

## 2. Introduction

### **2.1 The Growing Need for Smart Office Solutions**

Technology's rapid advancement had a role in transforming traditional workplaces into smart offices to enhance productivity and sustainability through IoT, AT, and more. There has been a rising demand for intelligent solutions to eliminate inefficiencies as businesses face challenges in terms of resource management like equipments, visitor systems.

### **2.2 Overview of Joan as a Workplace Management Solution**

Joan, a wireless E-Ink-powered workplace management system, contributes in optimizing meeting room schedules, visitor management, digital signage and asset booking. It is integrated with popular calendar platforms which enables us to use real time analysis and decision making with a user friendly interface for modern organizations.

### **2.3 Role of Business Development in Product Promotion**

The role of business development is vital in terms of identifying opportunities and promoting the management system in various industries for example education, healthcare, etc. In order to ensure successful adoption of Joan, it may include market analysis, strategic planning and client relationship building. And this report analyzes business development, E-Ink technology, Joan's impact and collaboration between engineering and sales to deliver effective smart office solutions.