



The Business Case for Korbyt: Why a Workplace Experience (WEX) Platform is Essential for the Future of Work

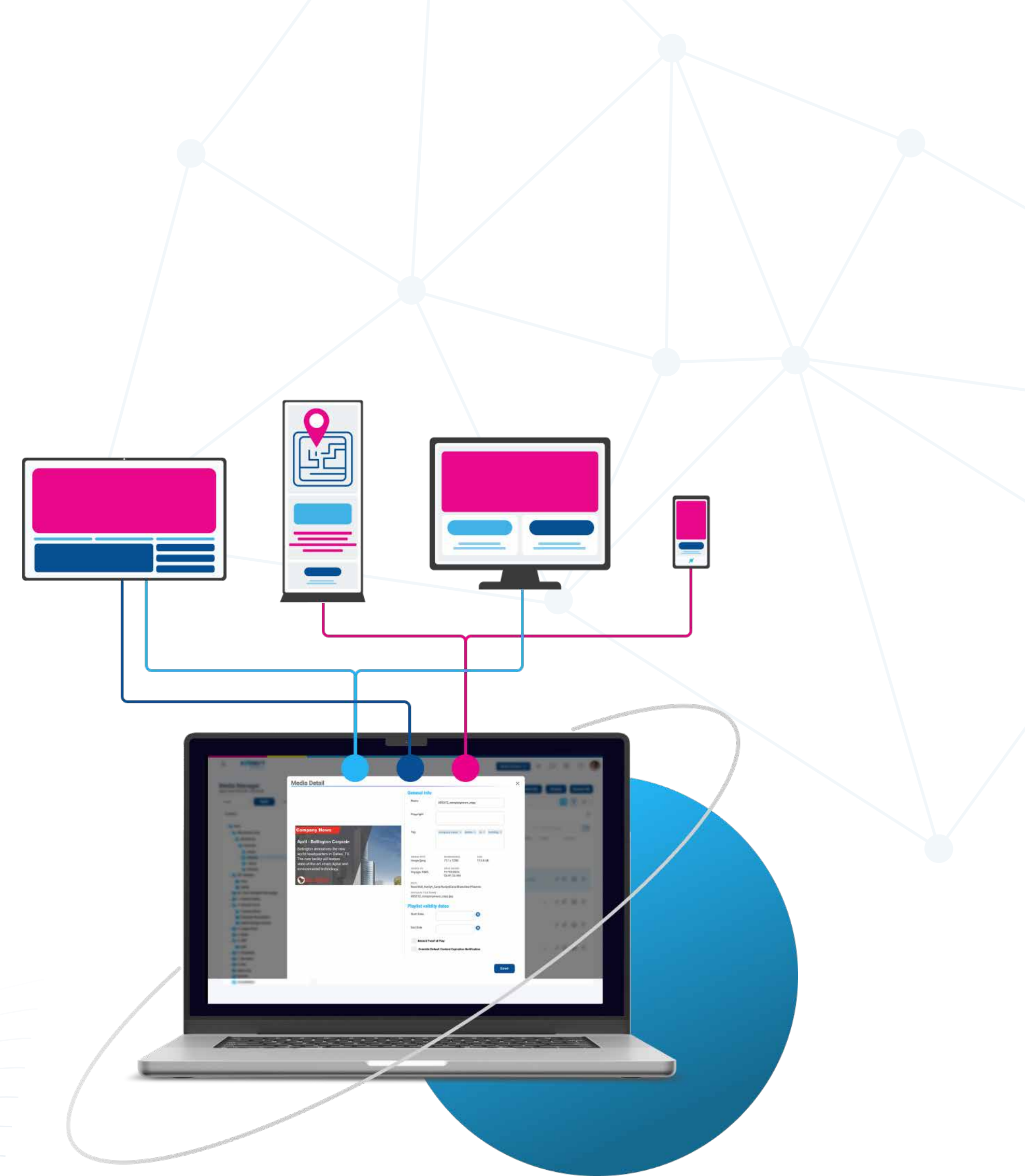
How to Overcome Hybrid Work Challenges, Boost Employee Engagement, and Maximize ROI with Smarter Workplace Collaboration.



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Let's Talk WEX

Executive Summary



The workplace is undergoing a **profound transformation**, and organizations are struggling to maintain employee engagement, foster collaboration, and **support a permanently hybrid workforce**.

Recent data from Gallup shows that only 32% of U.S. employees were engaged at work in 2024, while nearly 18% were actively disengaged, highlighting an urgent need for improved workplace communication. Additionally, an Accenture survey found that 83% of employees prefer a hybrid work model, reinforcing the need for flexible and dynamic workplace solutions. Without the right workplace experience tools, businesses risk declining productivity, employee morale, and retention.

This is where Korbyt comes in. More than just digital signage, Korbyt Anywhere is a comprehensive Workplace Experience (WEX) platform designed to streamline omni-channel messaging, integrate with enterprise systems, and deliver actionable insights to employees and leadership in real time. Unlike fragmented workplace tools, Korbyt unifies internal communication, optimizes office resources, and connects seamlessly with platforms like Microsoft 365, ServiceNow, and Power BI—enhancing collaboration, reducing IT complexity, and improving the employee experience.

This guide is designed to help decision-makers build a compelling business case for investing in Korbyt. It outlines the business challenges driving the need for a WEX platform, including hybrid work inefficiencies, disengaged employees, and disconnected workplace systems. It also details the

ROI of Korbyt, demonstrating how it helps organizations reduce software redundancies, optimize space utilization, and future-proof operations.

The cost of inaction is high. Companies that fail to modernize workplace experience tools risk higher turnover, wasted resources, and lost competitive advantage. Korbyt empowers organizations to create a data-driven and engaging workplace experience, ensuring they stay competitive in the evolving digital era.

Now is the time to act. Let Korbyt help you make the case for a smarter, more connected, and more efficient workplace.

In 2024

32%

of U.S. employees
were engaged at
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18%

were actively
disengaged

83%

of employees
prefer a hybrid
work model

Why Do We Need a WEX Platform Now?



1 Urgent Business Challenges Call for Change

Combat The Great Detachment



A growing number of employees feel emotionally disconnected from their work, leading to declining productivity and retention. Hybrid work, lack of meaningful connections, and poor communication strategies contribute to this disengagement. A WEX platform strengthens workplace culture by enabling uninterrupted communication, recognition, and collaboration, ensuring employees stay engaged and aligned with company goals.

Address the Return-to-Office (RTO) Challenge



As many organizations implement return-to-office policies, they struggle to balance business needs with employee preferences. Poorly planned hybrid environments create workspace inefficiencies, disengagement, and frustration. A WEX platform optimizes space utilization, provides real-time insights into office occupancy, and enhances workplace flexibility, ensuring a smooth and productive transition between remote and in-office work.

Stay Competitive in the AI & Productivity Race



AI is transforming workplace operations, and companies that fail to adopt AI-driven tools risk inefficiency, lost productivity, and declining competitiveness. A WEX platform leverages AI to automate digital signage, delivering the right message at the right time while dynamically adjusting content based on engagement data. AI-powered analytics optimize headcount allocation, ensuring office spaces are used efficiently and reducing resource waste. By integrating AI into digital signage, communication, and space management, a WEX platform reduces overhead, improves efficiency, and keeps organizations agile.

Why Do We Need a WEX Platform Now?



2 Eliminate Technical Barriers Impeding Your Team

Fragmented Systems Reduce Productivity

Most organizations rely on disconnected tools for internal communication, digital signage, and workspace management, creating inefficiencies and inconsistent user experiences. A unified WEX platform consolidates these systems into an integrated environment, improving collaboration, reducing IT complexity, and increasing operational efficiency.

Lack of Real-Time Engagement Hurts Decision-Making

Outdated communication methods like emails and static updates fail to keep employees informed in real time. A WEX platform delivers instant, relevant updates across digital signage, mobile apps, and desktops, ensuring employees have access to critical information whenever and wherever they need it. This real-time engagement keeps teams aligned, informed, and responsive to business needs.

Inability to Measure Communication Impact & ROI

Many organizations struggle to quantify employee engagement and workplace effectiveness due to a lack of analytics. A WEX platform provides real-time data insights, tracking engagement levels, content effectiveness, and space utilization. By equipping organizations with measurable data, WEX platforms ensure continuous improvement, optimize workspace design, and maximize communication impact.

Why Do We Need a WEX Platform Now?

3 The Cost of Inaction is Too High



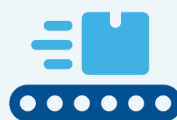
Waiting is Not an Option

Delaying WEX investment can be costly. Organizations that fail to modernize workplace communication and space management risk higher disengagement, increased turnover, and lost productivity. McKinsey reports that companies slow to adopt digital transformation fall behind competitors, losing both talent and market share.



Manual Processes Are Unsustainable

Traditional methods like email blasts, manual room booking, and fragmented signage systems drain IT, HR, and facilities resources while failing to provide real-time insights. A WEX platform eliminates inefficiencies, ensuring faster communication, automated scheduling, and more effective resource management.



Competitive Advantage Requires Modernization

Today's workforce expects seamless access to information, collaboration tools, and optimized workspaces. Companies that fail to provide a connected, efficient workplace will struggle to attract and retain top talent. A WEX platform removes barriers, enhances employee experience, and fosters a culture of engagement, agility, and innovation—helping organizations stay ahead in an increasingly competitive market.

“McKinsey reports that companies slow to adopt digital transformation fall behind competitors, losing both talent and market share”

What Can We Achieve with a WEX Platform?

1 Hit the Mark with Effective Workplace Communication



Deliver Consistent Messaging Across All Channels



Ensuring employees receive timely, impactful updates is essential for maintaining alignment with business goals. A WEX platform delivers consistent, reinforced communication across digital signage, video walls, mobile apps, desktops, meeting rooms, and web platforms so messages reach employees wherever they work.

Automate Content Distribution with AI



Manual updates to communication channels are inefficient and prone to inconsistency. A WEX platform leverages AI-driven content automation to streamline messaging, reducing the administrative burden while keeping updates fresh, engaging, and actionable—without requiring constant intervention from internal teams.

Empower Teams with Dynamic Communication Tools



Stale, static messaging fails to capture employee attention. A WEX platform provides scalable, design-grade tools, including ready-to-use templates, dynamic content feeds, and real-time updates, allowing teams to create compelling, engaging content that resonates with employees across the organization.

What Can We Achieve with a WEX Platform?

2 Optimize Hybrid Work with Smarter Space Management

Enable Hassle-Free Room and Desk Booking

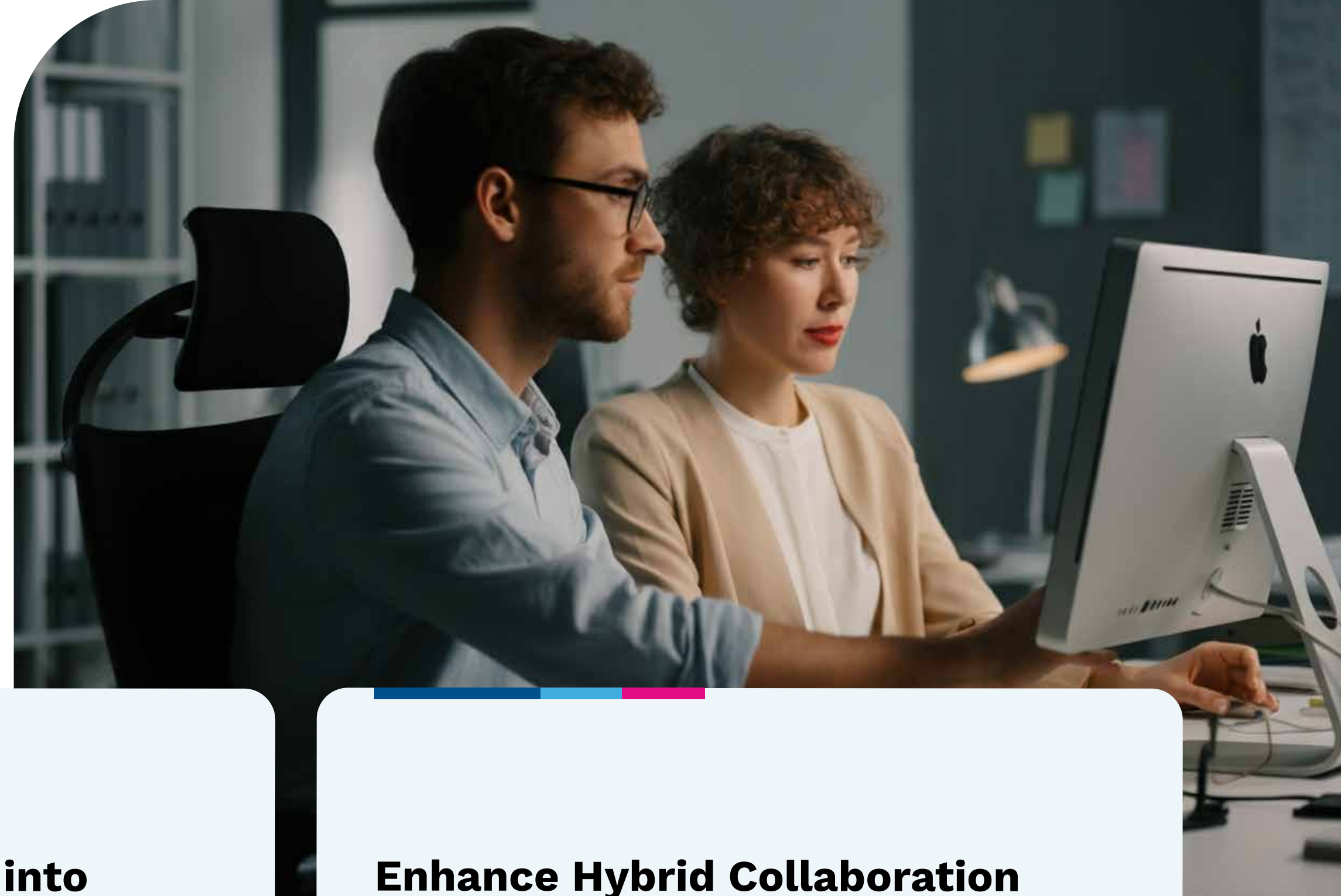
Finding and reserving available workspaces can be a frustrating, time-consuming process. A WEX platform provides real-time room and desk booking capabilities using the tools teams already know like Outlook and Teams, preventing double bookings and ensuring employees can reserve the right spaces with ease, allowing them to focus on meaningful work rather than logistical challenges.

Gain Actionable Insights into Space Utilization

Organizations often struggle to optimize office space effectively, with studies showing that, on average, 40% of office space is underutilized. A WEX platform provides real-time occupancy data, allowing businesses to identify trends, reduce wasted space, and optimize layouts, leading to better resource allocation and cost savings.

Enhance Hybrid Collaboration with Integrated Workflows

Hybrid teams need a seamless experience when switching between remote and in-office work. A WEX platform can integrate directly with tools such as Zoom, Slack, and Teams, ensuring employees can coordinate meetings, book spaces, and collaborate efficiently without disruption, enhancing productivity and reducing friction.



What Can We Achieve with a WEX Platform?

3 Create Operational Efficiency and Reduce Costs



Eliminate Redundant Tools and Reduce IT Complexity

Managing multiple disconnected workplace tools drains IT resources and increases infrastructure costs. A WEX platform consolidates digital signage, internal communication, visitor management, and room and desk booking into a single, scalable solution, reducing IT workload while ensuring a smooth employee experience.



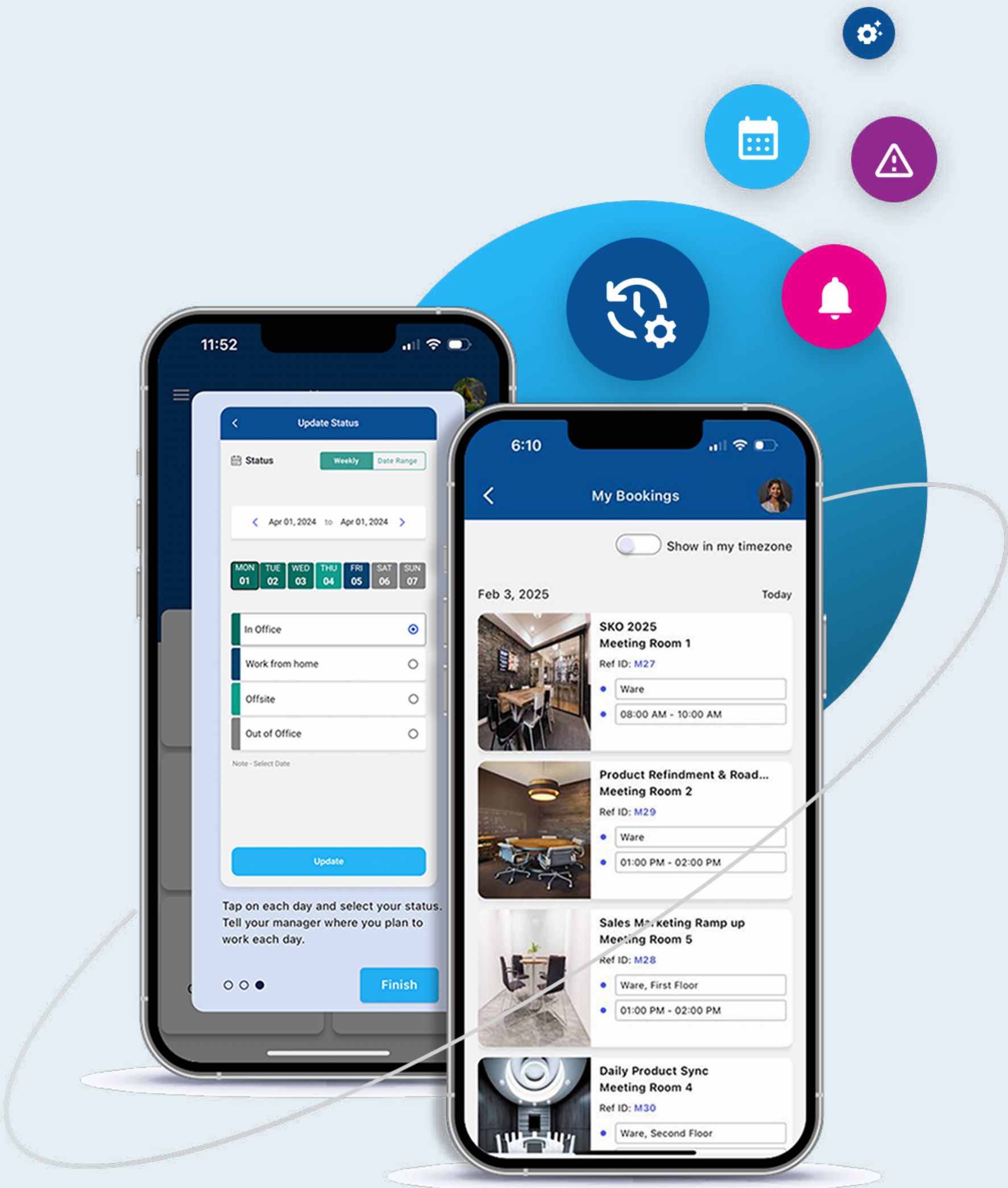
Turn Data into Actionable Insights

Organizations often struggle to extract value from their data. A WEX platform integrates with enterprise-grade tools like Salesforce, Power BI, Tableau, and TIBCO, making business-critical data more visible, accessible, and actionable, allowing teams to make smarter, faster decisions that drive efficiency and business growth.



Streamline Wayfinding and Visitor Management

Navigating large corporate campuses, multi-building facilities, or hybrid workplaces can be challenging for employees and visitors. Some WEX platforms include interactive wayfinding solutions that provide real-time navigation, meeting room directions, and facility maps via digital signage and kiosks. Additionally, visitor management tools enable seamless guest check-in, badge printing, and security notifications, improving workplace security while reducing the administrative burden on front-desk staff.



Why Korbyt? The WEX Platform That Stands Above the Rest

Korbyt's Content Management System (CMS) provides unparalleled efficiency in creating, managing, and delivering digital content—setting it apart from other WEX platforms.

1 The Ultimate Content Management Powerhouse

Impactful Multi-Zone Layouts



Korbyt enables organizations to display live TV, dashboards, playlists, announcements, and other media types simultaneously on the same screen—something most other WEX platforms lack. Assigning control of different content zones to various teams or individuals ensures proper governance and scalability.

Seamless Media Management



Organizing content is effortless with Korbyt's centralized Media Manager. Unlike other platforms with limited file compatibility, Korbyt supports images, videos, audio files, and automated cloud-based storage syncing with OneDrive, Google Drive, Dropbox, Box, and Adobe Experience Manager.

Designer-Grade Content Builder



Korbyt's intuitive drag-and-drop interface empowers users of all skill levels to create professional-quality content for video walls, kiosks, desktops, and more. Unlike other platforms that require complex design software, Korbyt ensures quick, professional content without technical expertise.

Ready-to-Use Templates



Pre-designed templates help teams build dynamic messaging even faster while maintaining brand consistency. Unlike other WEX solutions that offer rigid, limited templates, Korbyt provides flexibility, allowing administrators to lock branding elements while enabling contributors to make necessary updates.

Why Korbyt? The WEX Platform That Stands Above the Rest

Korbyt goes beyond content creation—its delivery and automation features ensure messaging reaches the right audience at the right time, surpassing the capabilities of other WEX platforms.

2 Smarter Content Delivery and Real-Time Insights

Automated Content Delivery

Clever Playlists dynamically schedule and distribute content based on location, audience, and timing. Unlike other WEX solutions that rely on static scheduling, Korbyt automates content deployment with precision to maximize engagement. You shouldn't waste time creating content no one will see.

AI-Powered Content Recommendations

Leveraging machine learning, Korbyt continuously analyzes engagement patterns and suggests improvements to maximize content impact. While other WEX platforms only apply AI to the content creation process, Korbyt's AI dynamically optimizes playlists to improve message effectiveness and retention.

Reliable Device Management

Korbyt's enterprise-grade monitoring ensures 99.5% uptime with real-time status tracking, proactive alerts, and remote troubleshooting. Other solutions require extensive manual monitoring, leading to increased downtime and operational inefficiencies.

Why Korbyt? The WEX Platform That Stands Above the Rest

A WEX platform is most effective when it works within your existing tech stack. Korbyt integrates with the largest selection of business-critical tools, enabling organizations to streamline operations.

3 Seamless Software Integrations to Raise Productivity

Collaboration Tools

Korbyt integrates with Zoom, Slack, Microsoft Teams, and Google Workspace, providing a seamless hybrid work experience that ensures a unified, streamlined workflow for employees everywhere. Plus, Korbyt's unique space booking integration with Outlook allows employees to manage space bookings directly within the Outlook app, eliminating the need to switch between platforms and enhancing ease of use.

Contact Centers

Integrations with CCaaS and UCaaS platforms improve contact center performance by displaying real-time metrics such as resolution rates, satisfaction scores, and agent productivity on digital wallboards and desktops. It ensures supervisors have key insights into trends and performance patterns while keeping CX agents connected to their KPIs.

Enterprise Business Intelligence

Direct integrations with Salesforce, Power BI, Tableau, TIBCO and other BI software make critical business data visible and actionable. Korbyt simplifies the integration process, reducing the need for extensive development work and allowing organizations to visualize KPI and business driver data in real-time dashboards.

Emergency Alerts

Integration with emergency alert systems such as RAVE and CAP enables organizations to instantly broadcast critical safety messages across digital signage, video walls, desktop notifications, and mobile apps. This ensures that alerts reach employees immediately, without relying on email.

Facilities & IT Systems

Korbyt integrates with ServiceNow and Cisco Spaces to enhance IT support, space management, and workplace optimization. ServiceNow automates IT service requests, device monitoring, and issue resolution for digital signage. Cisco Spaces provides real-time room booking and occupancy analytics, leveraging Wi-Fi and sensor data to optimize office layouts and reduce wasted space.

Industry-Specific Tools

Korbyt integrates with industry-focused platforms across higher education, manufacturing, retail, and healthcare. From event management software to production dashboards for manufacturing facilities, Korbyt ensures you're connected to the tools you rely on most. If a required integration doesn't already exist, Korbyt will build it at no extra cost.

Why Korbyt? The WEX Platform That Stands Above the Rest

4 Hardware Agnostic for Maximum Flexibility



Broad Media Player Compatibility

Korbyt supports Windows, Android, and Linux-based players, including BrightSign, allowing organizations to choose the best-fit hardware for their digital signage needs without being locked into a specific vendor.



System on a Chip (SoC) Integration

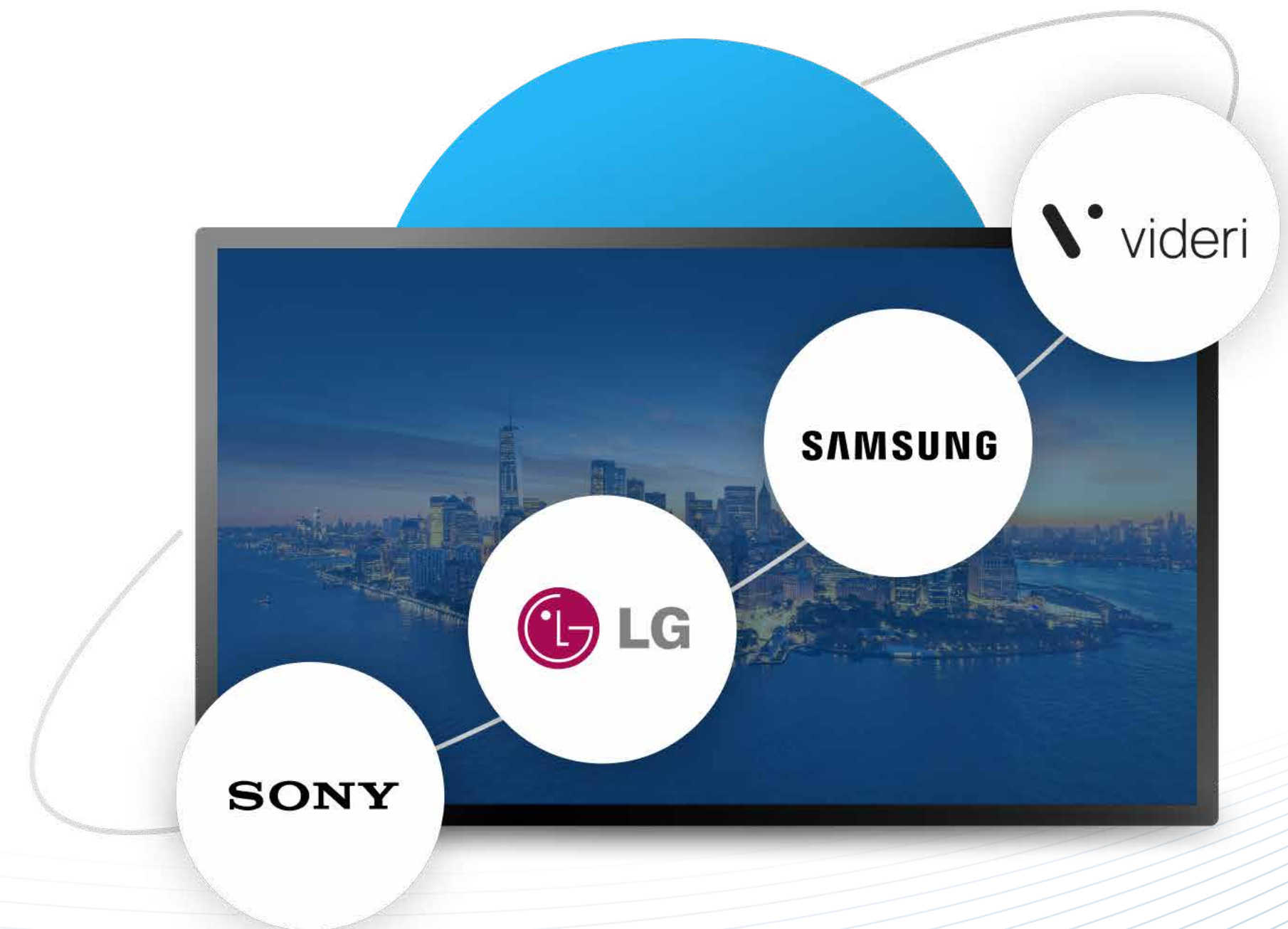
Korbyt works with top display manufacturers like Sony, Samsung, LG, and Videri, eliminating the need for additional media players and reducing both hardware costs and deployment complexity.



Comprehensive Meeting Room & AV Hardware Support

Korbyt integrates with Zoom Rooms, Crestron, Barco ClickShare, Logitech, Cisco WebEx, and Neat, ensuring a frictionless hybrid meeting experience with enhanced room scheduling, signage, and AV system synchronization.

Unlike other WEX solutions that require proprietary or limited hardware, Korbyt is designed to work with the technology organizations already have, ensuring a seamless transition and reducing costs.



Why Korbyt? The WEX Platform That Stands Above the Rest

Korbyt's flexible deployment options, unlimited user model, and industry-leading support provide a competitive edge unmatched by other WEX platforms.

5 Scalability, Flexibility, and World-Class Support

Unmatched Customer Support



Unlike other platforms that rely on automated chatbots, email-only ticketing, or outsourced support teams, Korbyt provides direct access to live, knowledgeable support professionals, with a guaranteed 24-hour response time. For organizations that require round-the-clock support, Korbyt offers a 24/7 support option.

Flexible Deployment Options



Korbyt supports cloud, on-premises, and hybrid deployment models, ensuring businesses can align with their IT infrastructure, security, and compliance needs. For industries such as healthcare and finance, on-premises deployment is often required to meet regulatory requirements. By offering fully customizable deployment options, Korbyt ensures organizations maintain full control while still benefiting from the scalable, high-performance of SaaS.

Unlimited Users, No Extra Costs



Unlike competitors that charge per user, Korbyt allows organizations to scale communications without increasing licensing fees, making it more cost-effective for enterprise-wide adoption.

Comprehensive Professional Services



Korbyt's Professional Services team offers white-glove assistance to ensure a smooth implementation and successful launch. With a focus on security and scalability, they provide turnkey solutions, including system design, hardware provisioning, software installation, and security certificate setup.

6 Future-Proof Your Workplace with Korbyt

Korbyt is more than just a WEX platform—it's a strategic investment designed to evolve with your organization. By consolidating workplace communications, optimizing digital signage, and enhancing space management, Korbyt helps businesses improve productivity, employee engagement, and operational efficiency, positioning them ahead of competitors still relying on fragmented, outdated systems.



Align Your Business Case with Others' Priorities

Stakeholder Benefits: Why Every Department Wins with Korbyt

Adopting the Korbyt WEX platform is not just an investment in digital signage—it's a transformative solution that aligns with the strategic priorities of key departments across your organization. Below is a detailed breakdown of how Korbyt delivers measurable value to each stakeholder group, equipping you with the insights needed to gain buy-in from colleagues and decision-makers.

1 Corporate and Internal Communications



Centralized, Consistent, and Impactful Messaging

Challenge

Disjointed communication channels lead to inconsistent messaging, decreased employee engagement, and difficulty in reaching distributed global teams.

Key Benefit

Korbyt ensures that every message reaches the right audience, in the right place, at the right time—driving engagement and alignment with company goals.

How Korbyt Helps

A single, integrated platform to push messages across digital signage, videoboards, desktops, mobile apps, and more.

AI-powered content automation ensures employees receive relevant updates at the right time, reducing the burden on communication teams.

A shared CMS enables teams across departments to update their own content, which reduces bottlenecks, speeds up communication, and ensures timely updates. Administrators maintain oversight with approval workflows, ensuring compliance while sharing the workload.

Multi-zone layouts allow for targeted messaging across departments, ensuring employees only see the most relevant information.

Real-time analytics help measure engagement, allowing communicators to refine their strategies for maximum impact.

Align Your Business Case with Others' Priorities

2 IT & Security



Simplified Management, Scalable Architecture, and Enterprise-Grade Security

Challenge

Managing multiple disconnected tools increases IT complexity, security risks, and operational inefficiencies.

Key Benefit

IT teams spend less time managing fragmented tools and troubleshooting issues, freeing up resources to focus on strategic initiatives.

How Korbyt Helps

Reduces IT burden by consolidating digital signage, meeting room booking, and enterprise communication into a single, scalable platform.

Supports cloud, on-premises, and hybrid deployments, ensuring flexibility to meet security and compliance requirements.

Integrates seamlessly with existing IT systems like ServiceNow, Microsoft 365, and enterprise identity management solutions for streamlined user authentication.

Enterprise-grade security features, including role-based access control (RBAC), SOC 2 compliance, and encrypted data transmission, protect sensitive business communications.



Align Your Business Case with Others' Priorities

3 Operations & Facilities



Smarter Space Utilization and Hybrid Workplace Optimization

Challenge

Inefficient space utilization, lack of visibility into meeting room usage, and difficulty managing hybrid workforce needs.

Key Benefit

Facilities teams can create a more efficient, cost-effective, and secure hybrid workplace by optimizing space utilization, streamlining visitor management, and improving navigation for employees and guests.

How Korbyt Helps

Real-time desk and room booking to prevent conflicts and underutilized spaces.

Advanced analytics provide actionable insights into workspace usage, allowing facilities teams to optimize office layouts and reduce unnecessary real estate costs.

Interactive wayfinding and dynamic digital signage guide employees and visitors to the right places, reducing confusion and enhancing workplace navigation.

Seamless visitor management enhances workplace security and efficiency by providing automated guest check-in and real-time visitor tracking, reducing administrative burdens for front-desk staff while ensuring compliance with security policies.

Seamless integration with IoT sensors and building management systems to optimize lighting, temperature, and occupancy settings based on real-time data.



Align Your Business Case with Others' Priorities



4 Human Resources



A More Engaged, Informed, and Connected Workforce

Challenge

Declining employee engagement, difficulty in fostering company culture across hybrid teams, and lack of tools to measure workforce sentiment.

Key Benefit

HR gains a powerful tool to improve engagement, retention, and culture-building efforts while ensuring connectivity across all employee groups.

How Korbyt Helps

Intuitive platform for HR teams to share key announcements, recognize employees, and drive company culture initiatives.

Personalized messaging ensures that employees receive relevant updates, fostering a stronger sense of belonging and inclusion.

AI-driven insights track engagement levels, allowing HR to refine communication strategies and enhance employee experience programs.

Digital signage and mobile notifications keep frontline and remote workers just as informed as office-based employees.

Align Your Business Case with Others' Priorities

5 Finance & Leadership



Data-Driven Decisions, Cost Savings, and Increased Productivity

Challenge

Lack of visibility into operational efficiencies, uncontrolled software licensing costs, and difficulties in proving ROI for workplace investments.

Key Benefit

Leadership can make more informed, data-driven decisions while reducing costs and driving overall business efficiency.

How Korbyt Helps

Consolidates multiple workplace tools into one platform, reducing software licensing fees and IT maintenance costs.

Built-in analytics and data dashboards provide executives with insights into employee engagement, space utilization, and communication effectiveness.

AI-powered automation and an intuitive interface reduce the need for manual administrative tasks and ongoing training, leading to increased workforce productivity.

Improves compliance and reduces risk by ensuring that critical company policies and updates are consistently communicated to employees.



Align Your Business Case with Others' Priorities



6 Brand & Creative Marketing



Strengthening Brand Identity and Market Positioning

Challenge

Maintaining a consistent, adaptable brand identity across multiple locations and digital channels while ensuring seamless collaboration between teams is a constant challenge.

Key Benefit

Korbyt enables marketing teams to maintain brand consistency, adapt messaging in real time, and connectivity across departments, strengthening brand identity and engagement at every touchpoint.

How Korbyt Helps

A centralized CMS ensures brand assets, messaging, and visuals remain uniform across offices, retail spaces, and other corporate facilities.

Real-time content updates allow marketing teams to quickly adapt messaging to industry trends, campaigns, and evolving customer expectations.

Internal digital signage and workplace communications reinforce brand guidelines and engage employees in promoting company identity.

Advanced analytics provide insights into content engagement and campaign effectiveness, enabling teams to refine branding strategies for maximum impact.

Align Your Business Case with Others' Priorities

7 Strategic Alignment: Driving Business Success with Korbyt

In addition to your aligning your business case with the challenges and priorities of each stakeholder team, it's also important to prove how Korbyt directly supports key corporate initiatives such as:



Digital Transformation

Modernizes the workplace by integrating AI-driven automation, real-time communication, and advanced analytics.



Employee Engagement

Keeps employees informed, aligned, and motivated through a seamless communication experience.



Continuous Improvement

Standardizes performance metrics, enhances process transparency, and drives accountability across teams.



Operational Efficiency

Optimizes resource allocation by eliminating inefficiencies in communication and space management.



Hybrid Work Enablement

Bridges the gap between in-office and remote employees, ensuring a unified workplace experience.



By aligning with these priorities, Korbyt positions your organization for sustained success in an increasingly digital and hybrid work environment.



How Korbyt Drives Tangible ROI

Investing in a WEX platform like Korbyt isn't just about upgrading technology—it's about driving measurable business value through improved communication, enhanced employee engagement, operational efficiency, and cost savings. Demonstrating a

clear return on investment (ROI) is critical for securing executive buy-in and ensuring long-term success. Below are key areas where organizations realize a strong return on their investment in Korbyt.

1 Cost Savings and Operational Efficiency

Cost Savings and Operational Efficiency



By replacing multiple standalone tools (digital signage, internal communication apps, desk booking systems, visitor management) with a single platform, organizations reduce licensing fees, IT maintenance costs, and administrative overhead.

Automation of Routine Communications



AI-powered automation minimizes the need for manual content updates and administrative tasks, allowing teams to focus on higher-value work.

Optimized Space Utilization



With Korbyt's real-time room and desk booking, organizations can cut down on underutilized office space, potentially reducing real estate costs by 10-30%.

Reduction in IT Support Tickets



A centralized and intuitive platform decreases the burden on IT help desks, freeing up resources for strategic initiatives.



ROI Impact: Lower operational costs, increased workforce efficiency, and better resource allocation.

How Korbyt Drives Tangible ROI

2 Enhanced Productivity and Engagement

Faster Access to Critical Information

Employees spend less time searching for meeting rooms, company updates, and business insights, leading to a more productive workforce.

Real-Time Communication & Mobile Accessibility

Ensures that critical updates reach employees—whether they’re in the office, remote, or on the frontline—reducing information lag and keeping teams aligned.

AI-Driven Personalization

Tailors content delivery to each employee’s needs, improving message relevancy and engagement.

Improved Hybrid Collaboration

Seamless integrations with tools like Zoom, Teams, Slack, and Outlook streamline workflows and reduce friction for hybrid teams.



ROI Impact: Increased productivity, fewer communication breakdowns, and stronger employee alignment with company objectives.

How Korbyt Drives Tangible ROI

3 Competitive Advantage & Workforce Retention



Stronger Company Culture

Organizations with effective communication strategies see higher employee satisfaction and retention rates. Korbyt fosters a sense of belonging and engagement, reducing turnover.



AI-Driven Insights & Adaptability

By continuously analyzing engagement data, organizations can proactively refine communication strategies to stay ahead of workforce trends.



Scalability Without Added Costs

Unlike other platforms that charge per user, Korbyt offers unlimited user access, enabling businesses to scale without increasing software expenses.



ROI Impact: Higher employee retention, reduced recruitment costs, and improved market agility.

How Korbyt Drives Tangible ROI

4 Data-Driven Decision Making



Real-time
Business
Dashboards

Korbyt integrates with enterprise systems to broadcast live business data, KPIs, and insights to employees via digital signage, videowalls, mobile apps, and desktops. Dashboards can be personalized for each team or department, so employees have access to actionable information to drive performance.



Actionable
Analytics and
Insights

Korbyt's built-in administrative analytics provide real-time visibility into engagement metrics, workspace utilization, and communication effectiveness, helping organizations measure and optimize workplace strategies.



Continuous
Improvement

By analyzing content performance, businesses can refine messaging, adjust digital signage strategies, and ensure teams receive the most impactful information in real time.



ROI Impact: Stronger data-driven decision making, improved operational agility, enhanced compliance, and better business alignment across all levels of the organization.

Best Practices for Measuring the ROI of a SaaS Platform

To make a compelling business case, organizations should follow a structured approach to quantify and track the ROI of their investment in Korbyt.

1 Define Clear Success Metrics

Before implementing a WEX platform, identify key performance indicators (KPIs) that align with business objectives. Common ROI measurement categories include:

Cost Reduction



IT support costs, software licensing fees, real estate savings.

Productivity Gains



Time saved per employee on finding information, room booking efficiency, and meeting set-up speed.

Employee Engagement



Internal survey results, intranet engagement rates, and message acknowledgment percentages.

Operational Efficiency



Meeting room occupancy rates, desk utilization rates, and reduced administrative workload.

Best Practices for Measuring the ROI of a SaaS Platform



2 Smarter Content Delivery and Real-Time Insights

To measure improvement, establish a baseline for key metrics before deploying Korbyt. For example:

Track employee engagement rates on internal communications before implementation.

Monitor meeting room booking efficiency and time spent searching for spaces.

Assess IT support ticket volume related to communication, digital signage, and room booking issues.

3 Leverage Korbyt's Built-in Analytics

Korbyt provides dashboards and detailed reporting on:



Employee interaction with digital signage and content.



Meeting space utilization and occupancy rates.



Internal communications engagement (views, clicks, time spent).



AI-driven recommendations for improving communication effectiveness.



Best Practice: Regularly review analytics monthly or quarterly to track progress against KPIs and optimize the platform's usage.

Best Practices for Measuring the ROI of a SaaS Platform



4 Quantify Time Savings and Efficiency Gains

Estimate **time saved per employee** on content creation, content delivery, and space booking.

Multiply time savings across the workforce to show financial impact.

Example: If 500 employees save 5 minutes per day on meeting room searches, that equates to over 10,000 hours saved annually—a massive productivity gain.

5 Conduct Employee Feedback Surveys



Use **pre- and post-implementation** surveys to gauge employee satisfaction and improvements in usability.



Measure how well Korbyt helps employees stay informed and engaged compared to prior communication methods.

Best Practices for Measuring the ROI of a SaaS Platform



6 Compare Results to Industry Benchmarks

Industry studies show that companies with robust workplace communication platforms see **20-25% higher productivity**.

Benchmark against organizations using legacy systems vs. digital transformation solutions to showcase Korbyt's competitive edge.

7 Present ROI Findings to Leadership



Summarize results in an **executive-friendly format**: clear metrics, cost savings, and strategic benefits.



Highlight not just **financial savings**, but also **intangible benefits** like improved culture, engagement, and operational agility.



Use **visual dashboards** to showcase real-time data and prove Korbyt's ongoing value.

Conclusion: The Case for the Korbyt WEX Platform



The modern workplace is evolving rapidly, and organizations that fail to adapt will struggle with employee disengagement, ineffective communication, and inefficient space utilization—all of which directly impact productivity, retention, and profitability.

The Risks of Inaction

Failing to implement a Workplace Experience (WEX) platform leads to:



Disconnected communication channels that prevent employees from staying informed and aligned with company goals.



Inefficient space utilization, leading to wasted real estate and frustrated employees unable to find meeting spaces or workstations.



Lack of real-time data and insights, making it difficult for leadership to track employee engagement and optimize operations.



Higher IT complexity and costs, with teams struggling to manage multiple, fragmented workplace tools.



Decreased employee satisfaction and retention, as today's workforce expects easy, technology-driven experiences.

Conclusion: The Case for the Korbyt WEX Platform

Why Korbyt is the Solution

Korbyt eliminates these challenges by providing a unified, scalable, and intelligent platform designed for modern, hybrid workplaces. With Korbyt, organizations can:



Improve workplace communication through AI-driven automation, targeted content delivery, and consistent, reinforced messaging across all digital channels.



Optimize resource utilization with real-time meeting room and desk booking, wayfinding, visitor management, and space analytics.



Empower the workforce with actionable insights by integrating business intelligence tools and displaying real-time dashboards.



Simplify IT management by consolidating multiple workplace technologies into a single, secure platform.



Boost employee engagement and retention by ensuring every team member stays connected, informed, and engaged.



The Time to Act is Now

The cost of waiting is high. Every day without a modern WEX platform results in lost productivity, increased operational costs, and competitive disadvantages. Companies that invest in workplace modernization will future-proof their operations, attract top talent, and remain agile in an ever-changing business landscape.

Next Steps: How to Move Forward with Korbyt



Securing buy-in for a Workplace Experience (WEX) platform requires a strategic, data-driven approach. Korbyt is here to support you at every stage of the process, from defining success metrics to demonstrating ROI. Follow these steps to drive alignment and build a compelling case for implementation.

Define Your Organization's Success Metrics

Identify the key business challenges Korbyt will help solve, such as improving employee engagement, optimizing workspace utilization, enhancing brand consistency, or reducing IT complexity. Establish measurable goals to track progress and demonstrate ROI.

Engage Stakeholders Across Departments

Bring together key decision-makers from IT, HR, Facilities, Finance, Marketing, and Internal Communications to align on priorities. Use data-driven insights to highlight how Korbyt supports each team's objectives and solves their unique challenges.

Assess Your Hardware and Integration Needs

Determine what hardware you plan to use for digital signage, meeting rooms, and workplace displays. Identify the business systems, collaboration tools, and enterprise software that need to connect to your WEX platform. Map out how Korbyt will integrate with meeting room technology, AV systems, and workspace management tools to ensure a seamless and connected experience.

Form a Buying Committee and Set Up Stakeholder-Specific Demos

You've seen the demos—now it's time to involve other decision-makers. Work with IT, Facilities, HR, Communications, Marketing, and Leadership to ensure their unique concerns are addressed. Set up customized demos or trials for each department so they can evaluate how Korbyt fits their needs. Identify any remaining objections or technical questions and use this step to gain full internal alignment.

Partner with Korbyt's Professional Services Team

Whether you need help with implementation, custom integrations, or strategic planning, Korbyt's experts are available to support you at every step, ensuring a smooth rollout and long-term success.



Korbyt is ready to help you build a strong business case, secure stakeholder buy-in, and transform workplace communication and efficiency. **Let's get started.**