



MEETING AND ROOM SCHEDULING SOFTWARE BENCHMARK REPORT: Executive Summary

Key research findings and insights on meeting
and room scheduling management solutions.

September 2015



Key Findings

Tools that help increase productivity, reduce costs, attract and retain people, and differentiate a brand are top-of-mind for chief financial officers, corporate real estate professionals, workplace strategists, HR executives, IT, and more. One solution, meeting and room scheduling software (MRSS), continues to gain adoption due to the results it produces.

The most dynamic MRSS solutions offer a centralized platform that brings together everything required to create a meeting — including invitations, room specifications, equipment, internal and external vendor services, and more. The benefits of MRSS software result in decreased administrative overhead, reduced real estate and operating costs, as well as time savings and increased meeting effectiveness — thereby leading to reduced costs and increased productivity throughout an organization. Other MRSS features such as mobile access, space utilization statistic reports (which can be used to inform office design), and reservations according to the type of meeting, lead to increased employee retention and a differentiated brand.

This MRSS Benchmark Report Executive Summary outlines key findings and statistics from a 2014 global research study of organizations across industries that have implemented an MRSS solution — offering insight into the benefits of the software.

Increase Productivity

ORGANIZATIONS TYPICALLY MOVE TO MRSS FROM A MANUAL PROCESS

Prior to implementing MRSS, nearly 50% of survey respondents were using a manual process and 8% had no system in place at all.

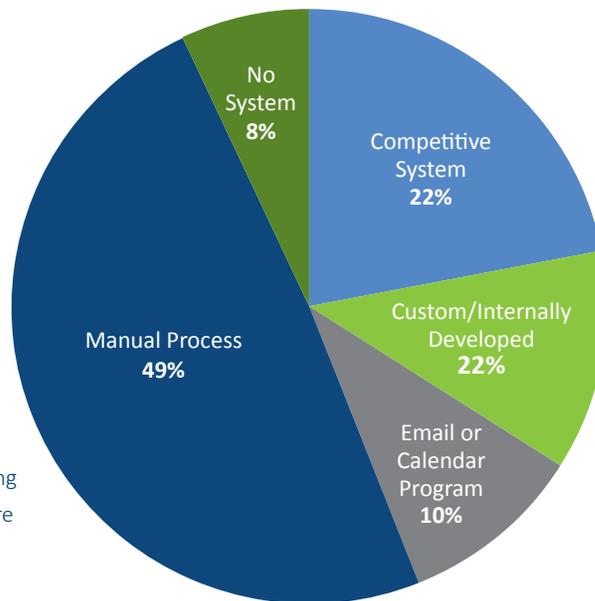


Figure 1: Scheduling system used before implementing MSM software



SEVEN MINUTES
SAVED PER
RESERVATION

The average time to create a reservation before implementing MRSS is 13 minutes. The average time to create a reservation post implementation is 6 minutes — totaling 7 minutes saved per reservation.

MICROSOFT OUTLOOK ALONE NO LONGER SUFFICES

Organizations using Microsoft® Outlook to manage their meetings, resources, and events experience increasing double bookings and over commitment of resources. Because of this and the increase in knowledge-based, highly collaborative work coupled with the desire for flexible workplaces, there is a fast-growing need to implement MRSS.

MRSS far surpasses Outlook by allowing administrators and schedulers to book people, rooms, and services in one operation instead of as multiple independent tasks or calendars, as well as providing additional information (project number, billing code, visitor information, setup type, etc.) in a centralized location. It also provides the ability to search on criteria such as room type, occupancy capacity, and equipment (white boards, video conference equipment, projectors, etc.).



MRSS
IMPROVED
COMMUNICATION
BY 75%

CONSOLIDATING INFORMATION AND ELIMINATING DOUBLE BOOKINGS ARE TOP BENEFITS

According to 36% of survey participants, the main benefit of MRSS is the consolidation of meeting information across an organization. Better management and communication within meetings, as well as advanced reporting capabilities and the elimination of double bookings, were also top benefits reported by survey respondents.

COMMUNICATION IMPROVES SIGNIFICANTLY

Over 45% of schedulers indicated that last-minute changes are one of the biggest challenges they face. MRSS should provide the flexibility to set up communication and approval workflows within the software that match an organization's processes.

Within a single facility, an entire workforce may be scheduling meetings in addition to numerous professional schedulers and service providers managing and supporting meetings. Sophisticated MRSS offers cross-communication capabilities. Over 75% of respondents said that implementing MRSS improved internal and external meeting-related communication and coordination.

Reduce Costs



MRSS CAN SAVE
1,951 HOURS
PER YEAR

MRSS IS HIGHLY USED, RESULTING IN TANGIBLE RETURNS

It's evident that once implemented, MRSS is heavily used. The booking average from 2013 to 2014 increased by 73% and the average number of reservations grew by 27%. With an average of 7 minutes saved per reservation after implementing MRSS and 16,726 reservations scheduled per organization each year — the total savings equals 1,951 hours per year per organization.

MRSS DIGITIZES FACILITY MANAGEMENT AND REDUCES ENVIRONMENTAL FOOTPRINTS

MRSS provides nearly everything needed to create a meeting, such as rooms, AV, catering, furniture, and other resources at its core, but also integrates with digital signage, heating and cooling, lighting, and door locking. For example, some organizations are now using HVAC integrations to maximize energy savings by only heating and cooling rooms when in use.

As MRSS adds integration enhancements, the collaboration between meeting scheduling and facility management will only become more apparent.

Attract and Retain People

DIGITAL SIGNAGE IS ON THE RISE

With increased integrations, we'll begin to see more collaboration between facilities management, operations, and scheduling as a way to become more efficient and effective with the use of space.

44% of respondents across all industries are using digital signage within their organizations. The use of digital signage by survey respondents increased by 5% from 2013 to 2014, and is expected to continue rising.

Employees like digital signage because it offers real-time bookings at the room. It also adds to a sleek, modern office design that employees find attractive.

MOBILE ACCESS IS A MUST.

Today's workers are on the move, so it is vital that scheduling can be done anywhere and from any device. Over 45% of respondents said that MRSS must be accessible via mobile devices. 66% of survey respondents use a web-based MRSS solution to book meetings.

As the need for mobile access to meeting information increases, so does the need for mobile access to the meeting itself. Of the respondents using MRSS to schedule video conferences, 17% are already integrating it with their video conference system and 33% would like to integrate it.

OFFICE HOTELING CONTINUES TO GAIN MOMENTUM

Employees now seek the flexibility to work both in the office and remotely. According to a CoreNet Global benchmark survey¹, space per worker will drop to 100 square feet or below for many companies by 2017. The main reason for this reduction in square footage is the rise of office hoteling and hot-desking. It no longer makes sense to pay for workspace that may only be occupied half of the time.



Figure 2: Top reasons why organizations are using office hoteling

¹ CoreNet Global, Office Space Per Worker Will Drop to 100 Square Feet or Below For Many Companies Within Five Years, According To New Research from CoreNet Global, February 28, 2012

From 2013 to 2014, this MRSS survey found a 375% increase of organizations now using MRSS to schedule office hoteling.

LEARN HOW IMPLEMENTING MRSS CAN IMPROVE YOUR ORGANIZATION

Interested in learning more about meeting and room scheduling software and how it can help your organization? Contact us at 800-440-3994 or visit dea.com.

RESEARCH METHODOLOGY

The 2014 meeting and room scheduling software (MRSS) Benchmark Report was conducted during the third quarter of 2014. Invitations for survey participation were sent to individuals knowledgeable about meeting scheduling within their respective organizations. There were more than 200 respondents.



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