

PRESS RELEASE

Prime Consult Market Survey:

Survey on Room Management and Door Signs Software 2016

Gruenwald, 4.4.2016 - Prime Consult Unternehmensberatung specialized in consultancy in the field of digital media, has examined the market for digital door signs and room management software. The results of the survey are based on more than 350 questions. Besides the features of the solutions offered by the participants also the market position and the pricing (includes in the survey a price-performance ratio) were analyzed in detail. This is the most detailed market analysis of this market ever realized. With 17 participants from Europe and the US we can state that this survey offers the best overview over the different solutions available today.

The analysis covers in the feature segment the following elements

1. system technology software (development tools, supported operating systems and databases, software activation and system monitoring),
2. security, user interface, user rights,
3. language versions supported by the solution
4. basic room management features (reservation options, change of reservations, confirmation – interactive – when the meeting starts, automatic release of the meeting rooms if confirmation is not done in a defined period of time
5. supported calendar systems
6. integration of resource management, integration of services for catering and technical equipment as well as the support of multi-location events by the software including the management of telepresence equipment
7. Desk sharing for a room or a total building
8. basic functions of digital signage and interactivity

In addition the market significance of each participant (e.g. number of installations and signs, number of partners/system integrators, number of service points etc.) was analyzed. Also the pricing of the participants were examined in detail so today we have a clear picture about the different price segments available.

One finding from the survey is that there are three segments in this market:

1. The entry-level segment of the connectors which only connects the door signs with a calendar system
2. The middle segment which provides from basic to essential functions of the room and resource management.
3. The high-performance segment the addition offers a extensive feature set in room and resource management as well as features of desk-sharing management

Participants in the survey are (in alphabetical order): Bofex eU, dimedis, easescreen, Four Wind Interactive Inc., GingCo.Net New Media GmbH, Grassfish Marketing Technologies GmbH, kunstdünger/kdmarket, komma, tec GmbH, Macnetix GmbH, mediaDIALOG GmbH, mirabyte GmbH & Co KG, Net display Systems BV, ONELAN, Room Signage Systems GmbH, Scala Inc., Smartsign, Stino eyevis GmbH.

This software is used in environments where meeting rooms (or in case of desk sharing the single working place is a limited resource. With a minimum of human intervention and coordination meeting rooms can be used very economically and an optimum of usage can be realized. So from an economical point of view room management solutions (with or without door signs make a lot of sense. So when using desk-sharing solutions up to 25% more people can work on the physical workplaces then before.

Room management solutions make sense in medium and large industrial enterprises, convention centers, hotels, exhibition centers, shopping centers, banks, etc.

According to previously published surveys on “Digital Signage Software” in 2015 and “Interactive Wayfinding Software” in 2016 PrimeConsult now provides a further survey from the series "Digital Media Software". More details are available on the homepage <http://primeconsult.eu/studies/studien.html>.

The survey includes 51 pages, is written in English and can be ordered from Prime Consult for € 250.00 plus VAT.

Prime Consult Unternehmensberatung is a leading consulting company specializing in consultancy in the field of digital media. The advice in this area covers the field of strategy development, marketing and sales policy and the creation of market surveys and whitepapers. The customers are both users who want to use Digital Media to enhance their business as well as vendors who want to realign their company or optimize their portfolio.

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