

Product Options

Vendor	Technology	When to position	Limitations / Possible Objections
GoBright	Smart workplace platform covering desk & room booking, visitor management, digital signage and workplace analytics, tightly integrated with Microsoft Teams, Outlook and Google Workspace	When customers want a front-end employee experience platform to manage flexible working, booking behaviour and basic utilisation data without heavy building integration	Analytics are strongest when paired with sensors; less depth at the building or environmental level compared to dedicated sensing platforms; not a pure “BMS” or smart building solution
Utelogy	AV & UC monitoring, control, automation and analytics platform for managing large meeting room estates from a single pane of glass	When IT or AV teams need visibility, uptime and operational efficiency across many Teams Rooms, AV devices and collaboration spaces	Focused on AV/UC operations, not employee booking or workplace experience; requires AV devices to be network-connected and some AV maturity to realise full value
Pointgrab	AI-based occupancy sensing and analytics providing highly accurate, privacy-compliant data on space utilisation, people counting and movement patterns	When organisations need trusted, objective data to validate booking systems, drive workplace strategy, ESG reporting or space optimisation decisions	Sensors and deployment add hardware cost; requires integration with platforms (e.g. GoBright, IWMS, dashboards) to turn data into user-facing outcomes
bGrid	Smart building and workplace intelligence platform using multi-sensors to capture occupancy, comfort, air quality and enable building automation via open APIs	When customers want a long-term smart building strategy focused on sustainability, comfort, automation and future adaptability	Typically a bigger strategic investment; less focused on user booking journeys or AV operations; best suited to new builds or major refurbishments