

# How Formlabs doubled their headcount, then cut no-show meetings by 25% with Robin

Ghost meetings removed:

25% meetings abandoned

Adhoc meetings:

15% impromptu

Size:

21 rooms, 300 employees



Formlabs makes 3D printers, with 300 employees across three buildings in Boston, USA and Berlin, Germany.

“As we grew we wanted a tool that would be easy to use across multiple locations and by an international office as well. Robin was an obvious solution to add to our new buildings.”

— Marissa Diaz, Operations at Formlabs

## Challenge

Before Robin, Formlabs had built a homemade meeting room scheduling iPad app.

Marissa Diaz, a long-time member of the Operations team at Formlabs, was a witness to conference room conflicts in many of their spaces as new team members joined the company in droves. “Finding a meeting room when there is a finite amount of space was a challenge. I knew the resource schedules (in Google Calendar) weren’t accurate, and we wanted something that could clear up misunderstandings.”

According to Marissa, the DIY scheduling tool was “hacked together quickly. It would frequently crash servers and didn't prevent double-booking. The downtime was frustrating - we knew that were going to be doubling the team and started to talk about getting a serious solution that worked”

They just expanded to a new building across the street in Somerville and a satellite office in Berlin. The expansion is due to massive growth - over the last year, the organization doubled from 150 employees to almost 300.



Formlabs creates industrial 3D printers. Their work allows dentists to print tooth crowns, jewelers to make models of one-of-kind rings, and visual effects designers to design and print the creatures from [Netflix's Stranger Things](#).

At their core, Formlabs transforms ideas and designs into the physical world; so they are understandably particular about their growing office.

## The Solution

“When looking for a solution we chose Robin because it seamlessly integrates with the existing scheduling tools, like Google Calendar, and wouldn't require a complete revamp of the current set up/ room resource set up. As we grew we wanted a tool that would be easy to use across multiple locations and by an international office as well. Robin was an obvious solution to add to our new buildings.”

For the additions to their conference rooms, Formlabs went with Kindle Fire tablets. When they decided to mount the tablets for each of their conference rooms, they printed the perfect fit: a Kindle Fire mount made in-house.

Ghost meetings removed:

25% meetings abandoned

Adhoc meetings:

15% impromptu

Size:

21 rooms, 300 employees