ROOMZ
INTELLIGENT OFFICES

CASE STUDY
BOBST



BOBST

BOBST integrates the ROOMZ ecosystem to transform the work experience

Founded in 1890 in Lausanne, Switzerland by Joseph Bobst, BOBST is one of the world's leading suppliers of equipment and services for substrate processing, printing and finishing for labels, flexible packaging, folding cardboard and corrugated board. Present in more than 50 countries, with 21 production sites, the company today employs more than 6,400 people.

As part of its ambitious "New Workplace at BSA" renovation project, which involves nearly 1,000 employees and is scheduled for completion in 2027, BOBST is committed to modernizing and optimizing the workspaces at its Lausanne headquarters. Aimed at gradually transform the company's buildings, this project is based on the integration of modern and networked collaboration tools that are adapted to new ways of working. Among the solutions chosen, ROOMZ technology quickly established itself as a key partner for this transition.

SECTOR
Industry

HEADCOUNT
6,400

ROOMZ DISPLAYS & SENSORS (MEETING ROOMS)
40

ROOMZ SENSORS (DESKS)
100

BOBST, one of the world's leading suppliers for the packaging industry, is modernizing its headquarters in Lausanne as part of the "New Workplace at BSA" project, involving 1,000 employees. This initiative aims to optimize workspaces using connected tools, including ROOMZ technology, a key partner in this transformation.

www.bobst.com



«Choosing ROOMZ also means supporting a local company that shares our sustainable vision and our demand for quality.»

Stéphane Mader, Head of Group Marketing & Communications & Workplace Program Manager, BOBST

ROOMZ
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A SCALABLE, SUSTAINABLE SOLUTION TAILORED TO BOBST'S VALUES

For Stéphane Mader, Head of Group Marketing & Communications and Workplace Program Manager at BOBST, ROOMZ is perfectly suited to meet the company's needs. "After testing several solutions, ROOMZ stood out with its ease of integration due to its simple wireless integration and its ability to evolve gradually with our project. Beyond the technical and security aspects, we share key values with ROOMZ, such as connectivity, digitization, automation and sustainability. Furthermore, the low energy consumption of the screens reflects our commitment to a more responsible approach, while remaining true to our culture of innovation." The ROOMZ solution, developed and produced in Switzerland, also enables BOBST to favor local sourcing, a strategic desire in the company's quest for eco-responsibility.

A FORWARD-LOOKING PARTNERSHIP

The wireless aspect of the solution means that ROOMZ can be integrated step-by-step into each new building. BOBST ultimately plans to use ROOMZ's comprehensive administration ecosystem to manage all types of workspaces: meeting rooms, phone boxes, reservable offices and shared workstations. For Stéphane Mader, ROOMZ is much more than a space management tool: "It is a strategic partner that supports us in our modernization process, in line with our mission and our corporate culture."

OPTIMIZED WORKSPACE MANAGEMENT THROUGH ANALYTICAL DATA

Another major advantage of ROOMZ is its analysis functions. As part of the "New Workplace at BSA" initiative, BOBST aims to find the perfect balance between the different types of collaborative spaces. ROOMZ's analytical dashboards provides facility management with accurate data on workspace utilization. "These figures are crucial for aligning the renovation strategy with the actual needs of employees. Too many collaborative spaces result in unnecessary costs for the company, while too few can generate frustration or daily stress for the teams.

ROOMZ enables us to determine exactly how many meeting rooms and offices we need and to anticipate which workspaces may be overused or underutilized. This allows us to make informed decisions and ensure optimal use of resources."

ANOTHER EXAMPLE OF THE FLEXIBILITY OF A WIRELESS SYSTEM

When BOBST recently took part in drupa, the international trade fair for the printing industry in Düsseldorf, it chose ROOMZ to display reservations for its 11 conference rooms at the stand. This solution allowed the sales team to focus on interacting with customers, while ensuring that the business center meeting rooms were available as planned. "The approach of presenting digital solutions that BOBST wanted to offer its customers at our stand extended to the meeting rooms thanks to ROOMZ," stated Stéphane Mader.

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