Movement and heat detection: automatic check-in, check-out and occupancy status change.
- No-shows are eliminated.
- 100% accurate occupancy rate.
- Hot desking.
- Anonymous check-in with no booking.

NFC Sticker

- Easy checking in/out solution.
- Check in/out with the Mobile App.
- Occupancy status visible in Mapping.





Storage

Smart Lockers

Use smart lockers to store your belongings.

Locker Integration

- Integrated system with Vecos locks.
- Book a locker with the room or desk reservation via the Online Portal, Mobile App and via Mapping.
- Operate locker with the Mobile App or NFC/RFID card/tag

User Benefits

- Find a locker near your workplace with the Mobile App function 'claim a locker nearby'.
- Availability of lockers visible via Mapping displays, Online Portal, Mobile App and locker bank.
- Creates insight in use of storage space

MAPPING

Work/Meet

Mapping

How do you find/book a room or desk?

Interactive Screen



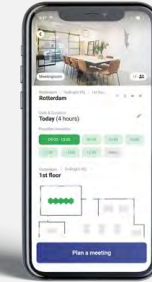
Check-in using the GoBright mobile app

Portal



Automatic check-in based on heat and movement detection

Mobile app



Check-in using the GoBright mobile app and also NFC/RFID cards

GoBright

Interactive Mapping

GoBright Interactive mapping clearly shows room and desk availability across the entire office.

User Benefits

- Use the interactive screen to locate a suitable place to work
- Can make a decision based on live occupancy
- Number of different mounting options such as on the wall or in a branded kiosk
- Gives visibility to users so they can choose a seat with less people
- Very useful in public areas with a lot of footfall



VISIT

A professional and warm welcome for all your visitors.



Visit

Visitor Management

How do you invite a visitor?

Online Portal



Pre-register multiple visitors in the online portal for single day visits or pre-register a visitor when you book a room.

Reception panel

Visitors can sign in by completing the customisable fields.

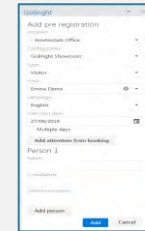
Mobile App



Download the GoBright Mobile App and pre-register visitors when you book a room.



Outlook plugin



Seek for an available room on the Mapping displays hanging through out the office building.



Visit

Visitor Management

Whether you have a busy reception area or an unmanned lobby, with GoBright Visit your guests are welcomed immediately.

Visitor Data

- Simple method of recording visitors – who has arrived, who's due to arrive and past visitors

Host Notification

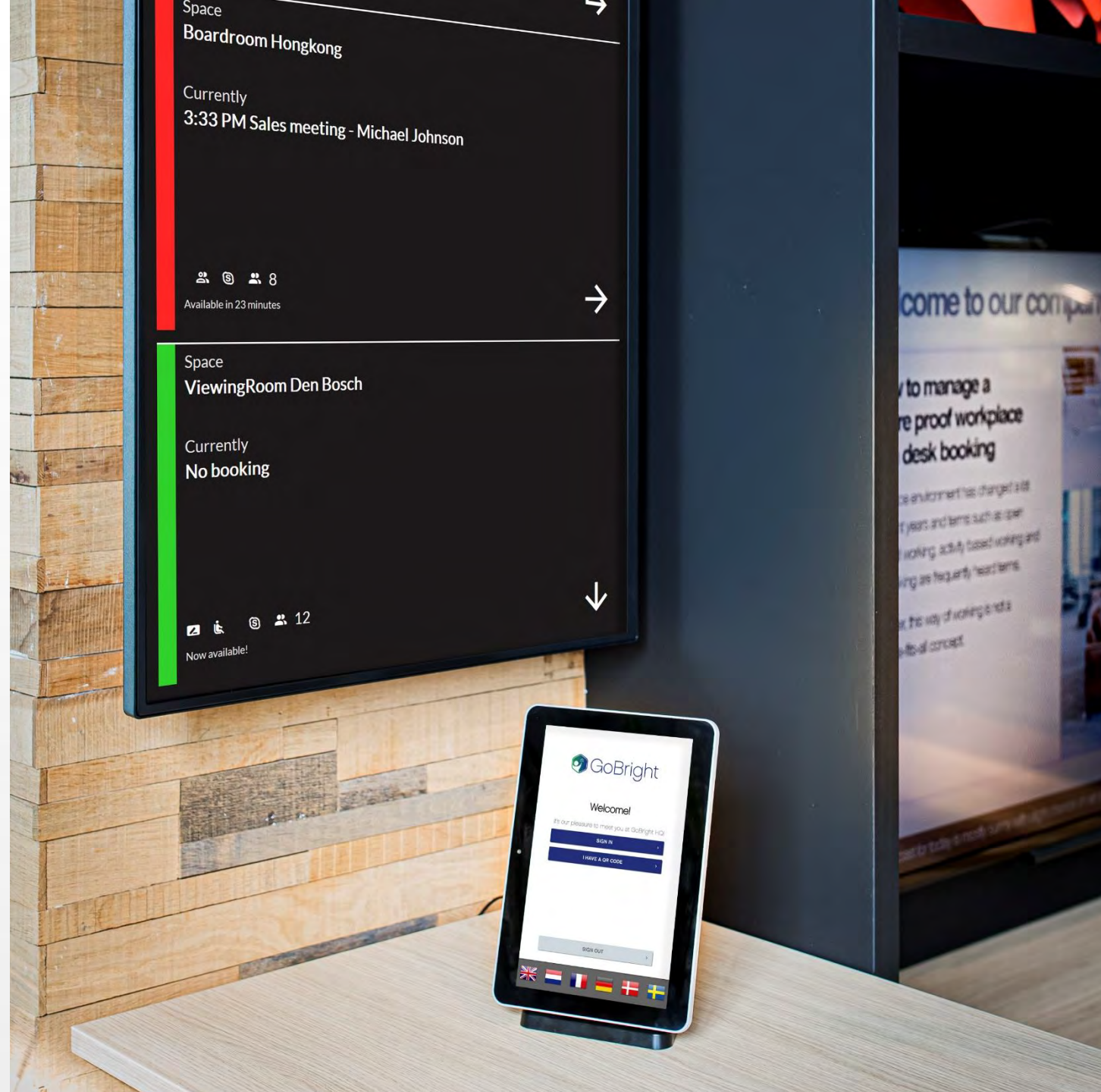
- SMS, email or push notifications through the GoBright app

Customisable

- Logo, messaging and T&Cs can be changed to suit the business
- Collect the right information from your visitors

Visitor types

- Contractors, visitors, interviewees, unique visitor types etc.





Visit

Self Registration

Whether you have a busy reception area or an unmanned lobby, with GoBright Visit your guests are welcomed immediately.

Self-Registration

- Visitors register themselves on the spot.
- Host of the meeting automatically receives a text message or e-mail saying the guest has arrived.
- Completely paperless.

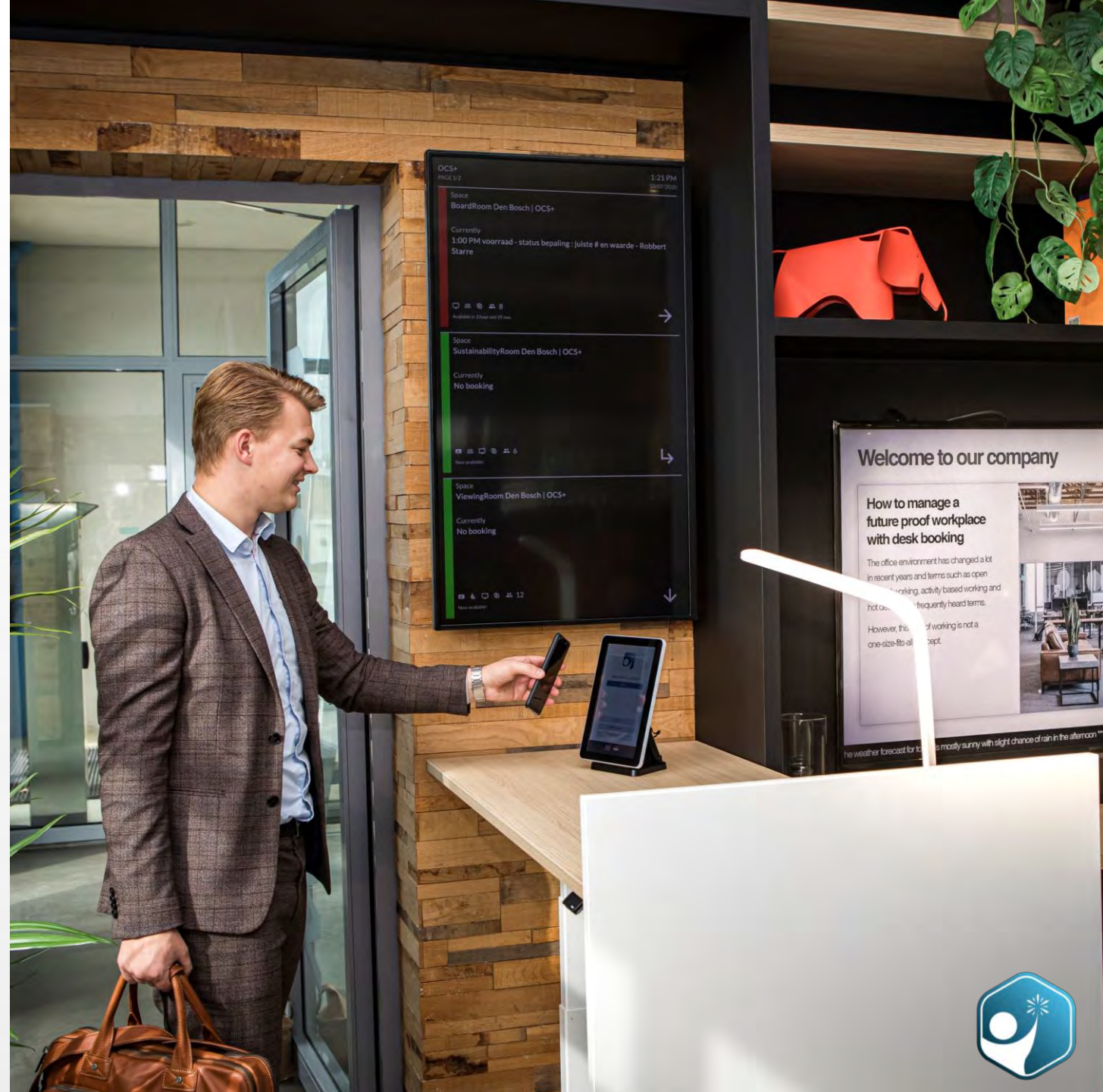
Visitor Management

Pre-Registration

Whether you have a busy reception area or an unmanned lobby, with GoBright Visit your guests are welcomed immediately.

Pre-Registration

- Register visitors via the Outlook Plugin.
- Visitor receives QR code and uses this to check-in upon arrival.
- No unnecessary queues at the counter.
- Add directions, safety instructions and health check with the invite.
- Ideal for larger groups



Badge Printing

Print visitor badges upon arrival

Visitor badges help you recognise visitors when they are in the building and allows the visitor to sign out via the QR code.

Visitor Badges

- Visitors can re-use their badges for faster check-in.
- Visitor registration configuration to customise the badge layout.
- Different badges for different types of visitors.
- Include QR codes for faster check-out.
- Option to include visitor pictures.



CAR PARKING



Work

Car Parking

Book a car park space as you would book a room or desk in the portal or the mobile app.

Car Parking

- Book a car park space in the exact same way you would book a desk
- Option to have a map display the car park

User Benefits

- Easily book car spaces and manage bookings
- Mapping interactivity
- Specify different types of space (EV, disabled etc)



GoBright

VIEW

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

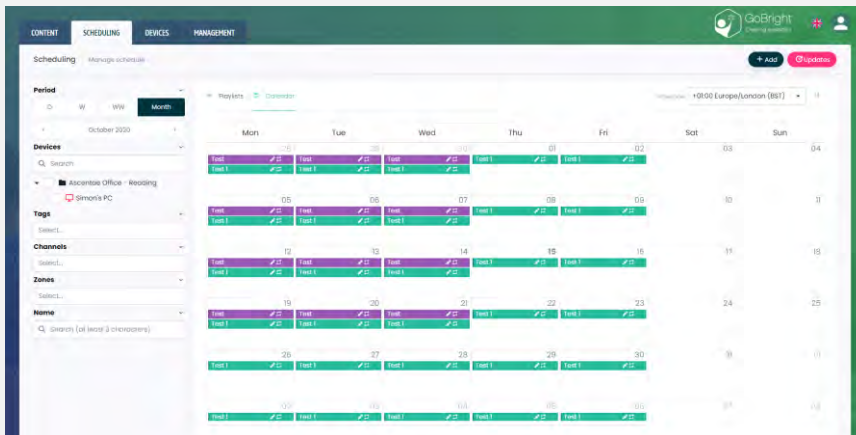
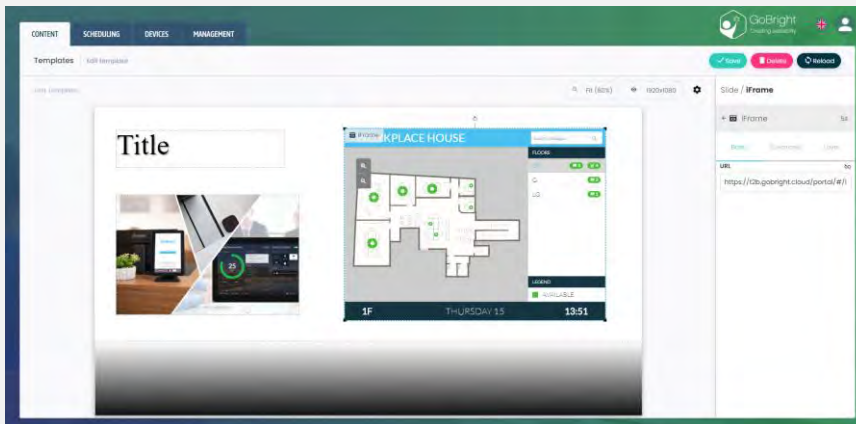


View

Digital Signage

How do you invite a visitor?

Web portal



- Design, deploy and manage a wide range of content, through a simple yet powerful portal
- Template or free design options for simple creation
- Scheduling of playlists, based on time/date, frequency, location of screen etc.
- Advanced options – Multiple channels, script custom widgets and data sources
- Can be combined with components from the GoBright portfolio, e.g. wayfinder and interactive map etc.



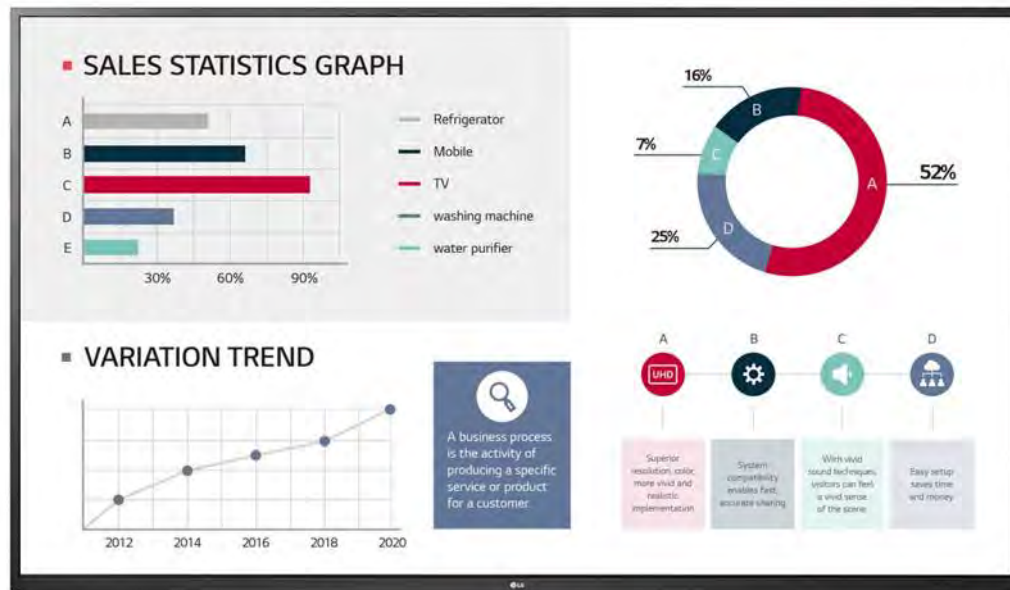
View

Digital Signage

How do you invite a visitor?

Integrated Screens (LG) or Media Player

- Advanced options – Multiple channels, script custom widgets and data sources
- Can be combined with components from the GoBright portfolio, e.g. wayfinder and interactive map etc.



View

Digital Signage

Examples of use cases.



Visitor Guide

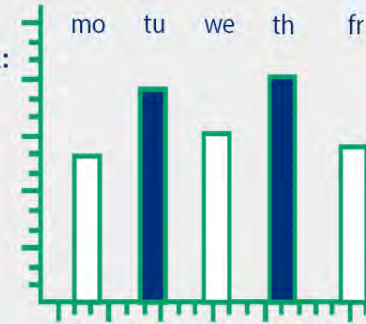


Welcome Peter
You have a meeting
at 10:00 in A201
with Rob Sanders

Desk Occupancy

Occupation
current week:

Day	Desks
Mo:	58 %
Tu:	80 %
We:	73 %
Th:	98 %
Fr:	67 %



Floor Availability



**Welcome to the
3rd Floor**
2 available rooms
5 available desks

Historic Data

June 2020

Occupancy rate
desks: 95%

No show rate
desks: 20%

Occupancy rate
meeting rooms: 78%

No show rate
meeting rooms: 8%

Number of
Visitors: 56

Number of lockers
booked: 134

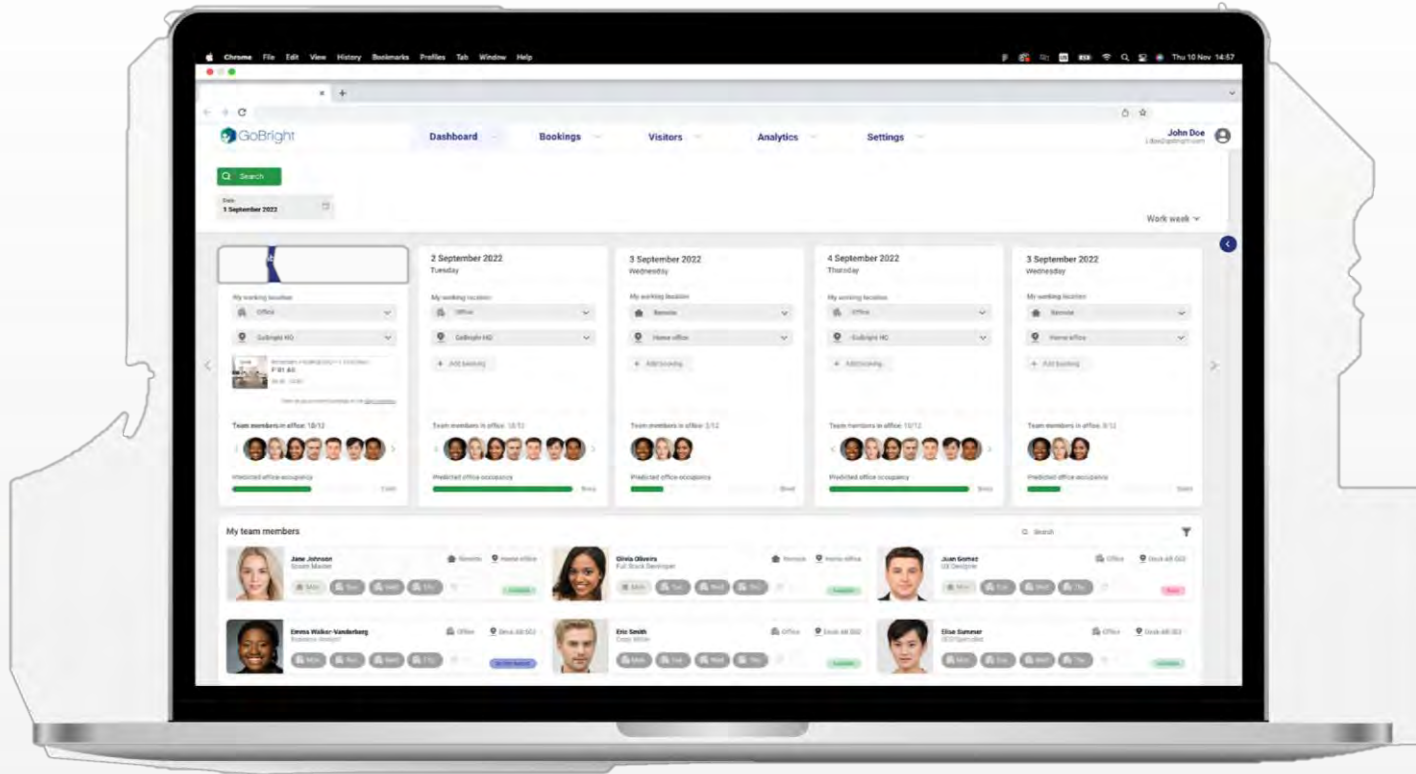
Integration

Weekly Planner

The perfect planning tool for your flexible office. Increasingly employees are working more flexibly, however while there are many benefits there are also certain challenges.

GoBright's weekly planner integrates with Teams to show employees their colleagues schedules so you know if they will be working remotely or in the office.

Besides making a booking for a desk, or room, it will be possible to plan your week(s) ahead in the Week Planner. Simply indicate when you are at the office and when you are working from home, or any other remote location. This is directly visible for your colleagues.



ANALYTICS & REPORTING

The importance of data

Transform simple desk and room check-ins from users to into data-driven decisions. Use reliable data analysis to create the most efficient and smart workplace. Adapt your office set-up, work towards sustainable office goals or manage your workplace more efficiently.

GoBright Analytics

- Improve your understanding of user behaviour and preferences.
- Reduce the amount of wasted space/resources.
- Calculate the number of desks and rooms you actually need.

The Future Office

Hot desking and flexible continue to develop which boosts the demand of desk management solutions.

- Reduce the number of workplaces.
- Introduce diversity in the type of workplaces.
- Promote collaboration and creativity.



Analytics

Occupancy

Monitor overall occupancy across an entire organisation, per floor or zone.

Car Parking

- Book a car park space in the exact same way you would book a desk
- Option to have a map display the car park

User Benefits

- Book a car park space in seconds after you have



Occupancy Top 10

Use detection for reliable data analysis to realise the most efficient and smart workplace.

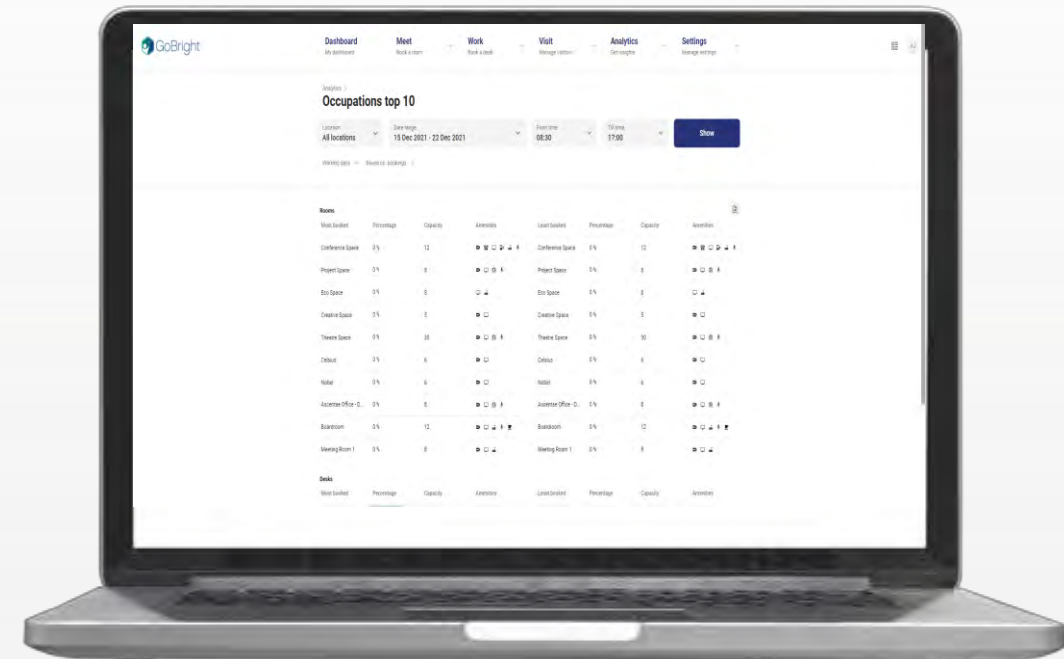
GoBright Analytics

- Allows identification of ‘problem spaces’ – those with higher or lower than normal occupancy
- Rooms/desks can be filtered by location/floor, date and working hours.
- Compare spaces by capacity or equipment available in room
- Can help identify if some spaces need to be re-purposed, or additional equipment may be needed in other rooms/at desks. .

The Future Office

Hot desking and flexible continue to develop which boosts the demand of desk management solutions.

- Reduce the number of workplaces.
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Analytics

No show

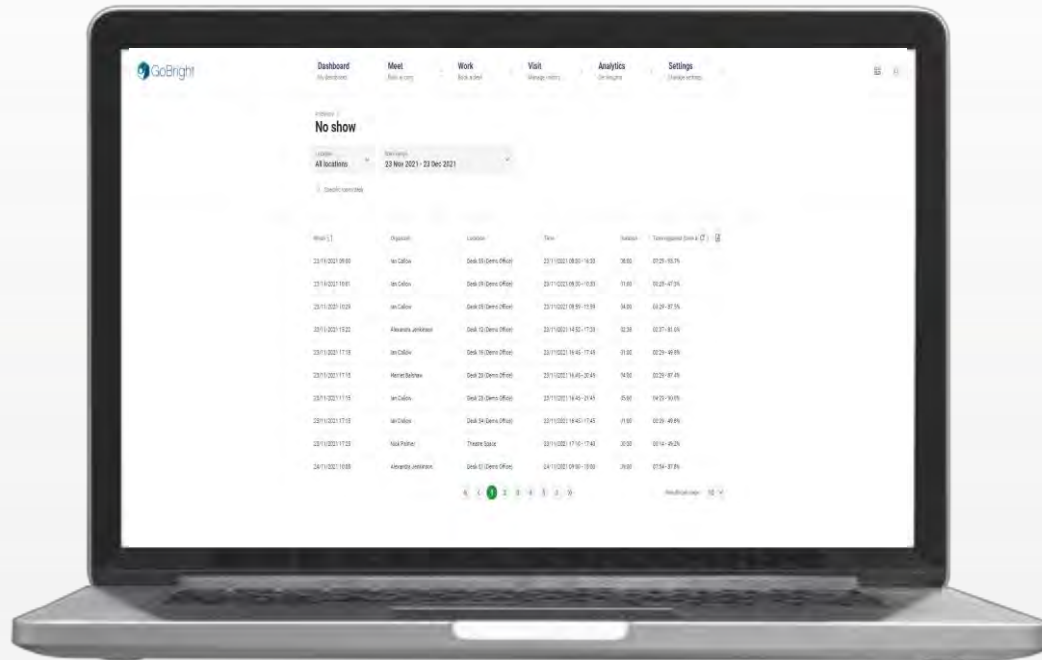
Book a car park space as you book a room or desk in the portal.

Car Parking

- Book a car park space in the exact same way you would book a desk
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User Benefits

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Reports

Use detection for reliable data analysis to realise the most efficient and smart workplace.

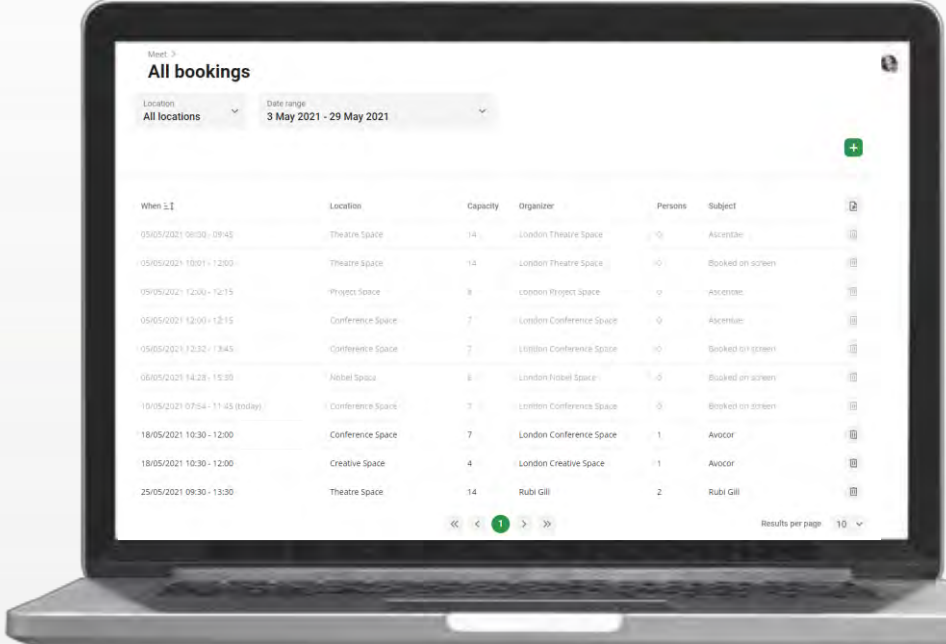
GoBright Analytics

- Improve your understanding of user behaviour and preferences.
- Reduce the number of no-shows.
- Calculate the number of desks you actually need.

The Future Office

Hot desking and flexible continue to develop which boosts the demand of desk management solutions.

- Reduce the number of workplaces.
- Introduce diversity in the type of workplaces.
- Promote collaboration and creativity.



When	Location	Capacity	Organizer	Persons	Subject
05/05/2021 09:00 - 09:45	Theatre Space	14	London Theatre Space	10	Ascentus
05/05/2021 10:00 - 12:00	Theatre Space	14	London Theatre Space	10	Booked on screen
09/05/2021 12:00 - 12:15	Project Space	8	London Project Space	0	Ascentus
05/05/2021 12:00 - 12:15	Conference Space	7	London Conference Space	0	Ascentus
05/05/2021 12:32 - 13:45	Conference Space	7	London Conference Space	10	Booked on screen
06/05/2021 14:28 - 15:30	Project Space	8	London Project Space	0	Booked on screen
19/05/2021 07:54 - 11:45 (today)	Conference Space	7	London Conference Space	0	Booked on screen
18/05/2021 10:30 - 12:00	Conference Space	7	London Conference Space	1	Avocor
18/05/2021 10:30 - 12:00	Creative Space	4	London Creative Space	1	Avocor
25/05/2021 09:30 - 13:30	Theatre Space	14	Rubi Gill	2	Rubi Gill

Analytics

Bookings History

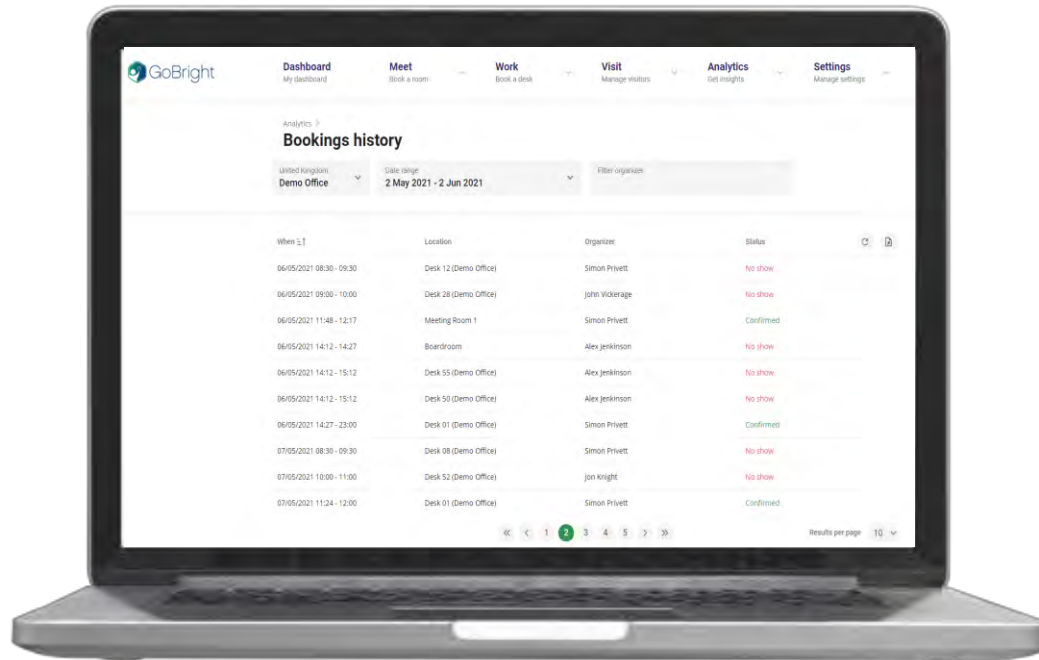
Book a car park space as you book a room or desk in the portal.

Car Parking

- Book a car park space in the exact same way you would book a desk
- Option to have a map display the car park

User Benefits

- Book a car park space in seconds after you have



When	Location	Organizer	Status
06/05/2021 08:30 - 09:30	Desk 12 (Demo Office)	Simon Privett	No show
06/05/2021 09:00 - 10:00	Desk 28 (Demo Office)	John Vickarage	No show
06/05/2021 11:48 - 12:17	Meeting Room 1	Simon Privett	Confirmed
06/05/2021 14:12 - 14:27	Boardroom	Alex Jenkinson	No show
06/05/2021 14:12 - 15:12	Desk 55 (Demo Office)	Alex Jenkinson	No show
06/05/2021 14:12 - 15:12	Desk 50 (Demo Office)	Alex Jenkinson	No show
06/05/2021 14:27 - 23:00	Desk 01 (Demo Office)	Simon Privett	Confirmed
07/05/2021 08:30 - 09:30	Desk 08 (Demo Office)	Simon Privett	No show
07/05/2021 10:00 - 11:00	Desk 52 (Demo Office)	Jon Knight	No show
07/05/2021 11:24 - 12:00	Desk 01 (Demo Office)	Simon Privett	Confirmed

Partnerships

Certified Hardware Partners

The user experience is even better when our software is applied to high-end quality hardware. That is why we partner with worldwide known manufacturers that are specialists in their own field.

Advantages of Certified Hardware

- Thoroughly tested.
- Remote updates and automatic reboots.
- Control from GoBright Platform.
- Mutual signed certification document.



CONNECTIVITY

Online connections via IoT with the GoBright Platform.



Connectivity

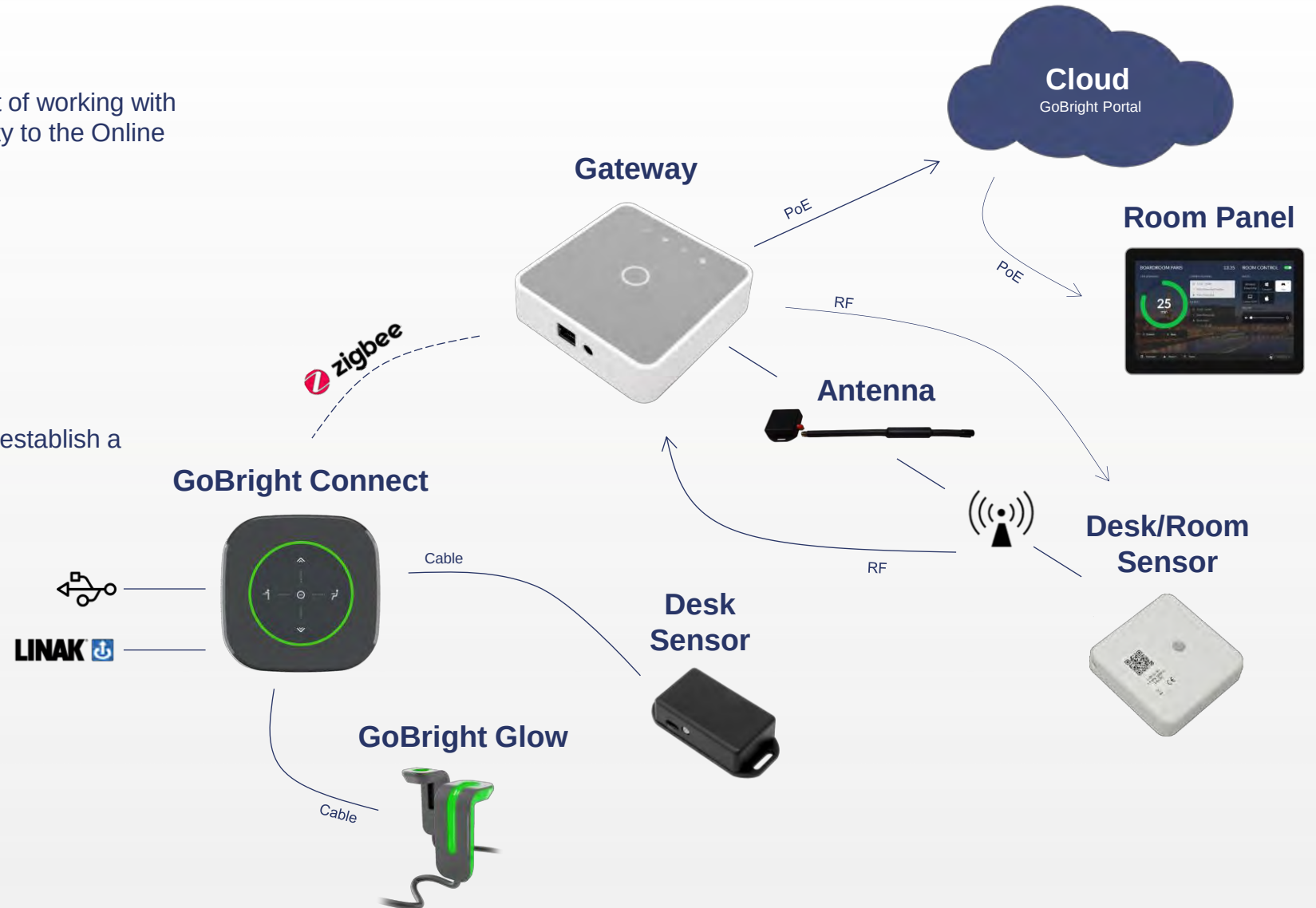
An important and indispensable element of working with the GoBright solutions, is the connectivity to the Online Portal.

Hardware Connections

- Gateway
- Antenna
- GoBright Connect
- GoBright Glow
- Sensors

There are different IoT connections that establish a network with the GoBright Platform.

- Radio Frequency (RF)
- Zigbee
- Cable connections





GoBright

Security

GoBright delivers quality, reliability and offers support in the advice and sales process with your customers.

ISO Certified

We comply to the highest standards for quality, data protection and security needed.

Legal Responsibility

We can assist you in legal negotiations, drawing up legal agreements and supporting in legal document adjustments.

- Data Processing Agreement.
- License Subscription Agreement.

GDPR Compliant



Case

Thirteen Group

Right space, right place.

The goal was to implement modern workplace technology and maximise desk management and meeting spaces.

Requests

- Visitor management system.
- Individual desk- and room booking facilities.
- Equipping meeting, collaboration and open plan desk spaces.
- Exploring agile and flexible working.

thirteen
Managing and building homes

54
Room Licences

54
App Licences

228
Desk Licences



Thank you