



CUSTOMER STORY: FRANKFURT ZOOLOGICAL SOCIETY

Innovating wildlife conservation with Joan smart workspace technology

COMPANY PROFILE

A legacy of protecting wilderness

Founded in 1858, Frankfurt Zoological Society (FZS) is a pioneer in international wildlife conservation. With 1,500 staff operating across 18 countries, the organization coordinates vital projects from the Serengeti to the Carpathian mountains, partnering with local communities to preserve the world's most endangered species and habitats.

Implementation goals:

- Replace ineffective paper-and-email booking methods with a high-visibility digital system.
- Implement a scalable solution that allows for a small initial rollout with the potential for global expansion.
- Support a historic 19th-century headquarters where additional wiring is not an option.
- Enable seamless coordination for international video calls and spontaneous meetings.
- Integrate seamlessly with the existing Microsoft 365 environment and room calendars.

THE CHALLENGE

Managing modern coordination in a historic workspace

Global conservation demands constant communication between field offices and headquarters. At FZS, legacy room management, using paper signs and email, was inefficient and led to frequent coordination bottlenecks.

A study by Gallup shows that organizations optimizing workspace flexibility see up to 41% higher employee engagement. For FZS, double-bookings didn't just cause delays; they created operational friction that interrupted critical international collaboration.





THE SOLUTION

Simple, smart room scheduling for a global mission

FZS wasn't looking for a bloated enterprise tool. They needed a solution that respected their historic architecture while empowering a hybrid team. With staff rotating between the field and the office, clarity on room availability was essential to keep conservation projects moving.

That's where Joan came in.

Why Joan?

- Provide instant visual clarity of room availability to prevent meeting interruptions and double-bookings.
- Integrate with Microsoft 365 to ensure the Frankfurt team stays synced with global partners.
- Enable spontaneous bookings right at the door for urgent, unplanned project updates.
- Wireless, battery-powered setup that installs in minutes without damaging historic walls.
- Low energy consumption that offers future potential for remote field offices with unreliable power.

The chosen solutions and devices:

- Joan Room booking
- Joan 6 RE

"Joan intuitive displays make room booking effortless—no laptops or extra steps required. Plus, the minimalistic design fits perfectly with our historic building, where wiring is a major challenge."

Jan Mathia,

IT Team Lead, Frankfurt Zoological Society

THE RESULTS

From "paper on the door" to professional efficiency

- Streamlined coordination for a team managing wildlife projects across four continents.
- Eliminating the friction of interrupting ongoing meetings due to booking overlaps.
- Reduced operational noise, allowing staff to focus on the core mission of species protection.
- Increased flexibility in using glass-walled "phone booths" for private international calls.
- Demonstrated a viable scheduling solution for remote offices in regions where power reliability can be a challenge.

FROM JOAN

Empowering collaboration in flexible workplaces

Supporting an organization like FZS pushed us to think about how tech bridges the gap between the field and the office. Hospitals or NGOs, the core need is the same: clarity and simplicity so professionals can focus on their vital work.

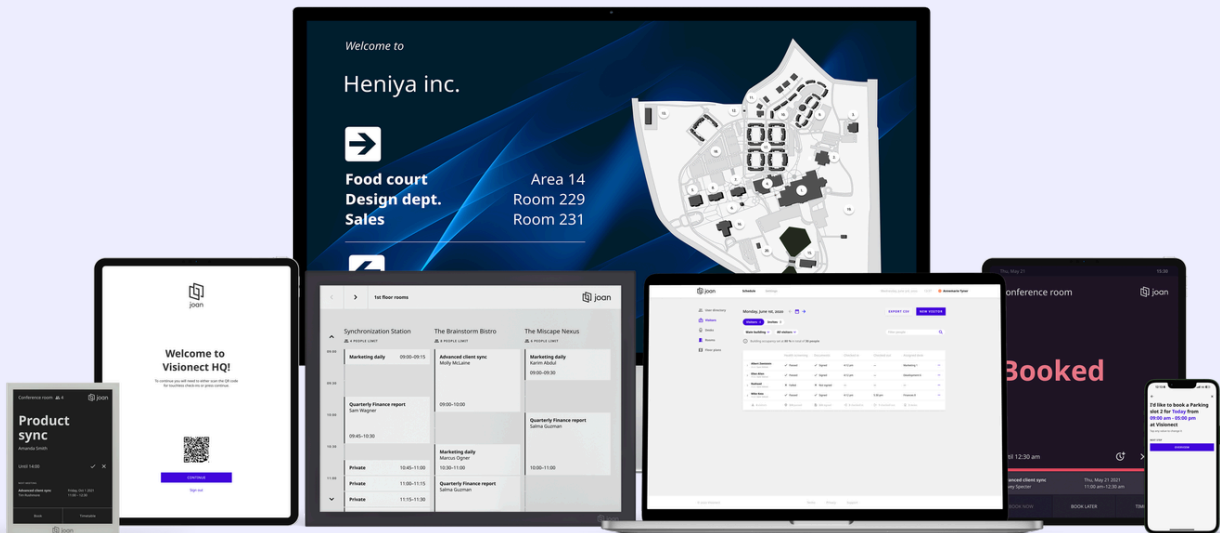
"FZS balances a 160-year legacy with a modern, forward-thinking approach to workspace technology. We are proud to provide a solution that removes administrative friction, allowing their teams to focus on vital conservation efforts worldwide."

Luka Birsa,
Co-founder and CTO, Joan





Simplifying smarter, more flexible workplaces worldwide.



ABOUT JOAN

Joan Workplace is an all-inclusive platform for workplace solutions, designed to simplify office reservations, optimize space, and streamline information flow. It includes solutions for booking meeting rooms, desks, and assets, visitor management, and workplace digital signage. A multiple-time design award winner and G2's #1 room booking software, Joan is trusted by numerous Fortune 500 companies.

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