

THE CHALLENGE

Before partnering with GoBright, Aston University saw opportunities to improve visibility and ease-of-use in managing their shared spaces. Staff and students had limited ways to check room availability in real time, and there was no digital signage or instant booking on location. With GoBright's smart platform, they introduced clear room displays, live status updates, and flexible booking options. All designed to support a more efficient, user-friendly campus experience.

Aston University sought a solution that could provide clear visibility into room availability, real-time booking options, and an improved user experience. For example, integration with Outlook offered only limited functionality, and insights into space usage were not yet detailed enough to drive improvements. With GoBright, they found a partner who could help unlock the full potential of their workspaces. Through smart technology, real-time data, and seamless user experiences.

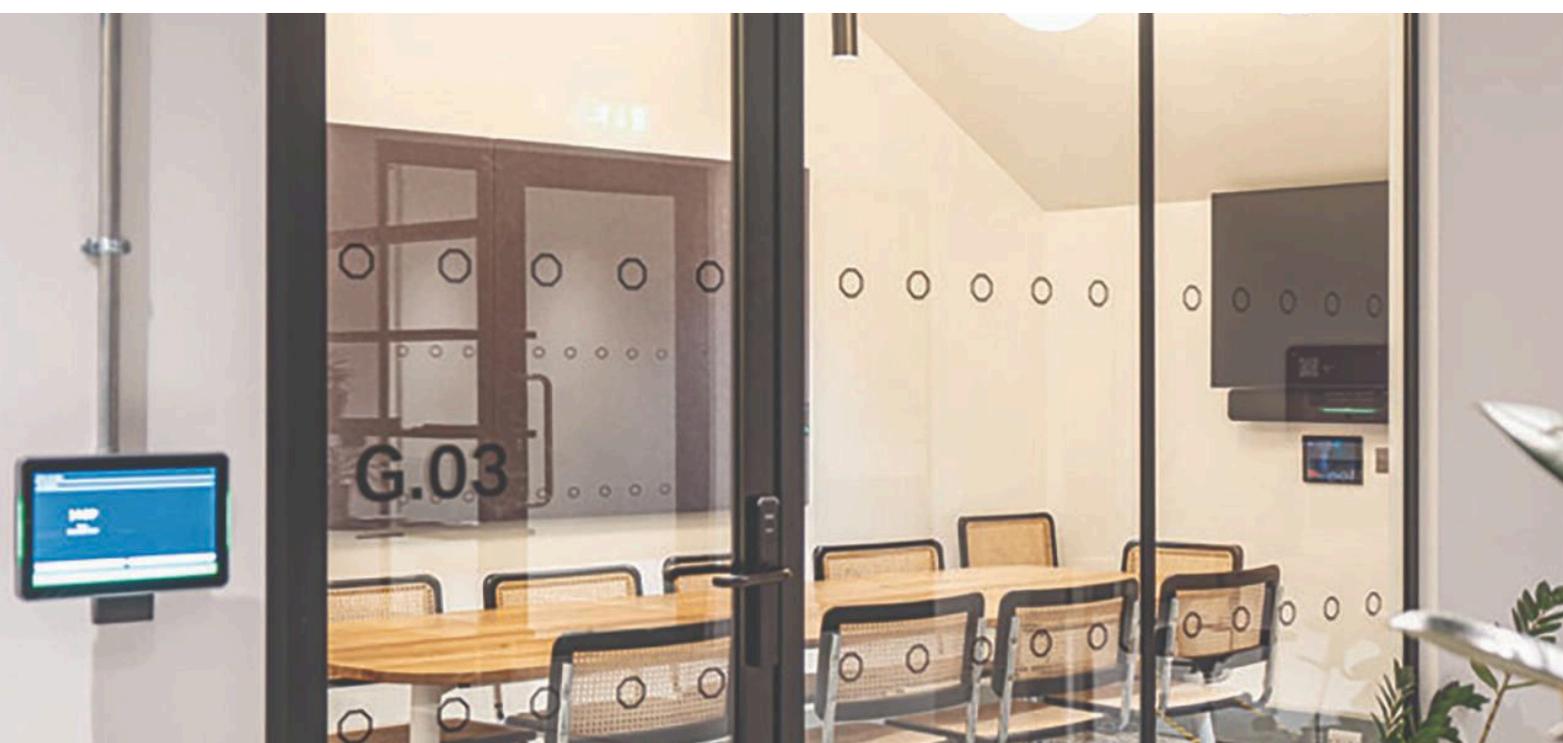
With the move to flexible work, the need for a centralised, user-friendly system became urgent. The university didn't just want digital tools, they wanted **smart solutions** that fit within their IT ecosystem, were easy to adopt, and delivered tangible benefits from day one.

Although there were initial concerns about integrating with Microsoft 365 and user adoption, these were quickly dismissed. GoBright integrated flawlessly and required virtually no training, thanks to its intuitive design.



‘AN EASY TO USE INTERFACE MAKES ALL THE DIFFERENCE. NOT ONLY FOR DAILY USE BUT ALSO USER ADOPTION’

Trevor Bayliss, IT Technical Director at Aston University



THE SOLUTION

GoBright was first introduced through a six-room pilot. The feedback? Quiet, and in this case, that was a great sign. There were minimal issues, barely any support requests, and the system simply worked.

The platform immediately made it easier for staff to find and book available rooms, especially for short meetings and spontaneous discussions. Its clean design, real-time visibility, and seamless booking process delivered value from day one.

Implemented in collaboration with reseller [ProAV](#), GoBright proved to be a perfect fit during a major campus renovation. It not only fulfilled all technical and operational requirements, but also offered an intuitive, user-friendly experience for both staff and students, with no steep learning curve.

Beyond convenience, GoBright opened up a world of data-driven insights. The university gained a clear understanding of how rooms were actually used. Which formats were most popular, which spaces were underutilised, and how to better plan for future needs.

The success of the initial rollout has fuelled further growth: within a month, ten additional rooms will be equipped with GoBright technology. Several departments are also exploring the potential of GoBright Desk Booking to support even more flexible work habits.



Read the Customer Case online at: <https://gobright.com/cases/aston-university/>

RESULTS

Today, the system runs quietly in the background. Intuitive, reliable, and fully embedded in campus life. Staff and students can book spaces within seconds, unused rooms are automatically released, and cancellations are handled with ease. It's a smooth experience that supports focus, flexibility, and flow throughout the day.

The result? Smarter use of space, a more seamless user experience, and more effective facility planning. With greater insight into how rooms are actually used, Aston University has been able to make informed decisions about optimising shared areas. Contributing to both operational efficiency and cost awareness.

GoBright supports Aston University in managing their workspaces with clarity, control and confidence. All while building a future-proof campus environment.



ABOUT ASTON UNIVERSITY

Aston University is a leading higher education institution located in the heart of Birmingham, UK. With over 3,000 staff and more than 21,000 students, the university is known for its focus on innovation, research, and practical learning. GoBright is used across campus by both staff and students to book, manage, and monitor shared spaces with ease.



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