



CUSTOMER STORY: LBMX

How LBMX manages meeting rooms and visitor compliance with Joan

COMPANY PROFILE

Building the back office for independent business

LBMX is a software company founded in 2001, headquartered in London, Ontario. The company builds tools that help independent businesses, buying groups, and suppliers work together, handling EDI analytics, rebate management, and supplier connectivity for clients across North America and the Asia-Pacific region. Around 120 employees work across Canada, the US, Australia, and New Zealand.

Operational precision isn't just what they sell. It's the standard they hold themselves to.

Implementation goals:

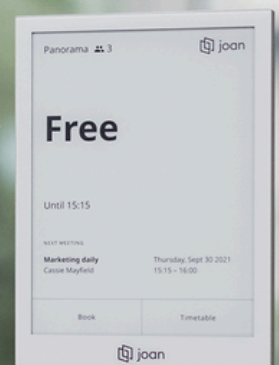
- Resolve recurring meeting room booking conflicts and eliminate ghost bookings at the London, Ontario headquarters.
- Replace an informal, memory-based visitor tracking process with a structured, auditable check-in system.
- Meet the physical security audit trail requirements of the company's SOC 2 certification.
- Integrate both solutions with the existing Microsoft 365 and Outlook environment.
- Consolidate room and visitor management under a single vendor to reduce billing and support overhead.

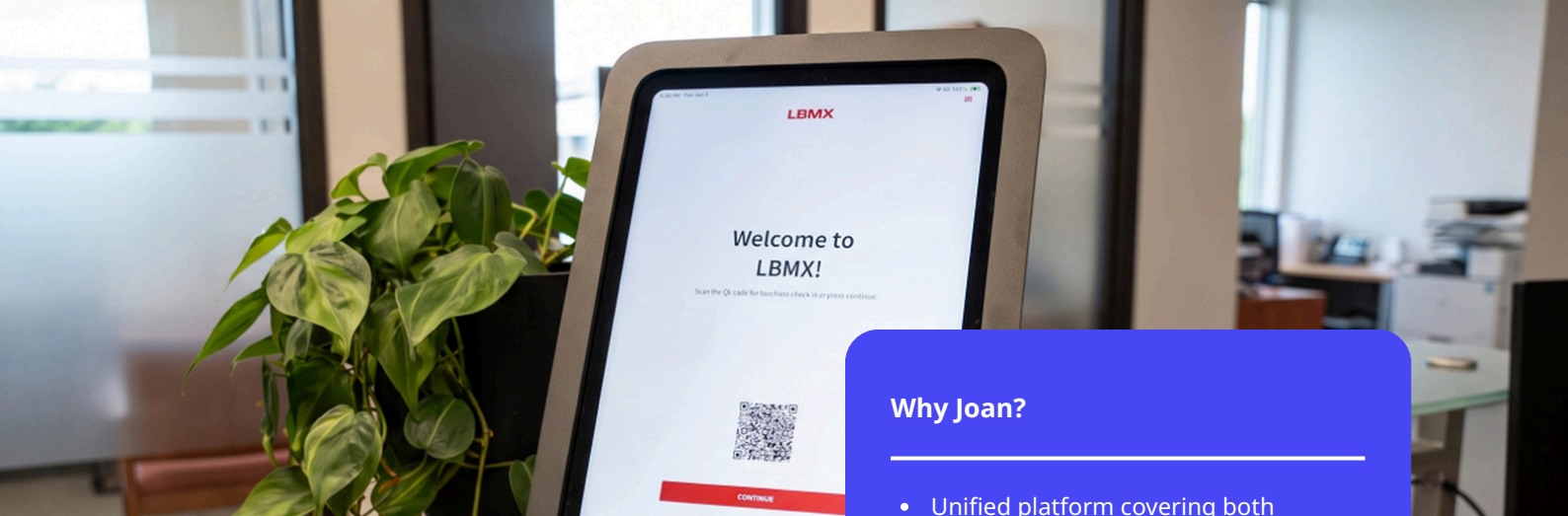
THE CHALLENGE

Two separate gaps, both overdue

LBMX holds SOC 2 certification, a security standard that requires documented controls around physical access, including who visits the office and when. Their existing visitor process relied on memory and email searches. At the same time, meeting rooms were being booked and abandoned, creating daily friction and complaints that landed on IT.

According to CBRE's Global Workplace and Occupancy Insights (2025), up to 30% of all meeting room bookings are ghost bookings: rooms reserved but never used. For a company that runs on precision, that kind of operational noise was a gap worth closing.





THE SOLUTION

One vendor for both problems

LBMX needed a system that handled two distinct problems without requiring two vendors. Matthew Arnold, Senior Systems Administrator, ran formal demos with Joan, Envoy, and Reely. Microsoft 365 integration was a baseline requirement for all three. Joan won on what it could do at once.

"The fact that we're able to stick these devices to the wall using those smart magnets made the installation very convenient. The color actually matches our door frames almost identically. Which is exactly what most people want."

Matthew Arnold,
BE-terna, Senior Systems
Administrator, LBMX

Why Joan?

- Unified platform covering both meeting room booking and visitor management under one subscription.
- Direct integration with Microsoft 365 and Outlook, syncing room calendars to displays automatically.
- SOC 2-ready visitor log with QR code check-in, guest Wi-Fi provisioning, and full audit trail.
- Wireless, battery-powered displays with magnetic mounting requiring no electrical work or cabling.
- 30-day hardware trial allowed the team to test devices in the real office before committing.
- Slate-colored devices matched the office door frames, integrating cleanly with the existing interior.

The chosen solutions

- [Joan Room booking](#)
- [Joan 6 Pro](#)
- [Joan Visitor Management](#)

THE RESULTS

Fewer desks, better insight, more flexibility

- Meeting room conflicts resolved; complaints about double bookings and ghost bookings stopped entirely.
- SOC 2 physical security audit trail in place, with every visitor check-in logged automatically.
- Visitor experience professionalized: QR code arrival, instant guest Wi-Fi, receptionist greeting.
- Six Joan 6 Pro displays installed with no electrical work, no new cabling, no contractors.
- Full deployment completed within the 30-day hardware trial period.
- Single vendor for both room and visitor management, simplifying billing and support
- Desk booking and asset management already included in the subscription for future use

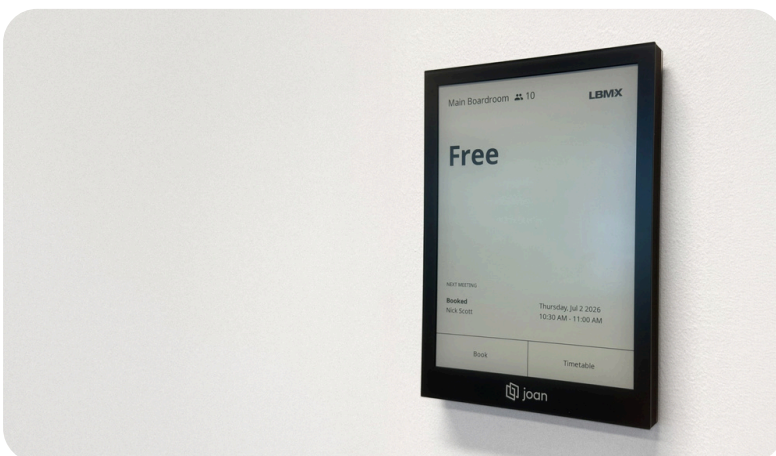
FROM JOAN

The quiet ones are the best stories

The operational problems that matter most are rarely dramatic. Ghost bookings, a missing visitor log, a compliance gap nobody had gotten around to fixing. What changes when you solve them isn't the work itself. It's the noise level. When IT stops hearing about something, that's the measure.

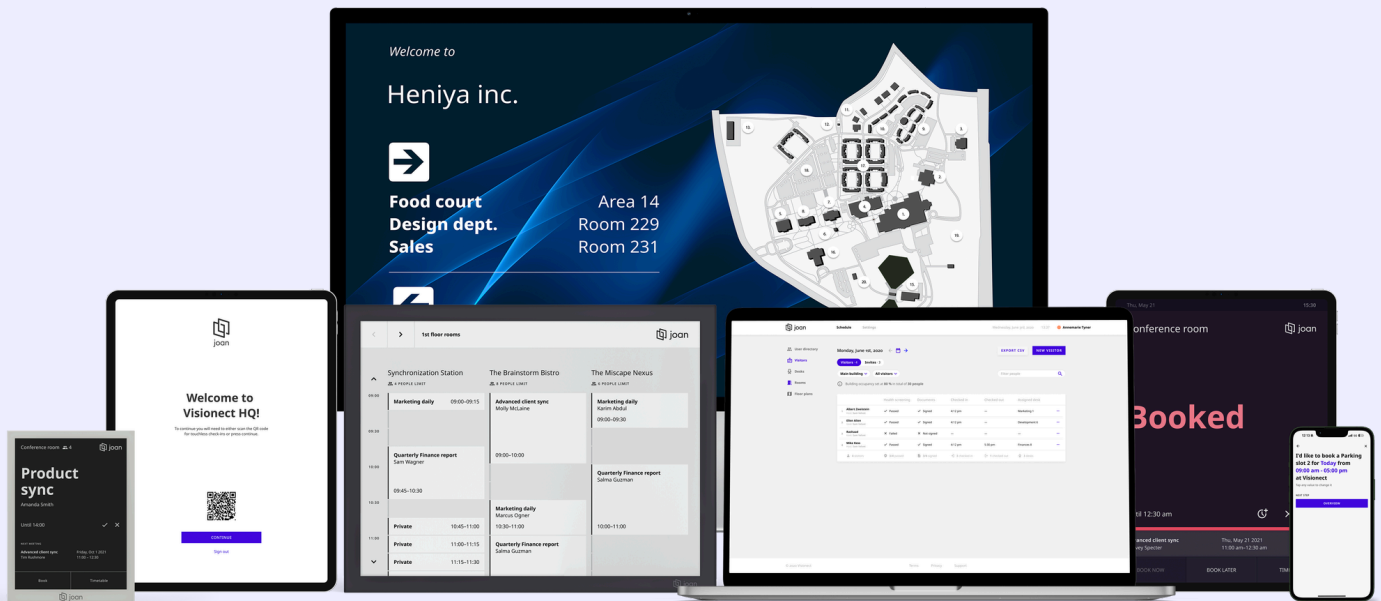
"LBMX came to us with two clear requirements and a high bar for integration. We're proud that Joan met both. The solution has been quiet enough that Matthew stopped thinking about it. That's exactly where we want to be."

Luka Birsa,
Co-founder and CTO,
Joan





Empowering smarter, simpler
workspaces 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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