

When the meeting room meets people

— a guide for everyone responsible for the workplace

CLOUD MEETINGROOM

Meeting rooms as a service

ROOM500

CONNECTING PEOPLE

Welcome!

If you are about to upgrade your meeting rooms, you probably have a long list of questions. Which technology should you choose when it will be outdated in three years anyway? What does it really cost – not just to buy, but to own? And how do you avoid being the person who always gets called when a meeting won't start?

This guide is written for you who are responsible for premises, workplace and meeting environments. The aim is to give you a clear overview without requiring you to be a technician.

We look at why the meeting room has become decisive for the workplace experience, what separates a subscription from a purchase, how a ROOM500 project works, and what to consider before taking the next step.

Why the meeting room decides the experience

The office has lost its monopoly. It now competes with home – and only wins on quality.



From investment to service

What separates Cloud Meetingroom from buying technology room by room.



How a ROOM500 project works

From needs assessment and delivery to go-live, training and ongoing support.



What does it cost?

How to calculate the full cost – including what rarely makes it into the budget.



Taking the next step

Ready to move from thought to action? We are here to help you forward.



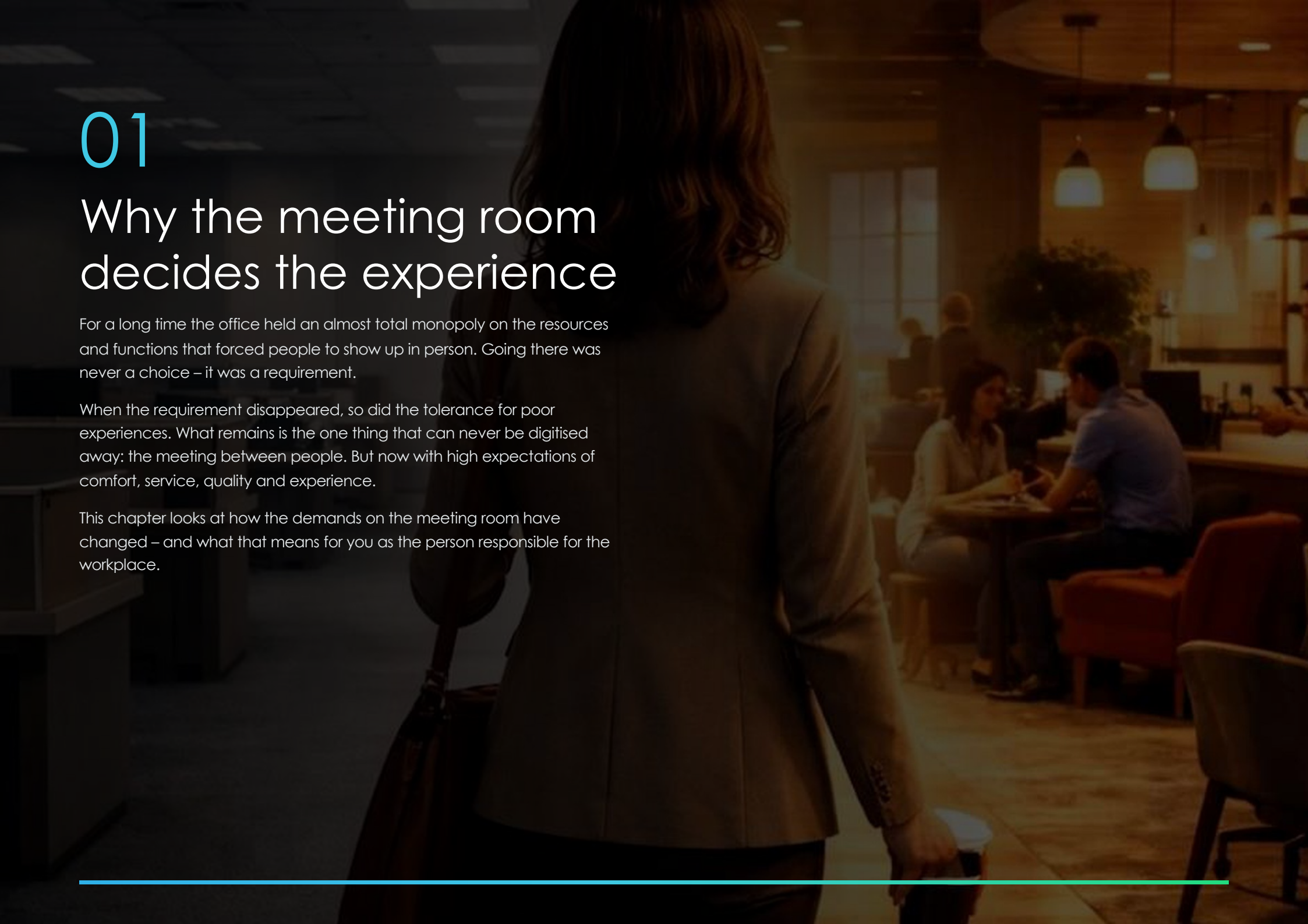
01

Why the meeting room decides the experience

For a long time the office held an almost total monopoly on the resources and functions that forced people to show up in person. Going there was never a choice – it was a requirement.

When the requirement disappeared, so did the tolerance for poor experiences. What remains is the one thing that can never be digitised away: the meeting between people. But now with high expectations of comfort, service, quality and experience.

This chapter looks at how the demands on the meeting room have changed – and what that means for you as the person responsible for the workplace.





WHY THE MEETING ROOM DECIDES THE EXPERIENCE

The digital meeting is business critical

The digital meeting is no longer an exception. It is a permanent way of working and a natural part of how we build relationships, drive sales and develop business – a social transformation that has reshaped the entire business process.

Like a time machine, it lets us reach each other anywhere in the world in a matter of minutes. For organisations this has meant higher productivity and greater geographic reach. The practical barriers that used to limit business development are gone.

At the same time it has made the physical meeting place more important than ever. The meeting room is no longer a room with a table – it is where the team together meets customers, suppliers and partners.

Five factors decide today whether employees choose the office: location, premises, operation, culture and private life. Four of them are within your control. The meeting room is the one people notice first.

OUR TIP

Don't measure the meeting room in square metres or number of screens. Measure it in how often a meeting starts on time.

Owl Labs calls the loss a "meeting tax" – 27% of participants lose 10 minutes or more to technical problems. That is the figure your management team recognises.

NOTHING IS STATIC

The future isn't built on hardware – software builds the future.

The same logic that transformed the mobile phone applies to the meeting room. The room should get better over time, not worse.

Two ways to solve the same need

The need is identical: people who need to meet, share and decide. The difference lies in who carries the risk for the technology – and what happens the day it becomes outdated.



OLD WAY

Project, installation and depreciation

Procurement room by room. Cabling, mounting and integration. Technology that becomes your property – and your maintenance responsibility. In three years you face the same project again, but with an installed base that costs more to remove than to keep.



NEW WAY

Meeting rooms as a service

Premium hardware, software, updates, support and replacement in one monthly cost. The room is activated with a code, downloads its software and is ready. As the technology evolves, the room follows – with no new project, no new budget and no new installation.

Checklist: seven questions to ask before choosing meeting room technology

Bring the list to your next supplier meeting. The questions are simple – it is the answers that separate a solution from a delivery.

✓ **Who owns the risk when the technology becomes outdated?**

You, as an investment – or the supplier, as a commitment?

✓ **What happens when you move or rebuild?**

De-installation and re-installation are often the hidden cost of any change of premises.

✓ **Can anyone start a meeting without a laptop?**

If the room requires an experienced user, it isn't ready for the whole organisation.

✓ **Does the room work with every meeting platform?**

Teams, Google Meet, Zoom, Webex – your guest should never have to adapt.

✓ **Who answers when the technology fails mid-meeting?**

Support in the room, right away – or a ticket answered tomorrow?

✓ **What is included in the price – and what is billed separately?**

Updates, replacement, service and training belong in the agreement, not in a quote later on.

✓ **What does the solution look like in three years?**

A room that only gets older is a cost. A room that keeps updating is an asset.

02

How a ROOM500 project works

Succeeding with meeting rooms is about more than technology. It is about understanding how the organisation actually meets day to day, and creating a change that feels safe for everyone involved.

The projects that succeed best are the ones where nobody has to think about the fact that something was replaced. The room should simply work – from the very first booking.

This chapter describes how we work, from needs assessment and delivery to go-live, graphic profiling and ongoing video support.





HOW A ROOM500 PROJECT WORKS

Before the technology meets the people

Changing meeting room technology is rarely about the technology itself. It is about how people work, how meetings are actually booked and how safe the change feels day to day. Many organisations find that the change takes the most energy – even when everything goes according to plan.

So we start by understanding your rooms: how large they are, how they are used, who meets there and what usually goes wrong. A four-person room used mostly for check-ins has completely different requirements than a boardroom where the customer is present.

The big difference from a traditional project shows on site. No stripping out, no weeks of technicians in your premises, no cabling to be pulled through rooms that are in use at the same time.

WHAT MAKES THE DIFFERENCE

- No installation work at all – the room is activated with a code
- Constantly updated with the latest technology
- Join video meetings without a laptop
- Wireless use and screen sharing
- Premium whiteboard in every room
- Direct video support the moment something happens

OUR TIP

Involve the people who book the rooms, not just the people who own the budget.

Reception and the assistants know exactly which rooms cause trouble. That knowledge is the best needs analysis you can get – and it's free.

HOW A ROOM500 PROJECT WORKS

A proven process

Before the work begins, one thing matters more than anything else: that everyone knows what is happening, why it is happening and what is required at each stage.

A ROOM500 project follows a structured method, from needs assessment and delivery through to go-live and ongoing support. Here is an overview of the journey and what you as a customer can expect at each step.

OUR TIP

Book the follow-up before go-live, not after.

A meeting four weeks in catches the small things before they turn into habits – and before anyone has time to go back to bringing their own laptop.

01

Needs assessment and room analysis

We go through your rooms, how they are used and which meeting platforms you work in. The foundation for an approach everyone can follow.

02

Premium hardware

Delivered to the address you specify. The market's leading meeting room technology, without tying up your capital in it.

03

Installation

Physical set-up in the specified room. No lengthy construction projects and no space left unusable for weeks.

04

Integration

Adapted to your existing network structure. The cloud service is delivered over the internet – you don't need to build and maintain your own infrastructure.

05

Introduction and training

Training and information for the users. Everyone should be able to start a meeting, not just the technically minded.

06

Graphic profiling

Custom background, logotype and screensaver. The room carries your brand – even when it's empty.

07

Video support and follow-up

Reach support directly from the room whenever questions arise. We follow up on usage and make sure the rooms keep delivering over time.



HOW A ROOM500 PROJECT WORKS

After go-live: everyday life in the room

Once the rooms are in place, the part that matters most to the business begins: everyday use. That is when small questions come up, new needs are discovered and new habits settle in. In that phase it is valuable not to stand alone.

With Cloud Meetingroom you get a team that knows both your solution and how you work. You reach support directly from the room – in the middle of the meeting, not through a ticket answered tomorrow.

We also take care of what happens in the background: updates, improvements and technical maintenance. The room gains new functionality as the world's leading vendors develop it, without you having to lift a finger.

That is the difference from an investment. A purchased room is at its best the day it is installed. A subscribed room should get better every year.

"No more ageing technology.
No more trouble. No more
costly meeting disruptions
caused by inadequate
equipment."

INCLUDED IN THE SUBSCRIPTION

- Continuous updates and new functionality
- Hardware replacement on failure or generation shift
- Direct video support from the room
- No maintenance costs and no downtime

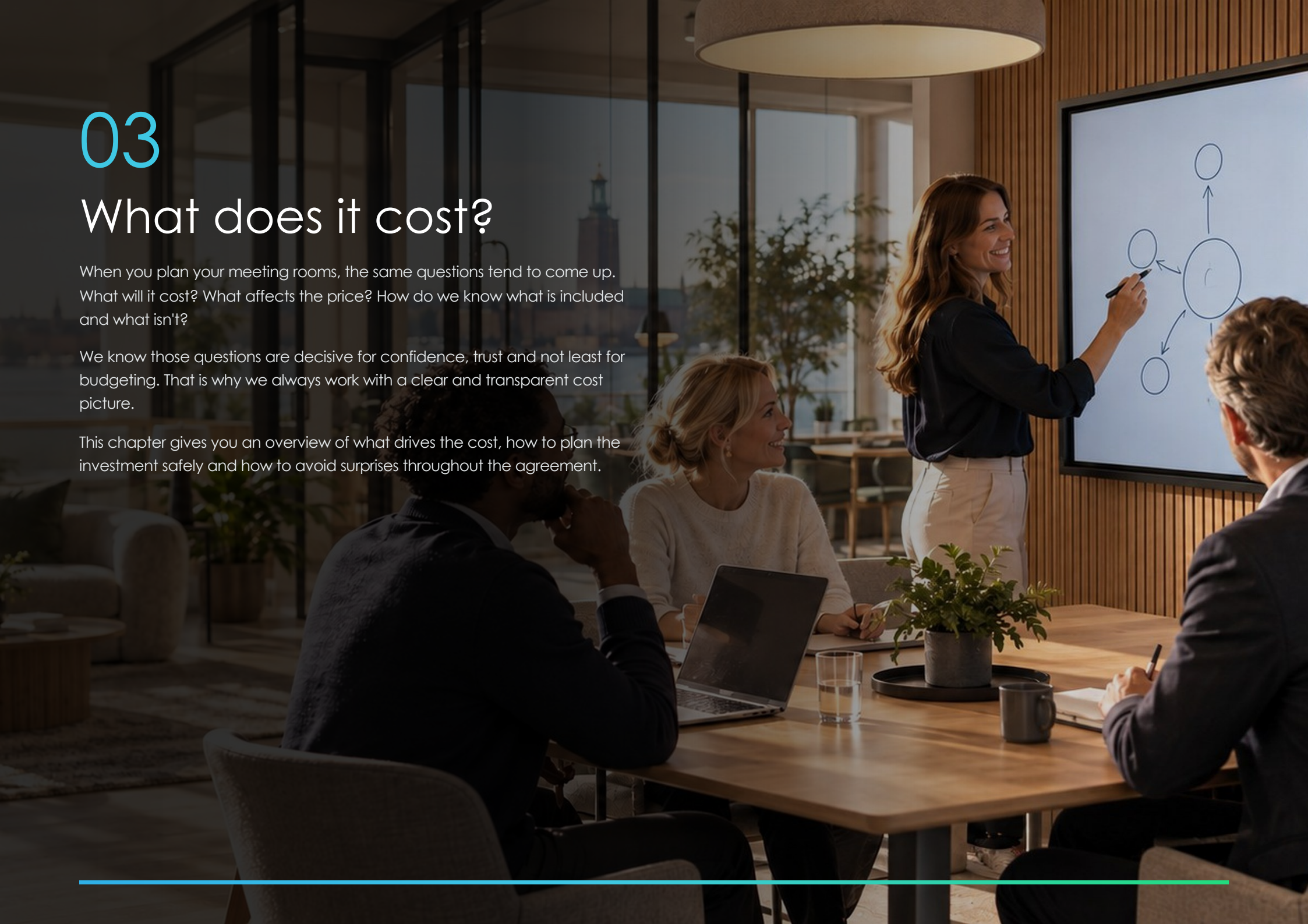
03

What does it cost?

When you plan your meeting rooms, the same questions tend to come up. What will it cost? What affects the price? How do we know what is included and what isn't?

We know those questions are decisive for confidence, trust and not least for budgeting. That is why we always work with a clear and transparent cost picture.

This chapter gives you an overview of what drives the cost, how to plan the investment safely and how to avoid surprises throughout the agreement.





WHAT DOES IT COST?

How to calculate the full cost

A meeting room is rarely priced fairly. The purchase price shows up in the budget – the rest shows up in the business. Installation, integration, service, troubleshooting, de-installation and re-installation when you rebuild, and finally disposal when the technology no longer measures up.

ROOM500 is priced per room and month. That makes the cost predictable and scalable: more rooms cost more, fewer rooms cost less, and you tie up no capital in technology that depreciates.

What affects the price is mainly the number of rooms, their size and the hardware they require, together with the length of the agreement. We go through this together at the start, so you have a clear picture of both scope and timeline.

Moving from CAPEX to OPEX is not only an accounting question. It is a way to stand stronger in a fast-changing world – holding on to an ageing solution leads to inefficient meetings, higher costs and missed business opportunities.

HIDDEN COSTS TO ACCOUNT FOR

- Internal time spent on troubleshooting and support
- Service technicians for wear and downtime
- De-installation and re-installation when moving or rebuilding
- Lost meeting time – the "meeting tax"
- Disposal of technology that no longer holds up

OUR TIP

Calculate over five years, not at the moment of purchase.

It is over time that the difference between owning and subscribing becomes visible – and it is over time that your management evaluates the decision.

DIGITAL SIGNAGE

Digital Signage

ROOM500 does not create the content—ROOM500 acts as the receiver and distribution layer that makes the content visible on the right screen, in the right location.

ROOM500 as an open signage receiver

Create content wherever it suits you. Display it wherever it is needed.

ROOM500 is content-agnostic.

This means content can originate from sources such as a CMS, PowerPoint, dashboards, booking systems, information systems, web pages, or other external platforms. As long as the content can be presented as a web page, URL, or other compatible signage source, ROOM500 can receive and display it on the screen.

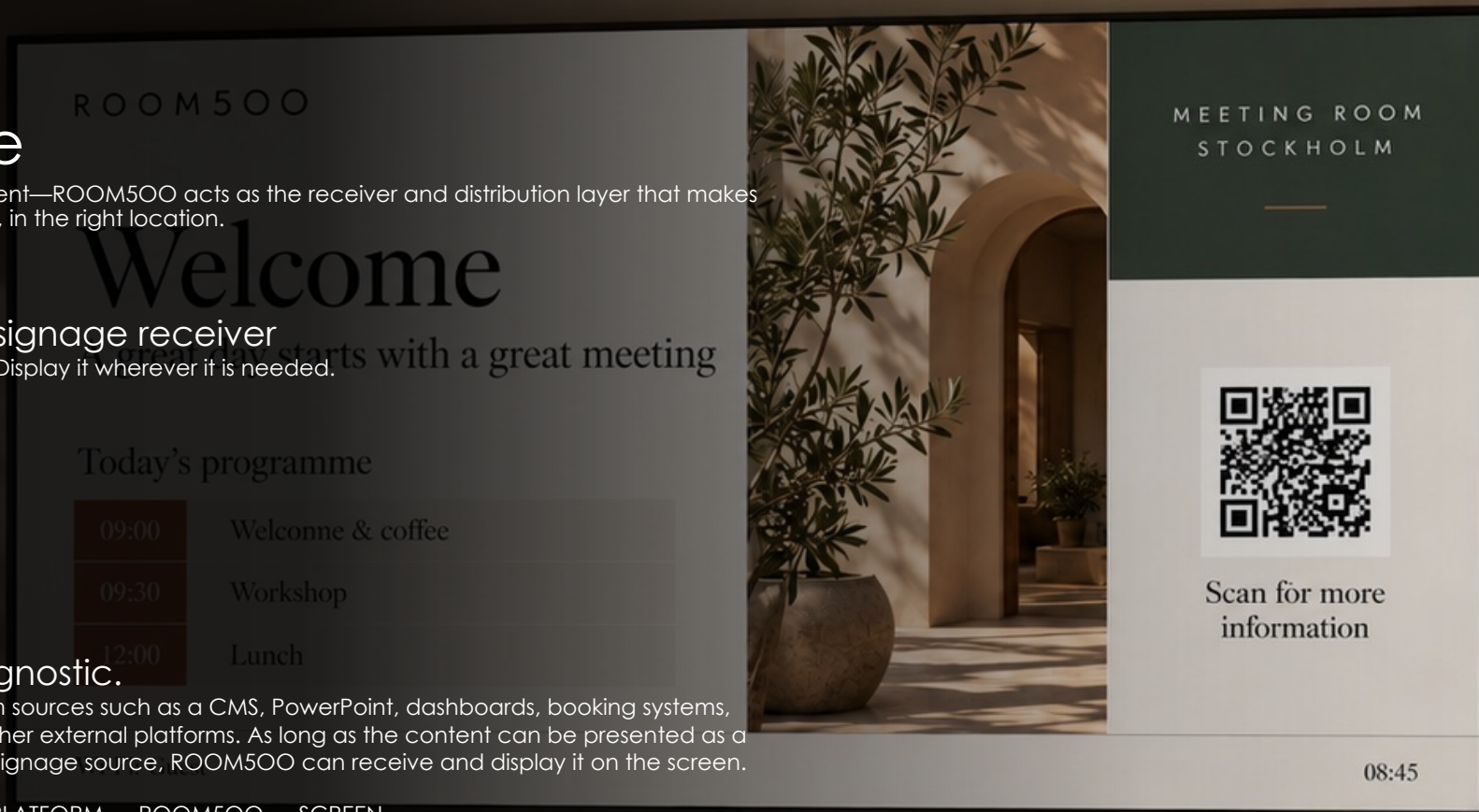
The principle is simple: CONTENT → PLATFORM → ROOM500 → SCREEN

This means the customer does not need to lock themselves into a specific signage system to use ROOM500. The key is the separation of functions. ROOM500 can be viewed as the "display/infrastructure layer," while other systems handle the actual content (HR system → employee information Booking system → room and meeting details PowerPoint → presentations and campaigns BI/dashboard → KPIs and operational data CMS → editorial content Facility/building management systems → building information External web page → any web content).

ROOM500 does not own the content; we make it possible to deliver it.

This is a strong value proposition, as customers can switch content platforms without having to replace their entire signage infrastructure. ROOM500 is not just another content platform.

ROOM500 is the receiver that enables content to reach the screen—regardless of where it is created.



Price list

SUBSCRIPTION PER ROOM AND MONTH

One monthly cost – everything included

Hardware, software, licences, updates, support and replacement are all part of the same subscription. The level is set by the size and needs of the room.

Small (65") – huddle/focus room, 2–6 people 1 500 SEK

Medium (75") – meeting room, 8–14 people 1 750 SEK

Large (86") – boardroom/conference, 16+ people 2 000 SEK

Prices based on a 60 month agreement. ROOM500 will take the hardware back if the rental agreement is terminated. We would require 6 months' notice for this.

ALWAYS INCLUDED

- **Premium hardware** from the world's leading vendors
- **Installation and integration** into your existing network structure
- **Introduction and training** for the users
- **Graphic profiling** with your logotype and background
- **Continuous updates** and new functionality
- **Direct video support** from the room
- **Hardware replacement** on failure and generation shift

OPTIONS

Every organisation is unique. Common add-ons:

- Digital signage and room displays outside the room
- A second screen, such as an LED display, for larger rooms
- Extended booking integration with your calendar system
- Training packages for new employees

WHAT YOU DO NOT HAVE TO BUDGET FOR

Costs that normally come with a traditional purchase, but never arise in a subscription:

- Investment and depreciation of hardware
- Service agreements and spare parts
- Technician visits during downtime
- Re-installation when moving or rebuilding
- Replacement when the technology becomes outdated

Our customers are our strongest ambassadors

The clearest proof that a meeting room works is that nobody talks about it any more. Here our customers describe the journey from trouble to taken for granted.

"Within a few minutes, all our meeting rooms were ready for use. Without us having to do anything"



Cesar Sierra, Creative Director - Metropole

Number of employees: 30

Industry: Coworking

Project: "With ROOM500, we can focus on people, content, and the business—not on the technology. It has reduced the need for support, eased the burden on our staff, and made the meeting rooms both more attractive and more bookable. For us, it represents a scalable, future-proof solution that elevates the quality of the entire coworking experience and turns the meeting rooms into a distinct premium service."

"It is about creating a conference product that is easier to sell and more valuable to the customer"



Jacob Khan, Director of Commercial Strategies - Sheraton Stockholm

Number of employees: 45

Industry: Hotel

Project: "With ROOM500, we can offer our conference guests a modern, professional meeting experience where technology becomes a natural part of their stay. Whether it involves a presentation, a hybrid meeting, or a larger event, the meeting can get underway quickly and be conducted to a high standard. This makes it easier for our staff to deliver first-class service. For Sheraton Hotel Stockholm, it represents an attractive, future-proof conference offering that strengthens both the guest experience and our competitiveness."

"At K-Märkt, every meeting should be characterized by the same quality & care as our food & hospitality"



Jens Dolk, CEO K-Märkt

Antal anställda: 38

Bransch: Konferens

Projekt: Med ROOM500 kan våra gäster enkelt starta presentationer, videomöten och workshops utan att behöva fundera på tekniken. Det ger oss ett mer komplett och attraktivt erbjudande, avlastar personalen och skapar en sömlös upplevelse från det första välkomnandet till det avslutade mötet. Resultatet är nöjdare gäster, starkare kundrelationer och bättre förutsättningar för återkommande bokningar.

Taking the next step

Deciding how your meeting rooms should work is a strategic choice that affects the entire workplace experience. There is a lot to consider, and it is wise to give yourself time to explore the alternatives.

The more people in the organisation who take part in the conversation, the better the conditions for success. Feel free to pass this guide on to colleagues in IT, finance and management who are also affected.

If you would like to discuss ideas, ask questions or see what a first room could look like at your offices, we are here. Together we will explore what is relevant for you, at the pace that suits you.

Book a review of your meeting rooms



Experience Cloud Meetingroom in a demo room



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