



We have **Microsoft Outlook®**: why do we need  
**Meeting Room Manager™**



## Introduction

NetSimplicity’s Meeting Room Manager™ is the easiest-to-use, most flexible and customizable room and resource scheduling solution available. It provides organizations with tools to automate the entire scheduling process, and fully customize it to meet their unique scheduling requirements. With Meeting Room Manager, the organization can **manage everything** in its meeting environment — rooms, catering, equipment and other resources and services — and **schedule everywhere** — from the Web, Microsoft Outlook® and even interactive LCD panels right at the conference room door.

The majority of NetSimplicity’s 2,000 + Meeting Room Manager customers purchase MRM to supplement existing Microsoft Outlook® email and personal information management (PIM) systems. Yet one of the most frequently asked questions by prospective MRM customers in the initial stages of evaluating a supplemental meeting room management system is:

### We have Microsoft Outlook, why do we need MRM?

This document describes the reasons that Microsoft Outlook organizations choose to supplement their existing email and PIM systems with Meeting Room Manager. It outlines the specific needs that are not met by Outlook alone, identifies how MRM integrates with Outlook to meet those needs, and summarizes the benefits organizations typically receive by moving up to a *meeting room management* system integrated with their existing Outlook infrastructure.

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## User Needs

The following outlines the common needs of typical end users booking meetings and administrative staff responsible for managing rooms and resources, and for each, compares the process using Microsoft Outlook only to the process supplemented by MRM Outlook® Scheduling.<sup>1</sup>

### Meeting Schedulers

#### User Need:

- > *Find an appropriate time for my meeting based on attendee availability, and an appropriate room for my meeting based on availability and capacity/capabilities.*

#### Outlook Only

- ✔ Outlook provides excellent functionality to find available time for attendees, but...
- ✘ No way to see side-by-side availability of rooms prior to selecting one
- ✘ No way to group rooms by area, see rooms in my “home area,” or easily navigate to other areas
- ✘ No way to filter room choices based on specific meeting needs
- ✘ No way to see details about a specific room to determine whether it meets my needs

#### With MRM Enterprise Outlook Scheduling

- ✔ I can check attendee availability as I schedule my meeting as I do in Outlook today
- ✔ I instantly see room availability for all rooms in my home area
- ✔ I can easily navigate to other areas of my organization and find available rooms there
- ✔ I can filter room choices to just “videoconference rooms” or any of a number of configurable options
- ✔ I can see rich and configurable information for each room, including room picture, map, seating capacity, configuration, equipment and services available in the room, any charges for using the room, and contact information for someone who can answer questions about the room.

#### Results:

- > *Faster, easier scheduling of attendees and rooms*
- > *Fewer errors*

<sup>1</sup> Comparison of Microsoft Outlook 2003/2007 and Meeting Room Manager Enterprise 7.5.



# We have Microsoft Outlook: why do we need Meeting Room Manager™

## User Need:

- > *Direct attendees and clients to the right meeting room.*

### Outlook Only

- ✓ I can type room names in the Outlook Meeting Request Location field, but...
- ✗ Outlook does not provide means to ensure this is consistently applied
- ✗ There's no way for our receptionist to direct visitors to the right room
- ✗ The only way to display room schedules in reception areas or by conference room doors is for someone to print and post them each day – and even then they can be quickly outdated

### With MRM Enterprise Outlook Scheduling

- ✓ Fully-qualified location and room names are automatically noted in the Outlook Meeting Request Location field sent to all attendees
- ✓ Room schedules are accessible from any standard Web browser to enable reception staff to direct clients to the appropriate meeting room
- ✓ Attendees and clients can see up-to-date meeting information on digital signage in common reception areas and at the conference room door.

### Results:

- > *Faster, easier scheduling of meeting services*
- > *Fewer errors*
- > *Better client experience*
- > *Eliminate waste and unnecessary charges*

## User Need:

- > *Schedule A/V, equipment, catering or other services for my meeting.*

### Outlook Only

- ✗ No way to determine what services are available in my selected room
- ✗ I must submit a separate request manually or through another system, repeating details about meeting time and location
- ✗ If I change my meeting time or location I must remember to also separately update other service providers – or my stuff won't show up.
- ✗ Cancelling my meeting won't automatically cancel my service requests – I can be charged for stuff I don't use.

### With MRM Enterprise Outlook Scheduling

- ✓ I can see what services are available for each room I select for my meeting – and select rooms accordingly
- ✓ I can request A/V, equipment, catering or other services directly from my Outlook meeting request
- ✓ All requests are automatically routed to the appropriate service providers
- ✓ If I change or cancel my meeting, appropriate notifications are automatically sent

### Results:

- > *Reduce confusion for meeting attendees*
- > *Provide a better client experience*
- > *Start meetings on time*



# We have Microsoft Outlook: why do we need Meeting Room Manager™

## User Need:

- > *Grab an open room for an ad hoc meeting, and know that I'm not going to delay someone else's scheduled meeting – or be interrupted by it.*

### Outlook Only

- ✗ There's no way to see the room schedule or book the room at the conference room door

### With MRM Enterprise Outlook Scheduling

- ✓ I can see up-to-date room schedules from any standard Web browser – or even on digital signage in common reception areas and at the conference room door
- ✓ I can book a room on-the-spot from an attractive touch-screen MRM Interactive LCD Panel

### Results:

- > *Fewer meeting interruptions*

## Administrative Staff

### User Need:

- > *Control access to select meeting rooms and services and review/approve booking requests.*

### Outlook Only

- ✓ Microsoft Exchange administrators can configure mailboxes associated with rooms to be routed to gatekeepers to accept or decline meeting invitations, but...
- ✗ There's no way to automatically control visibility and access to meeting rooms by site and user group
- ✗ No way to grant select user groups priority booking rights to override existing reservations
- ✗ No automated wait-lists when multiple users request the same room
- ✗ No automatic display of schedules at the conference room door or reception area
- ✗ No unified way to track charges and costs

### With MRM Enterprise Outlook Scheduling

- ✓ MRM administrators have full control over the visibility and booking rights for meeting rooms
- ✓ Rights to view and book meeting rooms can be granted by location and user group (and user groups can be synchronized with Microsoft Active Directory®)
- ✓ Different user groups can be granted privileges to override existing reservations and "wait-list" previous requests
- ✓ Up-to-date meeting information can be automatically displayed on digital signage in common reception areas and at the conference room door.
- ✓ Automated tracking of room and service charges by meeting host, client, or project.

### Results:

- > *Better control of meeting resources*
- > *Reduced administrative workload*



# We have Microsoft Outlook: why do we need Meeting Room Manager™

## User Need:

- > *Manage meeting related services like A/V, equipment and catering.*

### Outlook Only

- ❌ Not supported. Outlook schedulers can separately email service requests, but typically these are free-form and separate from the meeting appointment, meaning...
- ❌ Requests are incomplete and require manual follow-up to clarify questions on location, timing, and content
- ❌ Additional iterations are often required if specific items aren't available for a given room or at a given date/time.
- ❌ Requests aren't sent at the time of the original meeting scheduling and come as late rush requests.
- ❌ Even if other systems are provided to schedule catering, A/V, equipment or other services, these requests are not tied to the meeting schedule, so changes and cancellations to the meeting schedule often aren't communicated, resulting in delivery error.

### With MRM Enterprise Outlook Scheduling

- ✅ Outlook schedulers can book catering, A/V, equipment or other meeting services directly within the Microsoft Outlook meeting request form.
- ✅ Requests are based on selections from service menus presented for each room booked with options based on availability for that room and user booking rights.
- ✅ Real-time inventory is managed for equipment and other services with limited capacity; schedules see availability real-time and can adjust accordingly. Minimum lead times can be enforced for each type of service request.
- ✅ All service requests are immediately routed to the appropriate staff, as are any subsequent changes or cancellations, ensuring everything remains in synch.

### Results:

- > *Deliver better service*
- > *Eliminate errors*
- > *Reduce administrative overhead burden*
- > *Track and control costs*



## Organizational Benefits

By implementing *managed automation* of the meeting environment, Meeting Room Manager addresses the following problems and delivers the following benefits to the organization:

### Outlook Only

- ❌ No schedule visibility for most personnel and management in the business or organization.
- ❌ Meeting planning process is lengthy and time-consuming, often delaying meetings.
- ❌ Double-bookings and scheduling conflicts are frequent, disrupting meetings.
- ❌ Meetings are delayed or postponed due to miscommunications regarding location, time and requirements.
- ❌ Clients receive negative impressions of the organization.
- ❌ Organization-wide productivity drain.
- ❌ Inefficient use of existing facilities and resources, resulting in pressure to provide more facilities and resources – at significant cost.
- ❌ Wasted charges generated for catering, A/V and other services not kept in synch with changes to meeting schedules.
- ❌ Difficulty in measuring meeting room utilization and tracking meeting costs.
- ❌ Additional administration personnel resource/time needed to manage the scheduling process.

### With MRM Enterprise Outlook Scheduling

- ✅ A fully-automated and fully-controlled scheduling process, visible from any Web browser and from digital signage at each conference room door or reception area.
- ✅ Significantly improved end-user self-serve room and resource reservation capabilities.
- ✅ Support for both centralized and de-centralized scheduling processes to meet the organization's business processes.
- ✅ Extensive built-in customization tools that can be used to adapt to the unique scheduling needs.
- ✅ Supports the hierarchical structure of organization with multi-location resource management, granular level permission rights, user priority groups and wait list capabilities.
- ✅ Supports room reservation process, customizable catering, equipment and other service requests from within Outlook.
- ✅ Provides on-the-spot, ad hoc meeting support with Interactive LCD Solution.
- ✅ Incorporates auto-emails to service providers, and orders with totals.

### Results:

- > *Faster, easier meeting scheduling*
- > *Fewer errors*
- > *Better meetings and client experience*
- > *Reduced administrative burden*
- > *Improved control and tracking*

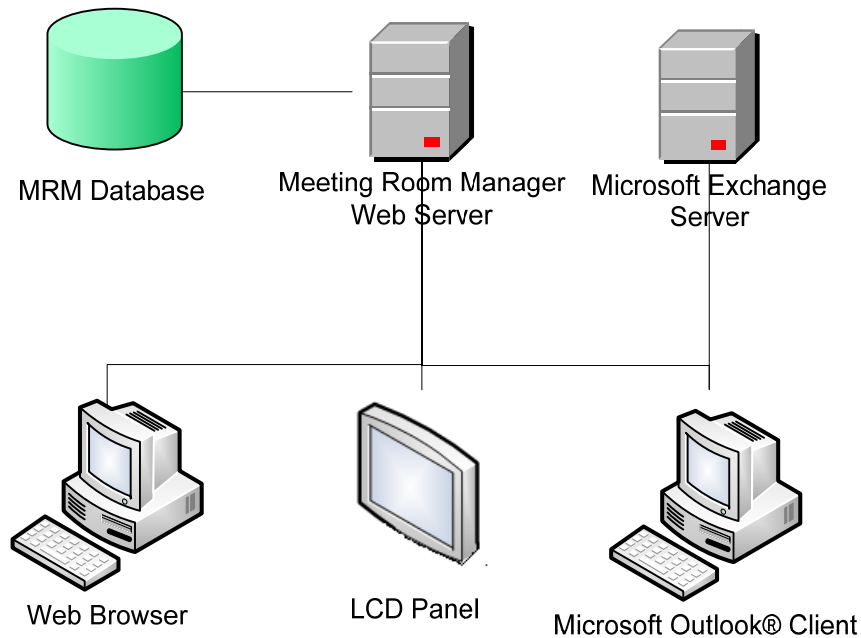


## The Meeting Room Manager Enterprise Solution

Meeting Room Manager Enterprise edition enables your organization to **manage everything** in your meeting environment — rooms, catering, equipment and other resources and services — and **schedule everywhere** — from the Web, Microsoft Outlook® and even interactive LCD panels right at the conference room door.

### System Diagram

Meeting Room Manager provides centralized management of all elements of your meeting environment and synchronizes scheduling from Web, Outlook and Interactive LCD Panel *with no integration required to your Microsoft Exchange Server.*





# We have Microsoft Outlook: why do we need Meeting Room Manager™

## MRM Outlook Scheduling Interface

With Meeting Room Manager’s Enterprise edition, users can book meeting attendees and reserve an MRM-managed room all in one simple process — and all from within their Microsoft Outlook interface.

### Add A Room

#### Schedule Everything

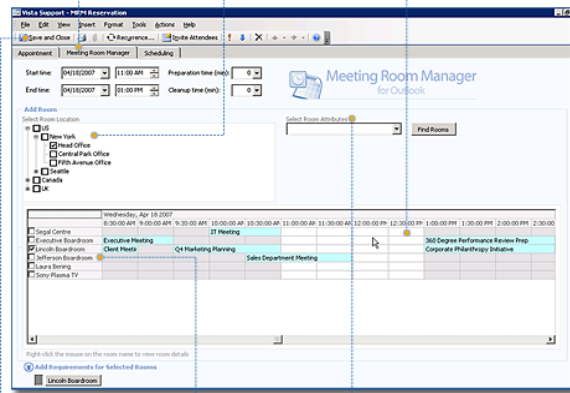
Instantly access room schedules as you make Outlook® appointments

#### Schedule Anywhere

Automatically focus on your “home” location — and easily navigate to any other

#### At a Glance

Quickly see which rooms are available at your desired meeting time



#### Just Click Save

Guarantee your rooms and services are booked with Meeting Room Manager

#### Book Multiple Rooms

Select one or more rooms or resources from one or more locations

#### Filter by Needs

Find rooms by your special requirements

CLICK TO ENLARGE

### Request Meeting Services

#### Pick a Location

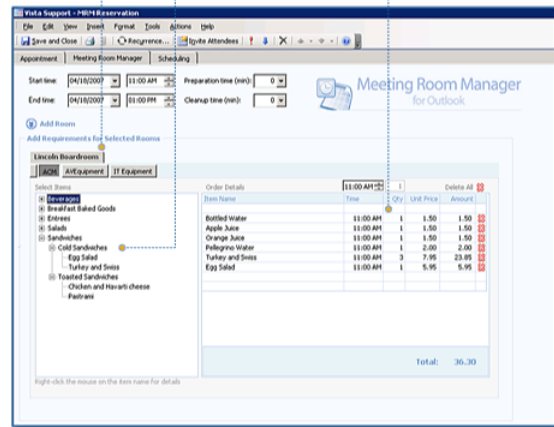
You can schedule multiple services for each room in your reservation

#### Select Items

Easily view a full menu of items available for order for each room

#### Choose Item Details

Choose quantity and delivery time of your order items and see associated costs



CLICK TO ENLARGE

## Features

- Create a standard Microsoft Outlook appointment, select an available time for meeting attendees, and then instantly find and book MRM managed meeting rooms — all in the same process!
- Search for rooms based on customizable filters, such as videoconferencing rooms, large-capacity rooms, etc. View room properties for any room.
- Order catering, A/V, and other services and equipment directly from Outlook as you book your meeting.
- Modify or cancel meetings from the Outlook calendar and corresponding room reservations will automatically be updated in Meeting Room Manager.
- Bookings are managed by the powerful MRM security rights model — you can control which users have rights to book which rooms — and with Integrated Windows Authentication support, users never have to enter passwords.
- Users can install the simple plug-in in under 5 minutes, with just a click from the MRM Web user interface (or a link provided by e-mail or Intranet) — no integration is required to your Microsoft Exchange® server.
- Administrators have full visibility into Outlook-booked MRM rooms from the MRM Web interface.
- Meeting Room Manager makes easy for you to book the room you need, fast and simple with Outlook integration.



# We have Microsoft Outlook: why do we need Meeting Room Manager™

## Conclusion

Meeting Room Manager provides tools to fully automate the entire meeting planning and scheduling process. Organizations can now **manage everything** in your meeting environment — rooms, catering, A/V and other services — and **schedule everywhere** — from the Web, Outlook® and even LCD Panels right at the conference room door. Meeting Room Manager's extensive customization capabilities provide organizations with multiple reservation processes, each one unique. By design, Meeting Room Manager is *a room and resources manager* that can extend Microsoft Outlook® to take your organization to the next level of efficiency and productivity in one of its most pervasive business activities by delivering **perfect meetings**.

## Next Steps



> Call **866.248.0480** to speak to a Meeting Room Manager product specialist



> Watch a 5-minute flash demonstration of Meeting Room Manager at: <http://www.netsimplicity.com/products/mrm/tour>



> View an in-depth web cast at: <http://www.netsimplicity.com/products/mrm/webcast>



> Try Meeting Room Manager online at: <http://www.netsimplicity.com/products/mrm/trial>