



# Agenda

1. Introductions

2. The Matrix Story

3. The Matrix Development Process

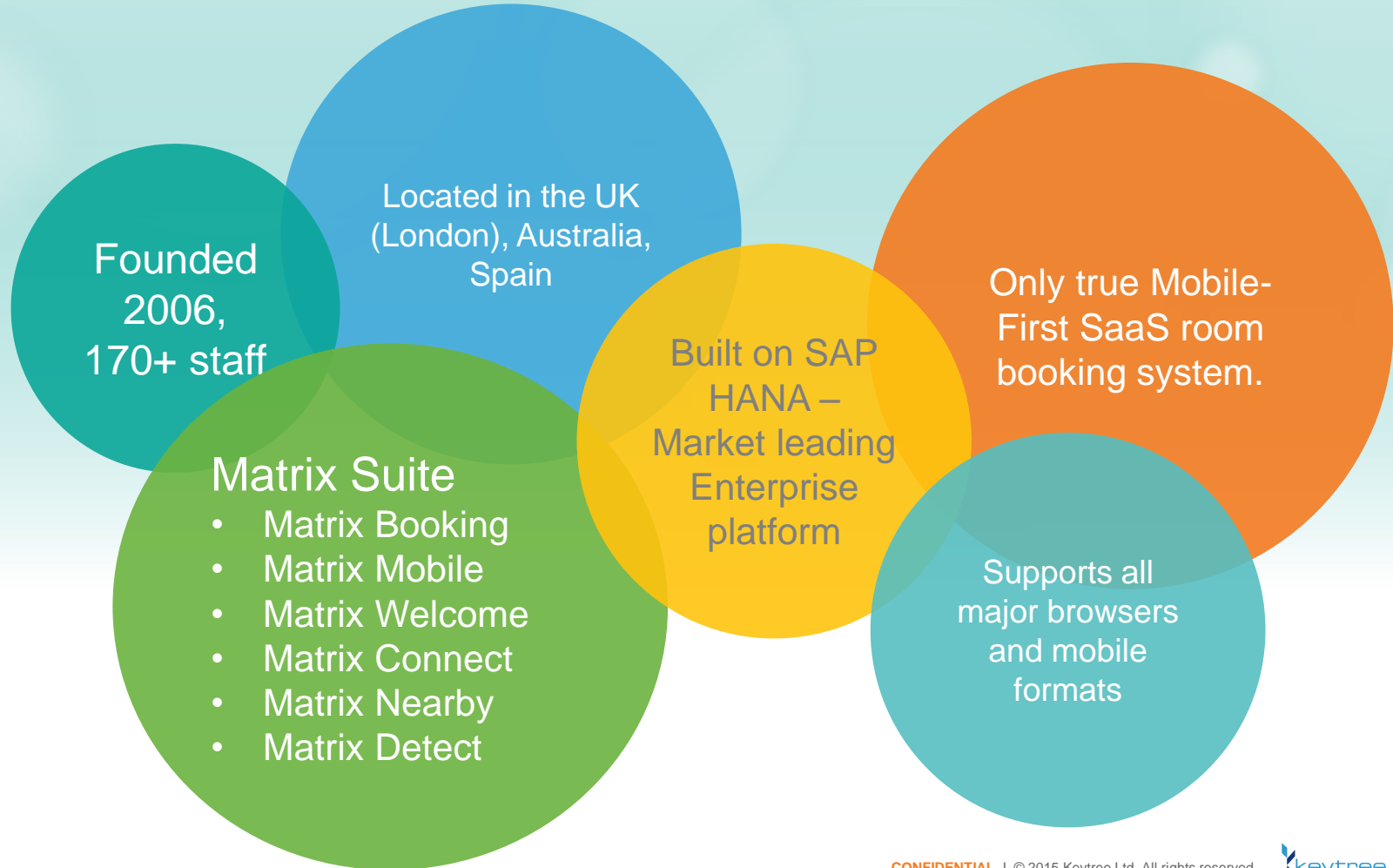
4. Matrix Modules & Demonstration

5. Matrix Benefits and Return on Investment

6. Matrix Future and Innovation

7. Questions

# About Keytree & Matrix Booking





Web application with intelligent resource selection



Mobile app across all platforms



Location beacons to find closest resource



Integrated digital signage and kiosks



Real-time occupancy analysis



Integration to Outlook, LDAP, card access systems

# Recent Awards

## BUSINESS

**SAP** Quality Awards  
Gold Winner 2013  
United Kingdom & Ireland

2013 Gold Award  
SAP Partner  
Quality Awards UK

2012 Gold Award  
SAP Partner  
Quality Awards UK

**SAP** Quality Awards  
Gold Winner 2012  
United Kingdom & Ireland

2014 Gold Award  
SAP Partner  
Quality Awards UK

2012 Bronze  
Award SAP  
Partner Quality  
Awards EMEA

## QUALITY

**SAP** EMEA Partner Excellence Award 2013  
for Top Partner - Innovation

SAP EMEA  
Partner of the  
Year for  
Innovation 2013

SAP UK & Ireland  
Partner Award for  
Innovation 2011  
2012

Listed in the  
Sunday Times  
Tech Track 100  
2012 - 2014



**Gartner**  
Cool Vendors in  
Retail 2013

Gartner: Cool  
Vendors for Retail,  
2013



## COMPETITIONS

Augmented  
Reality Awards:  
Most innovative  
Use of Augmented  
Reality 2012

Runner up –  
Wearable  
Computing  
Innovation World  
Cup

Winner SAP  
TechEd  
DemoJam  
Las Vegas  
2012

Winner SAP  
TechEd DemoJam  
Madrid 2012

Winner SAP  
Global HANA  
InnoJam  
Palo Alto

# Matrix Story and Build





# The Matrix Story

From small acorns..

Initially a client request...



Manage Resources



Integrate with SAP



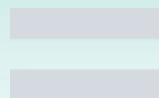
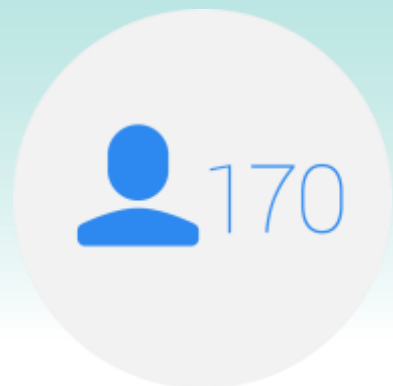
# The Matrix Story

From small acorns..

The Matrix Story is also Keytree's story...

Growing Company

Central London Offices



Desk Space Problem





# The Matrix Story

## Application Functional Principles

The idea –  
Create a lightweight,  
mobile enabled  
application that will help  
us manage room and  
desk resources to  
improve efficiency and  
productivity in the  
workplace.

## Functional Principles Of Application:

Allow booking of rooms, desks and other resources by any authorised users

Work across all major desktop browsers and on any mobile device

Provide real-time information about resources available at any time in any location

Easy to use and maintain

Use latest technologies of which we are experts

Flexible, easy pricing – “The £12 Rule”



# The Matrix Story

## The £12 Rule

Does this functionality or development deliver the potential for at least £12 savings per user per year?

£12 Measure - approximately:

- 1 fewer journey
- 1 more productive hour of work
- 1 fewer cancelled meeting
- 1 fewer desk needed
- 1 fewer room needed

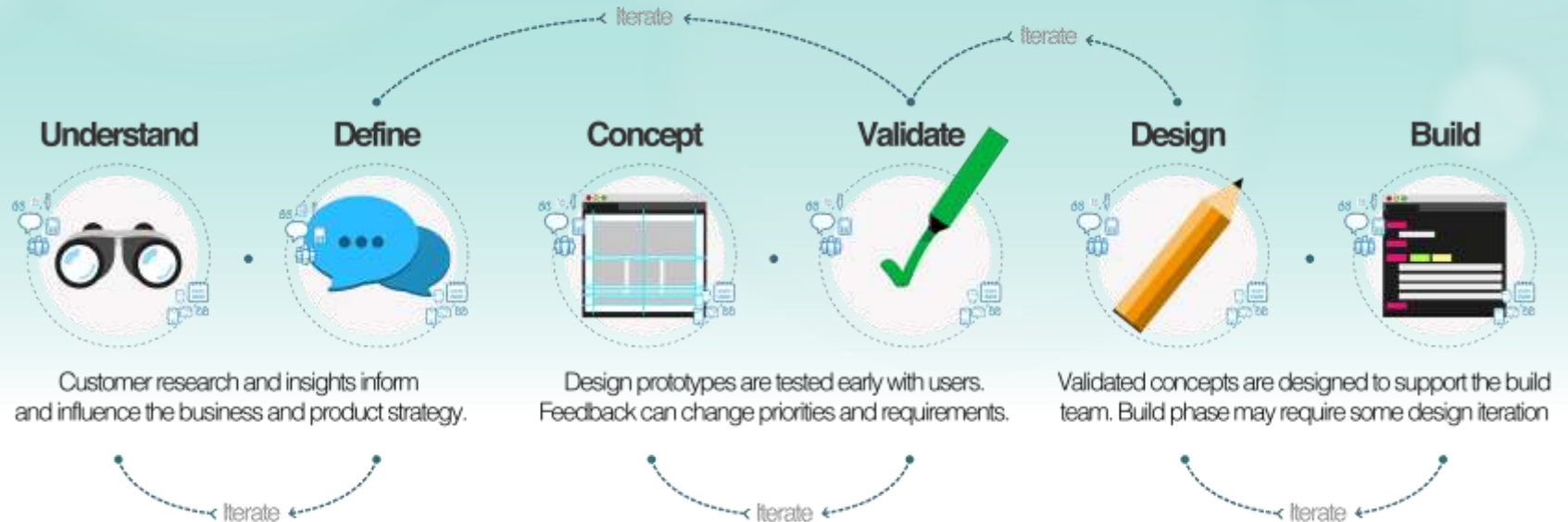




# The Matrix Build

## Development Approach

An agile and lightweight approach to development





# The Matrix Build

Technical Principals of development

FM World Magazine  
“Think Tank” Article

*“Technology that is heavy, costly and hot and will become redundant. It will be replaced by technology that is lighter, cheaper, cooler”*

Anton Andrews,  
Microsoft



# Matrix Modules



# Matrix Booking

Room and resource booking on desktop, smartphone and table.



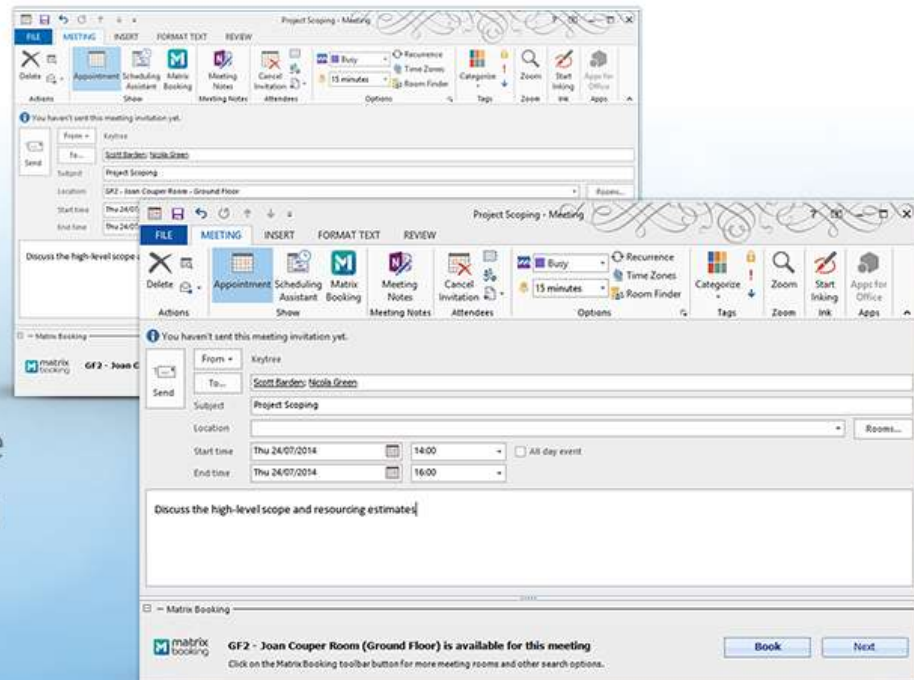
# Matrix Mobile

Book rooms, hot desks and car parking while on the move. Receive alerts and reminders on your smartphone or tablet, anywhere!



# The power of Matrix Booking from MS Outlook

Open architecture allows easy, secure integration to mail systems, including MS Outlook, asset management systems and all major ERPs





# Matrix Welcome

Enable self-service, secure, visitor check-in with personalised information and auto-print security passes



# Matrix Detect

Wireless heat and motion sensors that integrate to Matrix to provide real-time occupancy information and allow up the minute resource optimisation





Immediate

Near

Far

Unknown

# Matrix Nearby

Enable "smart" usage of location technology and occupancy sensor systems to ensure optimum usage of all resources at all times.

# Matrix Key Benefits



## £12 Rule

Reduction of shelfware with SaaS and modular design

Increase staff efficiency – reduce travel costs

Sweat resources – better use of space

Save Energy – integration to smart buildings

Save Energy – intelligent resource allocation

Improved customer experience

# Innovation & Future Vision

Matrix  
Detect



Matrix  
Nearby



True Smart  
Buildings &  
Smart  
Rooms



Office  
Navigation



Lightweight  
Mobile  
Technology



ANPR  
Parking



Matrix  
Marketplace



# Thank you



[www.matrixbooking.com](http://www.matrixbooking.com)