



Buyer's Guide 2025



The ultimate buyer's guide to meeting management software in 2025

How To Choose The Best Solution For Your Business

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1. Why meeting management software is essential in 2025

In today's fast-paced, hybrid, and digital-first work environment, physical, in-person meetings are still the backbone of collaboration. And that's a good thing!

A physical meeting is more than just a gathering of people in a shared space—it represents collaboration, trust-building, decision-making, information sharing and revenue generation. In industries like corporate finance, legal, consulting, and professional services, where client relationships and strategic discussions drive business growth, in-person meetings are a high-value asset.

For many businesses, especially those in financial services, law firms, investment banking, and consulting, meetings are where:

- Deals are negotiated and closed
- Client relationships are nurtured and strengthened
- Strategic decisions are discussed and finalized
- High-value engagements generate revenue

A successful meeting can mean landing a new client, securing an investment, or making a game-changing decision. Inefficiencies in managing such meetings, therefore, directly impact workplace experience, client experience and potentially revenue.

Without a proper meeting management solution, meetings often become a source of frustration rather than productivity.

Organizations are facing mounting challenges in workspace scheduling, room booking, visitor management, and workplace efficiency—making a dedicated solution not just beneficial but essential.

And that's why we wrote this guide. To help you understand why meeting management is key in running a modern workplace, and to help you navigate finding the right solution for you. This is the guide for you, that feel the pain every day, of an organization lacking the tools of today, and that are tasked with finding a new, and better solution for tomorrow.

The guide is based on 10+ years of experience transforming organizations and workplaces globally. We love making meetings and workplaces better. And this we want to share!

Meetings are more than just scheduled discussions—they are a key revenue driver. As organizations navigate hybrid work, global collaboration, and increased client expectations, meeting management software has become essential to maintaining efficiency, professionalism, and revenue generation.

Why is meeting management software needed in today's modern workplace?

1. Meetings as a revenue-generating asset

In industries where time is billable or of essence, meetings directly impact profitability. Whether it's:

- ✓ A law firm meeting with high-value clients for legal consultations
- ✓ An investment bank advising on mergers and acquisitions
- ✓ A management consultancy delivering strategy sessions
- ✓ A corporate enterprise negotiating partnerships or vendor deals

... the ability to efficiently schedule, manage, and optimize meetings translates to higher productivity, better client experiences, and increased revenue.

- **Every meeting is an opportunity**—for client retention, business expansion, and strategic decision-making. And therefore, should be treated like that! Don't jeopardize it!
- **Poorly managed meetings waste revenue**—double bookings, no-shows, and inefficient scheduling lead to lost time and resources. And it impacts client experience.

2. The shift to hybrid work

The traditional 9-to-5 office setup has evolved. Employees work remotely, in-office, or a combination of both, which introduces:

- **Complex scheduling needs** – Ensuring the right people, rooms, and resources are available at the right time.
- **Desk and room booking conflicts** – Employees need flexible access to workspaces without causing bottlenecks.
- **Meeting equity** – Remote employees need an equal meeting experience with the right technology and room setup.

3. The high cost of inefficient meetings

Meetings are expensive. Research suggests that unproductive meetings cost businesses millions annually due to wasted time and mismanagement. Without a structured approach:

- **Employees waste hours searching for available rooms** or dealing with double bookings.
- **Last-minute changes disrupt schedules** and lead to lost productivity.
- **No-shows and underutilized spaces increase real estate costs.**

4. Compliance, security & visitor management

A modern workplace must ensure security, compliance, and an optimal visitor experience. Without a meeting management solution:

- **Visitor check-in is inefficient**, creating delays and security risks.
- Organizations struggle to meet **GDPR and security compliance** for visitor data.
- Lack of pre-registration leads to **bottlenecks at reception**, impacting brand perception.

5. Workplace optimization & cost efficiency

Real estate is one of the biggest expenses for companies, yet:

- **50% of meeting rooms remain underutilized** due to lack of visibility.
- Organizations cannot **track, analyze, or optimize their meeting spaces** without data-driven insights.
- Catering, facilities, and IT teams struggle with **last-minute requests**, causing inefficiencies

What are the pains & challenges of poor meeting management?

- **Scheduling Chaos** – Employees struggle to book the right rooms and resources at the right time.
- **Meeting organizer stress** – You have an important client meeting coming up starting in 10 minutes, and now you learn that the room has been rescheduled, the catering delivered to the wrong room, and that the client has actually been waiting in the reception for 30 minutes, without no one noticing or welcoming the guest... Being the host or organizer of a meeting where everything is off, is not setting yourself up for success.
- **Wasted Time & Productivity Loss** – Employees waste hours coordinating meetings instead of focusing on work. Especially booking more complex, or high-service, meetings, with catering, special needs, room amenities, change of room layout, AV, etc.
- **Poor Visitor Experience** – Delays, security concerns, and lack of organization hurt first impressions.
- **Lack of Insights & Optimization** – Companies cannot track space usage, leading to unnecessary costs.
- **IT & Facility Management Overload** – Last-minute issues flood IT and facility teams with urgent requests.

So, without the right technology, organizations struggle with:

✓ Inefficient Scheduling & Booking Conflicts

Employees spend hours coordinating schedules instead of focusing on revenue-generating work. Clients experience delays when meeting rooms or conference calls aren't properly managed.

✓ Lost Revenue Due to No-Shows & Poor Utilization

Meeting no-shows cost businesses thousands of \$ in lost billable hours. Unused meeting rooms lead to real estate inefficiencies, increasing operational costs.

✓ Security & Compliance Risks

Lack of visitor management can pose a security risk in client-sensitive industries like finance, law, and healthcare. Regulatory compliance requires controlled access to meeting spaces and data.

✓ Lack of Data & Insights to Drive Business Decisions

Without analytics on meeting usage and efficiency, businesses can't optimize space, cut costs, or improve client interactions.

What is the outcome of having a great meeting management solution?

- ✓ **Seamless Meeting Scheduling** – Employees can book rooms, invite guests, and manage resources in seconds. No time wasted!
- ✓ **Optimized Space Utilization** – Real-time data ensures meeting spaces are used efficiently, reducing real estate costs.
- ✓ **No More Double Bookings or No-Shows** – Automated check-in and room release features prevent inefficiencies.
- ✓ **Enhanced Security & Compliance** – Secure visitor management, GDPR compliance, and workplace safety standards.
- ✓ **Better Employee & Visitor Experience** – A seamless, stress-free meeting and workplace experience.
- ✓ **Reduced Admin Work for IT & Facilities** – Automated workflows free up IT and facilities teams from manual tasks.
- ✓ **Alignment across teams** – Managing Meetings is a team sport that involves not just the “end-user” booking a room. It involves a lot of stakeholders from Conference Service, Hospitality, Workplace Logistics, Facilities Management, IT, Kitchen, Reception, Security, and more, too... With a unified solution, every is on the same page ensuring alignment, efficiency and transparency.

Why meeting management software is essential

To ensure that meetings remain a growth and collaboration vehicle rather than a productivity drain, organizations need a centralized, intelligent meeting management platform.

Why?

- Optimized Scheduling – Reduce back-and-forth coordination – especially by integrating with Microsoft 365, Outlook, and Microsoft Teams (more on this later)
- Automated Reminders & No-Show Handling – Minimize missed meetings and optimize space utilization.
- Smart Room & Desk Booking – Ensure every meeting space is used efficiently.
- Visitor & Security Management – Enhance client experience and office security.
- Analytics & Reporting – Track meeting trends, space utilization, and productivity to drive better business decisions.

Meetings should drive productivity, not frustration

A great meeting management solution doesn't just schedule meetings—it transforms how an organization collaborates, optimizes resources, and ensures security. In its essence, how an organization works. With the right solutions, meetings become effortless, efficient, and valuable.

2. Managing meetings is a team sport: all stakeholders has special needs

Now, you've learned why meeting management software matters. And how it impacts your business and organization. Next, is learning that many different stakeholders and involved parties in managing meetings have different needs.

Managing meetings isn't just about booking a room—it's a complex process that involves multiple stakeholders across Conference Services, Hospitality, Workplace Logistics, Facilities Management, IT, Kitchen, Reception, Security, and more. Each of these teams plays a crucial role in ensuring that meetings run seamlessly, efficiently, and professionally. And are key to make a workplace work.

A unified meeting management solution ensures that everyone is on the same page, aligning teams with a single source of truth to enhance efficiency, transparency, and collaboration.

Here's what each stakeholder needs and the key features that support them:

1. End-users (employees, executives, assistants)

Need: A simple and fast way to book rooms, desks, and resources without hassle.

Key Features:

- ✓ Outlook & Microsoft 365 integration for easy booking
- ✓ Real-time room availability with smart search & filters
- ✓ Self-service booking via desktop, mobile, or kiosk
- ✓ Automated notifications & reminders to reduce no-shows
- ✓ AI-powered suggestions for optimal meeting scheduling

2. Conference services & workplace logistics

Need: Full control over meeting setup, logistics, and resource coordination.

Key Features:

- ✓ Centralized dashboard to manage room allocations and reschedule meetings
- ✓ Custom workflows for different types of meetings & events
- ✓ Automated room release & rebooking for last-minute changes
- ✓ Seamless integration with AV, catering, and service teams

3. Hospitality & catering teams

Need: Visibility into catering requests and real-time updates on changes.

Key Features:

- ✓ Catering order management directly linked to meeting bookings
- ✓ Automated alerts for changes & cancellations
- ✓ Dietary preferences & restrictions tracking
- ✓ Integration with kitchen and inventory systems

4. Facilities & office management

Need: Insights into space utilization and maintenance coordination.

Key Features:

- ✓ Real-time occupancy tracking to optimize room utilization

- ✓ Automated room cleaning schedules based on bookings
- ✓ Maintenance ticketing & issue reporting linked to rooms
- ✓ Energy efficiency & sustainability monitoring

5. It & av support

Ensure all meeting technology (video conferencing, displays, WiFi) runs smoothly.

Key Features:

- ✓ Integration with Microsoft Teams, Zoom, and AV systems
- ✓ Automated tech checks before and after meetings
- ✓ Instant support ticketing for IT issues in meeting rooms
- ✓ Usage analytics to optimize AV investments

6. Reception & security teams

Need: A clear overview of visitors and meeting schedules for security and check-in.

Key Features:

- ✓ Pre-registered visitor management for smooth check-ins
- ✓ Digital sign-in & badge printing for guests
- ✓ Automated host notifications upon guest arrival
- ✓ Compliance with security regulations (GDPR, ISO 27001, etc.)

7. Finance

Need: Data on meeting-related costs and insights for budget optimization.

Key Features:

- ✓ Cost allocation & chargeback tracking for meeting resources
- ✓ Reporting on space utilization vs. real estate costs
- ✓ Vendor management integration for catering and services
- ✓ ROI insights on meeting space investments

8. Leadership & workplace strategy teams

Need: Data-driven insights to improve office space and meeting efficiency.

Key Features:

- ✓ Workplace analytics dashboard for meeting trends
- ✓ Employee behavior insights on room booking and desk usage
- ✓ Forecasting tools for space planning & office redesign
- ✓ Sustainability tracking for meeting resource usage

Why a unified solution matters

Without a centralized platform, teams work in silos, leading to inefficiencies, miscommunication, and a poor employee or guest experience. A unified meeting management solution ensures that:

- ✓ Every stakeholder has real-time visibility into meeting schedules and requirements.
- ✓ Automations eliminate manual work, reducing errors and last-minute scrambling.
- ✓ Data-driven insights help businesses optimize space, reduce costs, and improve collaboration.

3. Key features to look for in meeting management software

Now, you've learned why meeting management software matters. And that many different stakeholders have different needs. Next, is learning what features and requirements to look for finding the right solution.

When evaluating meeting management software, it's crucial to look beyond just room booking and instead consider a holistic, end-to-end platform that covers the entire meeting lifecycle. The right solution should seamlessly integrate with your existing workflows, enhance employee productivity, optimize space usage, and ensure security and compliance.

Here are the key features to prioritize when investing in a comprehensive meeting management solution:

Smart & seamless meeting room booking

- **Real-Time Availability & Conflict Resolution** – Prevents double bookings and suggests the best available spaces.
- **Integration with Microsoft 365 & Outlook** – Native compatibility for effortless scheduling within existing solutions and workflows. Trust us, this is key. A single source of truth on meetings, is the solution to many challenges.
- **Automated Room Release & No-Show Handling** – Frees up unused rooms when meetings are canceled or no one checks in.
- **Recurring Meeting Management** – Simplifies the booking of repeating meetings while optimizing availability.
- **Smart Room Suggestions** – AI-driven recommendations based on attendees, location, and equipment needs.

Advanced visitor management

- **Pre-Registration & Guest Invitations** – Streamlines check-in with automated pre-registration and calendar invites.
- **Secure Check-In & Badge Printing** – Ensures seamless entry with digital or printed visitor badges.
- **Host Notifications & Arrival Alerts** – Notifies meeting organizers when guests arrive.
- **Compliance & Security Standards (GDPR, NDA, Data Privacy)** – Ensures secure data handling and visitor tracking.
- **Emergency Evacuation & Visitor Logs** – Enhances workplace safety and compliance with emergency procedures.

Workplace & desk booking for hybrid workforces

- **Hot Desk & Flexible Workspace Booking** – Enables employees to reserve desks based on their schedule and needs.
- **Interactive Floor Plans & Wayfinding** – Helps employees and visitors navigate office spaces efficiently.
- **Team-Based & Neighborhood Seating** – Supports flexible seating arrangements based on team collaboration.
- **Mobile & Self-Service Desk Booking** – Allows users to reserve workspaces on the go.
- **Space Utilization Insights** – Tracks desk usage to optimize office real estate.

Meeting services & resource management

- **Catering & Facilities Booking** – Automates food, beverages, and other service requests for meetings and events.

- **AV & IT Equipment Reservation** – Ensures meeting rooms are equipped with the necessary technology.
- **Last-Minute Service Adjustments** – Allows users to modify catering or IT requests on demand.
- **Automated Cost Allocation & Billing** – Tracks meeting expenses and assigns costs to departments.

Digital signage & meeting room displays

- **Real-Time Meeting Room Status Displays** – Shows room availability, ongoing meetings, and upcoming reservations.
- **Touchscreen Booking & Check-In** – Enables instant room reservations and self-service check-in.
- **Wayfinding & Navigation for Large Offices** – Guides employees and visitors to their meeting locations.
- **Branding & Customization** – Allows companies to personalize signage with logos and themes.

Intelligent analytics & workplace optimization

- **Meeting Room Utilization Reports** – Identifies underused spaces and optimizes real estate costs.
- **No-Show & Cancellation Tracking** – Provides insights into meeting attendance and behavior patterns.
- **Employee & Visitor Behavior Insights** – Helps HR and facilities teams understand workspace trends.
- **AI-Powered Space Optimization** – Recommends ideal room configurations and layouts based on data trends.

Seamless integrations & it compliance

- **Deep Integration with Microsoft 365, Outlook & Teams** – Eliminates the need for third-party scheduling tools and giving IT a single source of truth.
- **Secure API & Third-Party App Support** – Connects with HR, security, facility management, and IT service platforms.
- **Single Sign-On (SSO) & Role-Based Access Control** – Ensures secure authentication and permissions management.

Easy access and management for all users

- **AI-Powered Meeting Scheduling** – Automatically finds the best time and location for all attendees.
- **Auto-Release of Unused Rooms** – Frees up no-show bookings based on sensor data or check-in requirements.
- **Voice Assistant & Chatbot Integration** – Allows users to schedule and manage meetings via voice commands.
- **Automated Follow-Up & Meeting Notes** – Sends summaries and action items post-meeting.

Security, compliance & scalability

- Enterprise-Grade Security and External PenTests – End-to-end encryption, data protection, and role-based access control.
- GDPR & ISO 27001 Compliance – Ensures adherence to global data privacy standards.
- Scalable for Global Deployment – Supports multi-location offices with localization and multilingual capabilities.

User experience & adoption readiness

- Intuitive, User-Friendly Interface – Ensures employees can adopt the system with minimal training.
- Mobile App for On-the-Go Access – Enables users to book rooms and check-in via smartphones
- Multi-Device Compatibility (Desktop, Tablet, Kiosks, Digital Signage) – Provides flexibility for various office setups.
- Comprehensive Onboarding & Support – Includes training, helpdesk, and knowledge base for smooth implementation.

Why an end-to-end platform matters – don't just buy tools or band-aids – buy real, seamless solution

A holistic meeting management platform connects all the moving parts of meetings—scheduling, visitor management, desk booking, services, analytics, and security—into one seamless experience.

Instead of using disconnected tools that create silos, a centralized solution eliminates inefficiencies, reduces IT complexity, and enhances workplace productivity.

4. How to prioritize your meeting management investment

Now, you've learned what features to look for buying meeting management software. Next, is learning how to evaluate solutions, aligned with your needs and challenges, and how to prioritize your investment.

When considering meeting management software, most organizations struggle with the same fundamental question: What problem are we actually trying to solve?

Step 1: identify your core challenges

Before looking at features, define your company's primary pain points.

Ask yourself:

- ✓ Are meeting rooms frequently booked but often left empty?
- ✓ Are employees frustrated with double bookings and scheduling conflicts?
- ✓ Are visitors experiencing delays, security issues, or unclear check-in processes?
- ✓ Is your hybrid work model struggling with office space optimization?
- ✓ Are employees frequently calling IT or facilities teams for last-minute meeting needs?
- ✓ Is Workplace Service, Logistics, Facilities Management and the Corporate Kitchen struggling with inefficient processes and a ton of manual work supporting meetings and events?

Many organizations make the mistake of shopping for features without truly understanding what's broken in their current process. Start with the problem first. That's key!

Step 2: rank your must-have vs. Nice-to-have features

Not every solution will be perfect, so it's important to prioritize based on impact.

Must-Have Features (Critical to Solving Your Challenges):

- Does the system integrate with your existing tech stack (e.g., Microsoft 365)?
- Does it automate manual tasks (e.g., room release, visitor check-in, notifications)?
- Does it have the robustness and enterprise grade depth you need to actually manage you workplace across all stakeholders (e.g., room amenities, catering processes, business policies, scheduling permissions)?
- Is it secure and compliant with company and regulatory policies?
- Will employees and IT teams actually use it, or will it create more friction?

Nice-to-Have Features (Added Benefits, but Not Deal-Breakers):

- Custom branding for visitor check-in kiosks.
- AI-driven meeting space recommendations.
- Multi-location analytics dashboards.

If a solution checks all the "must-have" boxes and some "nice-to-have" ones, it's likely a good fit.

Step 3: consider adoption & change management

Even the best software won't deliver results if employees don't use it.

- Is the system easy to adopt? If employees are frustrated with a complicated interface, they'll default to manual workarounds.
- Does it require ongoing IT support? If your IT team constantly has to troubleshoot issues, the solution may cause more problems than it solves.
- Can you roll it out in phases? Some organizations prefer a gradual implementation (starting with meeting rooms before adding visitor management).

Step 4: measure ROI & long-term value

The right meeting management software should provide measurable improvements.

- How much time will it save employees and administrators?
- Will it reduce office space costs by optimizing usage?
- Will it enhance the visitor experience and security?

Look beyond the initial cost and focus on long-term efficiency gains.

5. What if there's no perfect solution?

Now, you've learned how to prioritize your investment. But what if there is no perfect solution out there? What structured approach can you use, to find what's right for your organization?

When selecting a meeting management platform, no single solution may check every box on your wishlist. Each organization has unique requirements, existing tech stacks, and operational workflows that influence the decision.

Instead of searching for a "perfect" solution, organizations should focus on finding the best-fit solution that aligns with their most critical needs while offering flexibility for future growth.

How to make the best decision: a structured framework

To navigate this complexity, use a decision-making framework that helps you weigh different factors based on your priorities. Below is a 11-factor decision framework to evaluate solutions effectively:

Decision Framework for Choosing the Best-Fit Meeting Management Solution

Decision Factor	Key Considerations	Guiding Questions
1. Core Business Needs	Does the solution address your organization's biggest meeting challenges?	What are the most pressing pain points you need to solve? (e.g., booking conflicts, visitor security, workspace utilization)
2. Integration with Existing Tools	Seamless connectivity with Microsoft 365, Outlook, Teams, and other workplace apps.	Does the solution work within your current IT ecosystem, or does it require workarounds? How about the core integration to Microsoft Exchange? Native to MS Graph or based on synchronization causing sync-issues?
3. User Experience & Adoption	Ease of use for employees, admins, and visitors + system configuration, onboarding, implementation and successful adoption.	Will employees adopt this system with minimal training? Is the interface intuitive? How easy is it to configure, manage, and maintain the solution? Can business process easily be supported and managed in the system, or does this require custom configuration or development?
4. Flexibility & Scalability	Ability to scale across locations and support hybrid work.	Can the solution grow with your business, accommodating new office layouts and work models?

5. Room & Desk Booking Capabilities	Efficiency in managing meeting spaces and workstations.	Does the platform optimize space utilization, prevent double bookings, and provide real-time availability?
6. Security & Compliance	GDPR, ISO 27001, HIPAA compliance, and visitor security features.	Does the solution meet enterprise security requirements and regulatory needs?
7. Workplace Analytics & Reporting	Data-driven insights into meeting patterns, space usage, and cost optimization.	Can the platform provide actionable insights to improve efficiency and reduce wasted space?
8. Automation & AI Capabilities	Smart scheduling, no-show automation, and resource optimization.	Does the solution automate manual tasks and enhance productivity?
9. Vendor Support & Reliability	Quality of customer service, training, and ongoing updates.	Is the vendor known for strong support, regular feature updates, and a future-proof roadmap?
10. Cost vs. ROI	Value delivered relative to pricing, implementation, and maintenance.	Does the solution provide measurable ROI through time savings, better space utilization, and reduced IT workload?
11. Prioritized Stakeholder value	Value delivered to prioritized stakeholders	Does the solution deliver value to all involved stakeholders from IT, Facilities and Workplace Operations & Logistics, to Reception, Corporate Kitchen and Security? And what if some of the stakeholders have special needs or wishes, who has the higher rank? The kitchen like one supplier or vendor, but that solution doesn't match IT strategy, who has the final say? Not all stakeholders can be treated equally, so who has the final say?

How to use this framework

1. Rank each factor based on your priorities (e.g., must-have vs. nice-to-have).
2. Score each solution against these factors using a simple 1-5 scale (1 = poor, 5 = excellent).
3. Compare overall scores to identify the best-fit solution.
4. Discuss trade-offs—If one solution scores high on critical areas but lacks certain features, can those gaps be addressed with customizations or integrations?

Final thought: prioritize fit over perfection

There may not be a perfect solution, but the right decision framework ensures you choose the best scalable, user-friendly, and value-driven platform for your organization.

No Perfect Solution, But a Data-Driven Choice

While no meeting management solution is perfect, a structured weighted decision framework helps you select the most impactful platform. If you're torn between solutions, use a decision framework like this:

Decision Framework for Choosing the Best-Fit Meeting Management Solution

Decision Factor	Weight (%)	Solution A Score (1-5)	Weighted Score A
Core Business Needs	20	5	1
Integration with Existing Tools	15	4	0.6
User Experience & Adoption	10	5	0.5
Flexibility & Scalability	5	4	0.4
Room & Desk Booking Capabilities	10	5	0.5
Security & Compliance	10	5	0.5
Workplace Analytics & Reporting	10	4	0.4
Automation & AI Capabilities	5	4	0.2
Vendor Support & Reliability	5	5	0.25
Cost vs. ROI	5	4	0.2
Prioritized Stakeholder value	5	4	0.2
TOTAL SCORE	100		4.7

How to interpret the scores

- ✓ The solution with the highest weighted score (e.g., Solution A with 4.7) is the best-fit choice based on your priorities.
- If scores are close, consider trade-offs—e.g., Solution B may integrate better but lacks automation. Solution C is native to Microsoft Exchange but lacks customization. Solution A has better handling of external visitors, but lack key scheduling features for meeting rooms.
- Adjust weights to reflect your organization's needs, as priorities differ across businesses. And communicate the weighted score to all stakeholders, as this is key to get alignment on, otherwise taking a decision and afterwards implementing it, can be tricky, as there can be lack of buy-in from all stakeholders, is requirements aren't met.

6. It's not just about the application – it's also about the vendor and business partner

Now, you've learned what structured approach you can use, to find what's right for your organization. But buying a meeting management solution is not just about the software. It's also about the vendor. Now learn, how to evaluate your search for the right partner.

How to find the right vendor & business partner for meeting management software

Choosing the right meeting management platform is important, but selecting the right vendor and business partner is just as critical. A feature-rich solution is only valuable if the vendor provides the support, security, implementation, and innovation needed to ensure long-term success.

Here's what to look for when evaluating a meeting management software vendor:

1. Industry expertise & proven track record

- **Deep Understanding of Meeting & Workplace Challenges** – Look for vendors who specialize in meeting management and workplace optimization, not generic software providers.
- **Proven Success with Companies Like Yours** – Ask for case studies or references from organizations with similar needs.
- **Strong Market Presence & Longevity** – Is the vendor established, financially stable, and committed to long-term innovation?

Questions to Ask:

- How long has the vendor been in the meeting management space?
- Do they have experience with organizations of your size and industry?
- Can they provide references or success stories?

2. Microsoft & IT ecosystem compatibility

- **Native Integration with Microsoft 365, Outlook, Teams** – Avoid workarounds or third-party plugins that create IT complexity.
- **Seamless API & Third-Party Integrations** – Ensure the solution can connect with your IT infrastructure, security, and facility management tools.
- **Cloud vs. On-Premise Flexibility** – Choose a vendor that supports your IT strategy.

Questions to Ask:

- Is the solution natively integrated with Microsoft or just an add-on or plugin, that's synchronizing Exchange data?
- Can it work within our IT environment without custom development?
- What deployment options are available? And do they fit with your strategy and needs.

3. Scalability & future-readiness

- **Designed for Growth** – The platform should support multi-location offices, hybrid work models, and changing workplace needs.
- **Product Roadmap & Innovation Commitment** – Look for vendors who continuously improve their platform with AI, automation, and analytics.
- **Regular Feature Updates** – Ensure the vendor releases updates and enhancements based on industry trends.

Questions to Ask:

- How does the solution scale for multiple offices or remote employees?
- What's on the vendor's product roadmap?
- How often do they release new features and improvements?

4. Security, compliance & data privacy

- **Enterprise-Grade Security Standards** – Ensure compliance with ISO 27001, GDPR, HIPAA, SOC 2, and other regulations.
- **Role-Based Access Control (RBAC) & Single Sign-On (SSO)** – Secure authentication and user permissions.
- **Data Encryption & Privacy Protection** – Critical for managing meeting and visitor data.

Questions to Ask:

- Does the vendor comply with global security and data privacy regulations?
- How is meeting and visitor data encrypted and protected?
- Does the solution support SSO and multi-factor authentication?

5. Reliability, uptime & performance

- **99.9%+ Uptime Guarantee** – Business-critical software should have minimal downtime.
- **Real-Time System Monitoring & Support** – Proactive issue resolution and performance tracking.
- **Fast & Responsive System Performance** – No lag when booking rooms, managing visitors, or accessing analytics.

Questions to Ask:

- What is the vendor's uptime SLA (Service Level Agreement)?
- How do they monitor and maintain system performance?
- What happens in case of system downtime?

6. Customer support & service quality

- **24/7 Global Support Availability** – Important for multinational businesses.
- **Dedicated Account Management & Onboarding** – Personalized assistance during implementation.
- **Training & Helpdesk Resources** – User guides, FAQs, and a responsive support team.

Questions to Ask:

- What are the support response times for critical issues?
- Do they offer onboarding and ongoing training? And what about re-onboarding?
- Is Managed Services as part of the service options?
- Is there a dedicated customer success manager?

7. Transparent pricing & ROI

- **Clear & Predictable Pricing Model** – Avoid hidden costs for add-ons, integrations, or support.
- **Flexible Licensing & Subscription Options** – Per-user, per-room, or enterprise-wide pricing.
- **Demonstrated Return on Investment (ROI)** – The solution should reduce costs, improve productivity, and optimize workspace utilization.

Questions to Ask:

- What's included in the pricing, and what costs extra?
- Are there hidden fees for integrations, updates, or support?
- How does the vendor demonstrate ROI?

8. Customer feedback & reputation

- **Positive Reviews & Customer Testimonials** – Look at Gartner, G2, Capterra, and LinkedIn recommendations.
- **High Retention Rates & Long-Term Partnerships** – A sign of vendor reliability and customer satisfaction.
- **Community Engagement & Thought Leadership** – Does the vendor contribute insights and best practices to the industry?

Questions to Ask:

- What do other customers say about this vendor?
- What's the vendor's renewal and retention rate?
- Do they actively engage with the meeting management community?

9. Implementation & time to value

- **Fast Deployment with Minimal IT Effort** – Avoid solutions that require long setup times or heavy customization.
- **User Training & Change Management Support** – Ensures smooth adoption across the organization.
- **Phased Rollout & Pilot Options** – Allows testing before full implementation.

Questions to Ask:

- How long does implementation take?
- What kind of training and onboarding is provided?
- Is stakeholder workshops or customized training a part of onboarding?
- Is there a pilot or trial period?

10. Vendor stability & long-term commitment

- **Strong Financial Health** – Ensures the company won't shut down or get acquired unexpectedly.
- **Ongoing R&D Investment** – A vendor committed to improving its product and staying ahead of market trends.
- **Partnership Approach, Not Just a Vendor Relationship** – Look for a vendor that acts as a strategic partner rather than just a software provider.

Questions to Ask:

- What is the company's financial position and growth trajectory?
- How much do they invest in R&D and innovation?
- Do they act as a true partner, helping us optimize our meeting management strategy?

Final thought: a true partner, not just a vendor

The right meeting management solution is not just about features—it's about choosing a vendor who will grow with your business, provide excellent support, and ensure long-term value.

7. The future of meeting management – are you ready?

The workplace of the future demands smarter, more efficient solutions. Choosing the right meeting management software now will position your organization for success in 2025 and beyond.

We hope, that with this guide, you feel more informed, empowered and ready to initiate your search for a new meeting management platform.

We've spent more than 10+ years transforming how workplaces work, and managing meetings smarter for workplaces all over the world.

With AskCody, you gain a powerful, easy-to-use platform that simplifies meeting scheduling, enhances visitor experiences, and maximizes workspace utilization—all within your existing Microsoft ecosystem.

✓ Ready to transform your workplace, too?

Why AskCody is the preferred solution for 2025

AskCody stands out as the most comprehensive, Microsoft-native meeting management platform available.

Here's why:

- ✓ Built for Microsoft 365 & Outlook – Seamlessly integrates with your existing tools, eliminating friction.
- ✓ End-to-End Meeting Management – Covers room booking, visitor management, meeting catering, and workplace analytics in one platform.
- ✓ Security & Compliance First – Designed with enterprise-grade security, supporting GDPR and workplace safety standards.
- ✓ Smart Insights & Optimization – Provides actionable data to improve office efficiency and cost savings.
- ✓ Scalable for Global Workplaces – Whether you have one office or multiple locations worldwide, AskCody adapts to your needs.



Schedule a demo with AskCody today and take the first step toward smarter meeting management.