Overview

Industry: Pharmaceutical

Customer Profile:
One of the largest pharmaceutical companies in the world, this organisation leader strives to provide vaccines and medicines to the earth's 7 billion inhabitants. The company has offices in 100 countries and employs over 110,000 people who work to uncover treatments for the diseases we know about today, as well as those we may face tomorrow.

Business Situation:
This global healthcare leader had a complex scheduling environment, owing to its size and geographic dispersion. The company sought an all-in-one solution for booking meetings, managing on-site equipment, and ordering associated services.

Solution:
This pharmaceutical giant implemented Resource Central for Microsoft Outlook® and Exchange to streamline the booking of conference rooms and associated services in multiple locations. The company also purchased Ariadne and Digital Sign Service to effectively manage digital signage and link its Microsoft Outlook® and Exchange calendars with its digital signs.

One of the World's Largest Pharmaceutical Companies Chooses Resource Central Software to Schedule 10,000 Conference Rooms across the Globe

"With the opening of its prestigious new headquarters, this leading pharmaceutical company sought a more robust scheduling tool that would improve internal communications and facilitate the process of booking video conference rooms and meetings at multiple sites."

Quick Facts
One of the world's largest pharmaceutical companies was unveiling its new corporate headquarters and sought a booking solution that would simplify the process of scheduling and organizing meetings at this high-profile building. This major organization required software that could be used to book meetings quickly and efficiently, manage an array of on-site equipment, and order all associated services, such as catering and IT services. The company initially planned to use the new booking solution to manage the 60 conference rooms at its corporate headquarters, but it eventually intended to take the software global.

The Need for a More Capable Booking System
The company's original booking system was not equipped to manage its complex scheduling environment in an efficient manner. When a meeting was cancelled, staff members had to call and cancel the room and associated services manually. If they forgot to do so, the room sat empty and service providers showed up for meetings that weren't happening, costing the company money and wasting vital space.

Microsoft Partner
Gold Application Development
Silver Application Integration

Add-On PRODUCTS

Key Advantages:

- Enhances existing infrastructure
- Allows staff to schedule meetings quickly and efficiently
- Enables staff to order all associated services directly through Microsoft Outlook®
- Provides a comprehensive over-view of meeting rooms and other resources at multiple sites
- Handles changes and cancellations with ease
- Offers a broad range of customization options

With the opening of its prestigious new headquarters, this leading pharmaceutical company sought a more robust scheduling tool that would improve internal communications and facilitate the process of booking video conference rooms and meetings at multiple sites across the globe. The company also needed scheduling software that would easily integrate with its IT infrastructure. Moreover, because it periodically acquired other companies, the organization sought a flexible tool that could manage acquired resources without the need to merge disparate IT systems.

Why Resource Central?
After thoroughly reviewing its options and comparing several different booking systems on the market, this leading pharmaceutical company chose Add-On Products' Resource Central software for Microsoft Outlook® to automate the process of scheduling meetings.
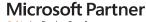
Resource Central is a complete booking solution that provides a quick overview of all available meeting rooms and relevant details, such as the rooms' maximum capacity and floor plans. Resource Central makes it possible to schedule meetings, including all extra services, in less than two minutes. The software sends order receipts to service providers automatically. Resource Central handles all changes automatically. In addition, Resource Central links video conference rooms across multiple geographic locations,

cutting down on travel time and expenses. Therefore, the company predicts that it will be able to eliminate costly scheduling mistakes, use office space more efficiently, and cut overhead expenses, particularly in major cities where it has offices and real estate comes with a high price tag.

Effective Digital Sign Management
The company purchased two other Add-On Products to use in conjunction with Resource Central: Digital Sign Service and Ariadne. Ariadne is a digital sign and multimedia display software that efficiently manages digital signs and keeps visitors and staff informed and up-to-date throughout the day. The company uses Ariadne to display its branding, the logos of visiting companies, new products it is promoting or basic meeting information. The company also uses Ariadne to stream television and multimedia outside of high-profile meeting rooms.

Digital Sign Service integrates Ariadne with Microsoft Outlook®. When a staff member books a meeting in Microsoft Outlook®, Digital Sign Service automatically displays meeting information on a digital sign outside of the appropriate meeting room. When meetings are changed or cancelled, Digital Sign Service updates digital signs in real-time. Digital Sign Service is also compatible with iPad and Android. The company has implemented Resource Central, Digital Sign Service, and Ariadne at

Microsoft Partner
Gold   Application Development
Silver Application Integration

Add-On®
PRODUCTS

"Before Resource Central, the room sat empty and service providers showed up for meetings that weren't happening, costing the company money and wasting vital space."

Further information

Add-On Products
Roms Hule 8
DK-7100 Vejle

+45 7944 7000
info@add-on.com
www.add-on.com

its new corporate headquarters. Currently, the organization is in the process of rolling the technology out to 1000 conference rooms in Paris.

Easy Integration
A key factor that led the company to choose Resource Central over competing solutions is the fact that the software integrates easily with existing systems and doesn't require major changes to the company's internal IT infrastructure. Resource Central can be implemented quickly because it's compatible with Microsoft Outlook® and Exchange. Furthermore, Resource Central is easy for staff to learn how to use since it's an extension of what they already do when they book meetings in Microsoft Outlook®.

Resource Central's integration capability is particularly beneficial during acquisitions. Whenever this pharmaceutical giant acquires a new company, it can easily expand and use Resource Central

to manage the acquired company's resources.

Tailor-Made Solutions
This global pharmaceutical company collaborated with Add-On Products to develop additional functionality for Resource Central.

Although Resource Central already supports many languages, the company needed a core group of 10 languages and support for dual-byte characters. Add-On Products recoded the tool and had translations done to accommodate the company's specific needs.

The Next Step
Although it's too early to calculate the return on investment that this leader in its field has obtained by implementing Resource Central, the company's experience has been so positive that it intends to deploy the booking solution worldwide. Over the next year, it plans to roll Resource Central out to upwards of 10,000 conference rooms at 120 global offices.

About Resource Central
Resource Central is a premier booking solution from Add-On Products that allows you to book resources, equipment, catering, and other services. Resource Central integrates with Microsoft Outlook® and the Exchange Server, simplifying the process of scheduling and organizing meetings.

About Add-On Products
Add-On Products specializes in developing add-on functionality for Microsoft Outlook® and Exchange that saves clients time and money. Add-On Products' head office is located in Denmark, but the company also has offices in North America, the Benelux countries, and Vietnam (Asia). More than 400,000 clients around the world rely on Add-On Products' solutions to serve their customers and employees.

Our Products:
Resource Central – booking solution – reserves resources and requests associated services
Exchange Central – group calendar – provides overview and scheduling of appointments
WebTeam Central – group calendar – provides web-based overview and scheduling of agreements
Mailbox Central – email signature management – manages email branding and campaigns
Office Central – email registration – registers incoming and outgoing emails, contacts, etc.
Ariadne and Digital Sign Service – digital sign and multimedia solution – manages digital signage

Microsoft Partner
Gold Application Development
Silver Application Integration

Add-On PRODUCTS