



# Smart Cleaning in Healthcare

Shaping the Future of Cleaning

# Facts & Figures

[About soobr](#)

Soobr is a technology company that takes cleaning in the healthcare industry to a new level through digitalisation. The name (soobr = /'subr/ = "clean" in Swiss dialect) stands for cleanliness, technology and innovation.

Combining algorithms and human expertise, we revolutionise cleaning processes, increase transparency and fairness, and set new standards.

Our geographical focus is Central Europe, with Soobr AG in Bern (Switzerland) and Soobr GmbH in Hamburg (Germany).

6

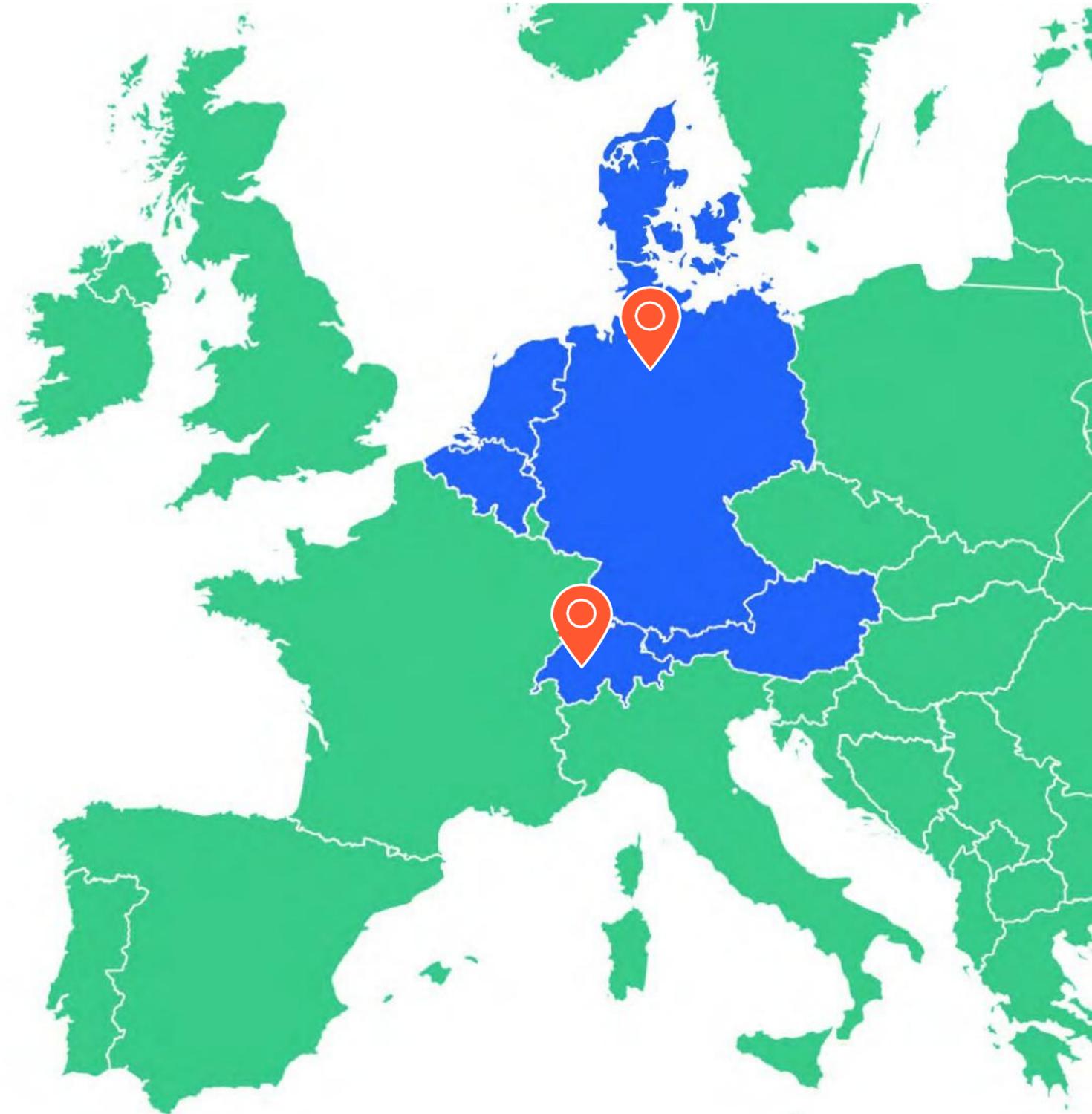
Countries

110

Healthcare facilities

3,000

Daily users



# The must-have Smart Cleaning Platform



How can you fundamentally change cleaning with innovative, technology-based business models?

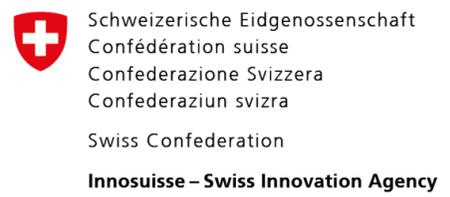
2020  
Foundation of Soobr Ltd. in Berne (CH).  
  
Public limited company, majority-owned by employees, with private and institutional investors.  
  
Focus: Platform between client and service provider in office buildings.

2022  
1 million square metres operated.  
  
20 B2B customers.  
  
Foundation of Soobr GmbH in Hamburg (GER)..  
  
Support from the Swiss State Innovation Agency (Innosuisse).  
  
PwC Top 100 Proptechs Europe.

2023  
3 million square metres operated.  
  
50 B2B customers.  
  
1,500 daily users.  
  
Google AI Startup, Purus Innovation Award, PwC Top 100 Proptechs Europe and FM Monitor, ZIA Innovation Award.  
  
Focus: Platform for the healthcare industry.

2025  
6 million square metres operated.  
  
90 B2B customers.  
  
3,000 daily users.  
  
Support from the German Federal Association for Hygiene and Hospital Cleaning (BHUK).

2028  
The must-have Smart Cleaning Platform for critical infrastructures... with 10,000 daily users.



# The Cleaning Challenge



## Cost pressure

- Decreasing budgets
- Saving programs reduce quality



## Labour shortage

- Lack of qualified personnel
- Demographic changes



## Missing documentation

- Insufficient traceability
- Missing valuation basis



## Lack of process automation

- Manual and time-consuming processes
- Unclear responsibilities

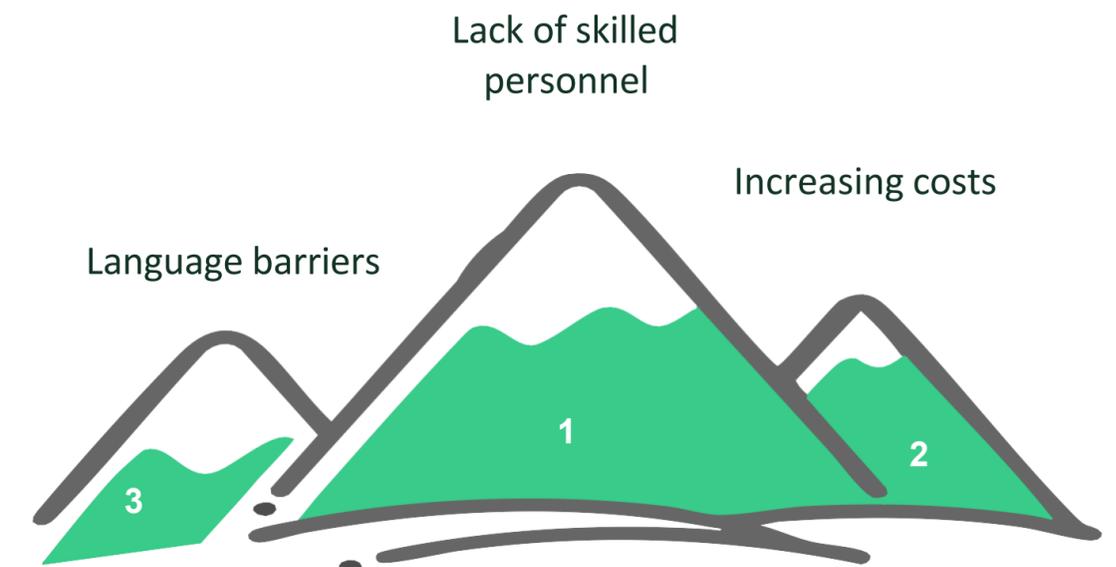
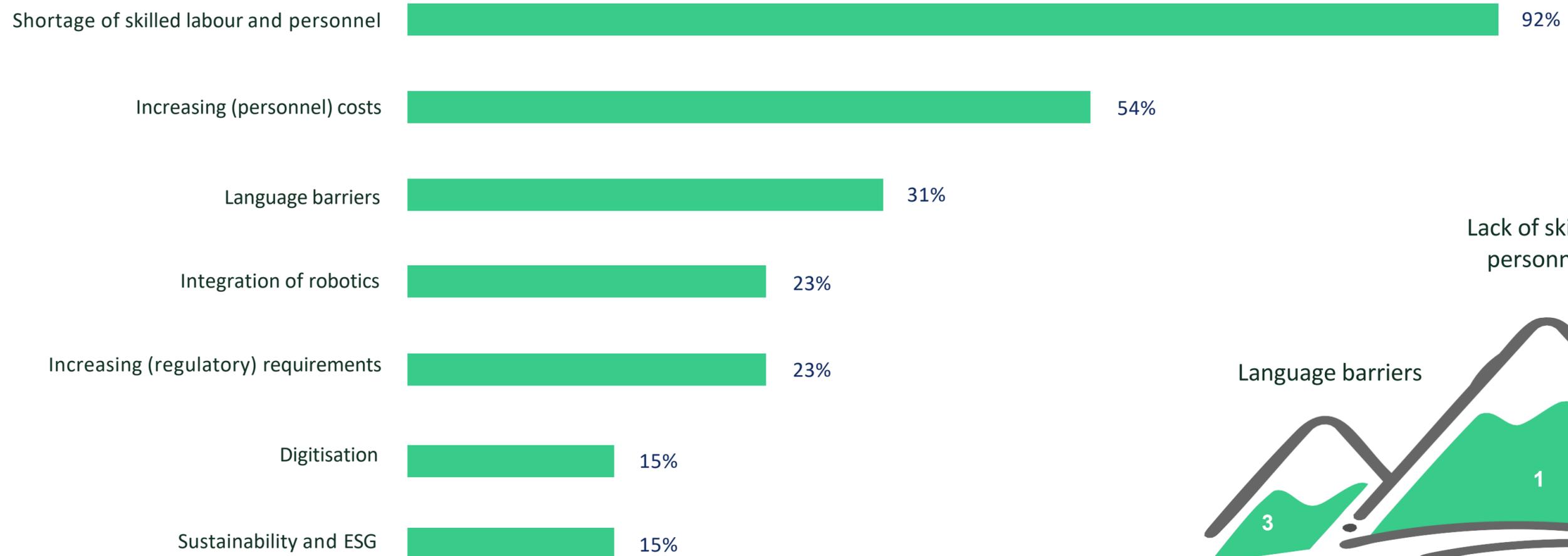


## Manual quality management

- No regular quality controls
- Time-consuming data recording

# Soobr solves the biggest challenges in healthcare facility services

Challenges



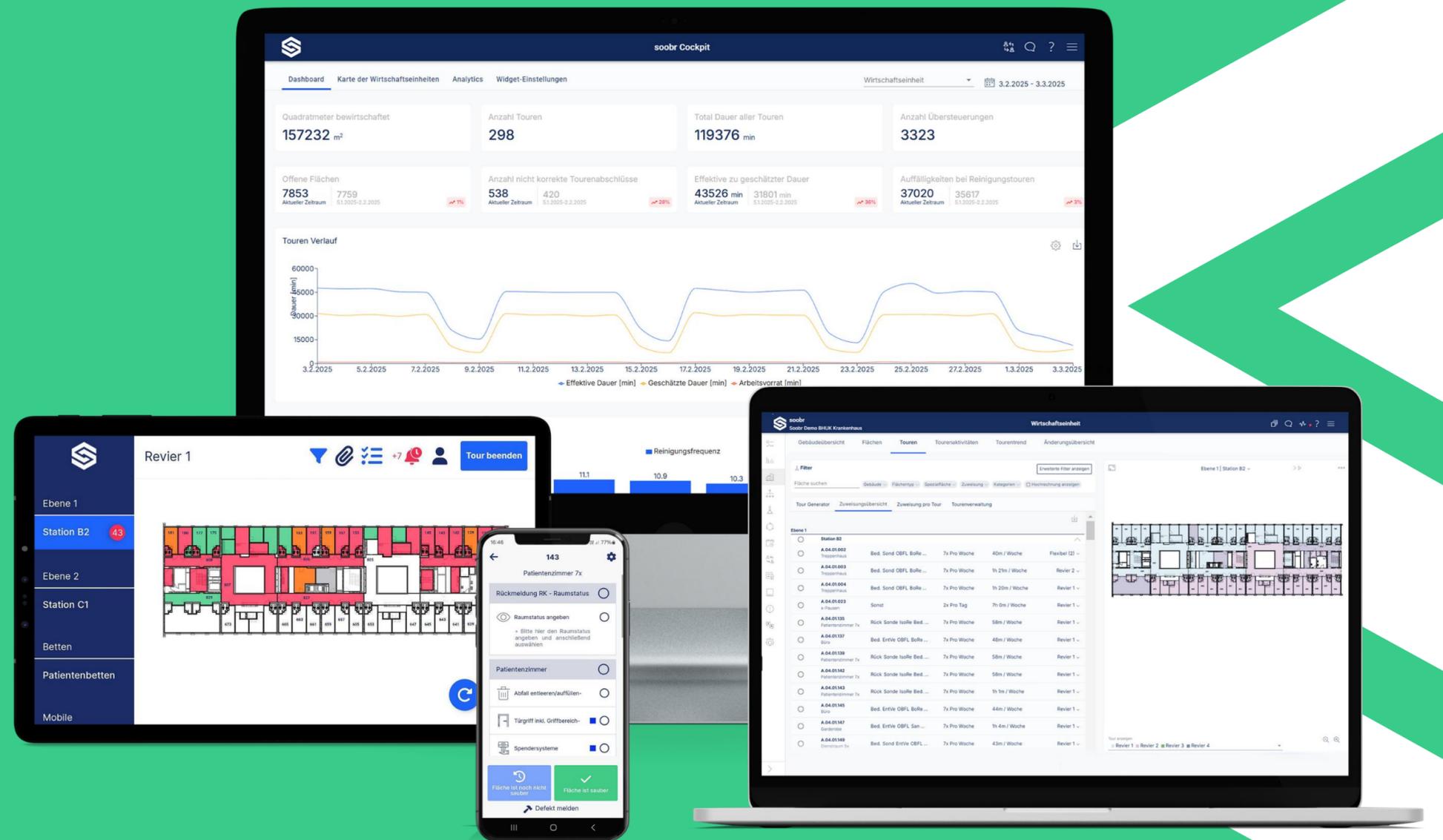
Source: Lünendonk® Study 2025: Hospital Barometer Facility Services

# Smart Cleaning means...

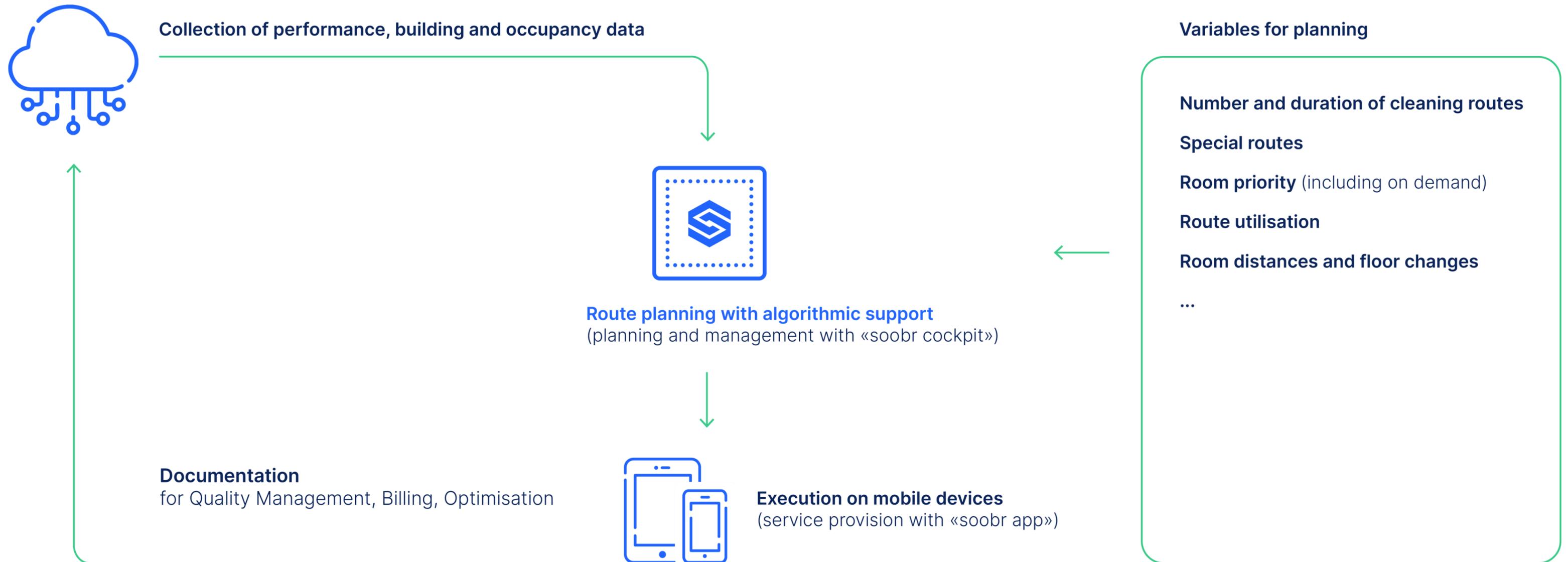
Smart Cleaning

...cleaning in the right place  
at the right time.

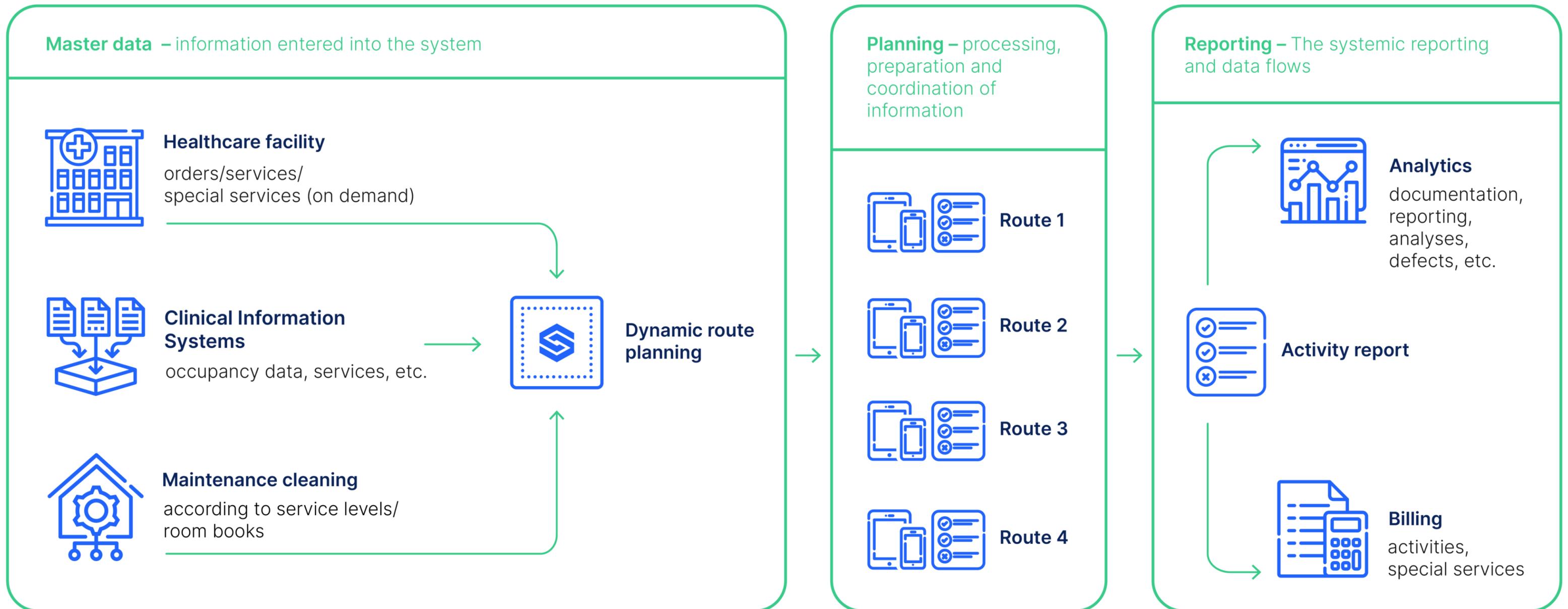
Soobr offers optimised and  
demand-oriented planning,  
execution, and control of  
cleaning services based on data  
and dynamic algorithmic support.



# Algorithmic optimisation of cleaning

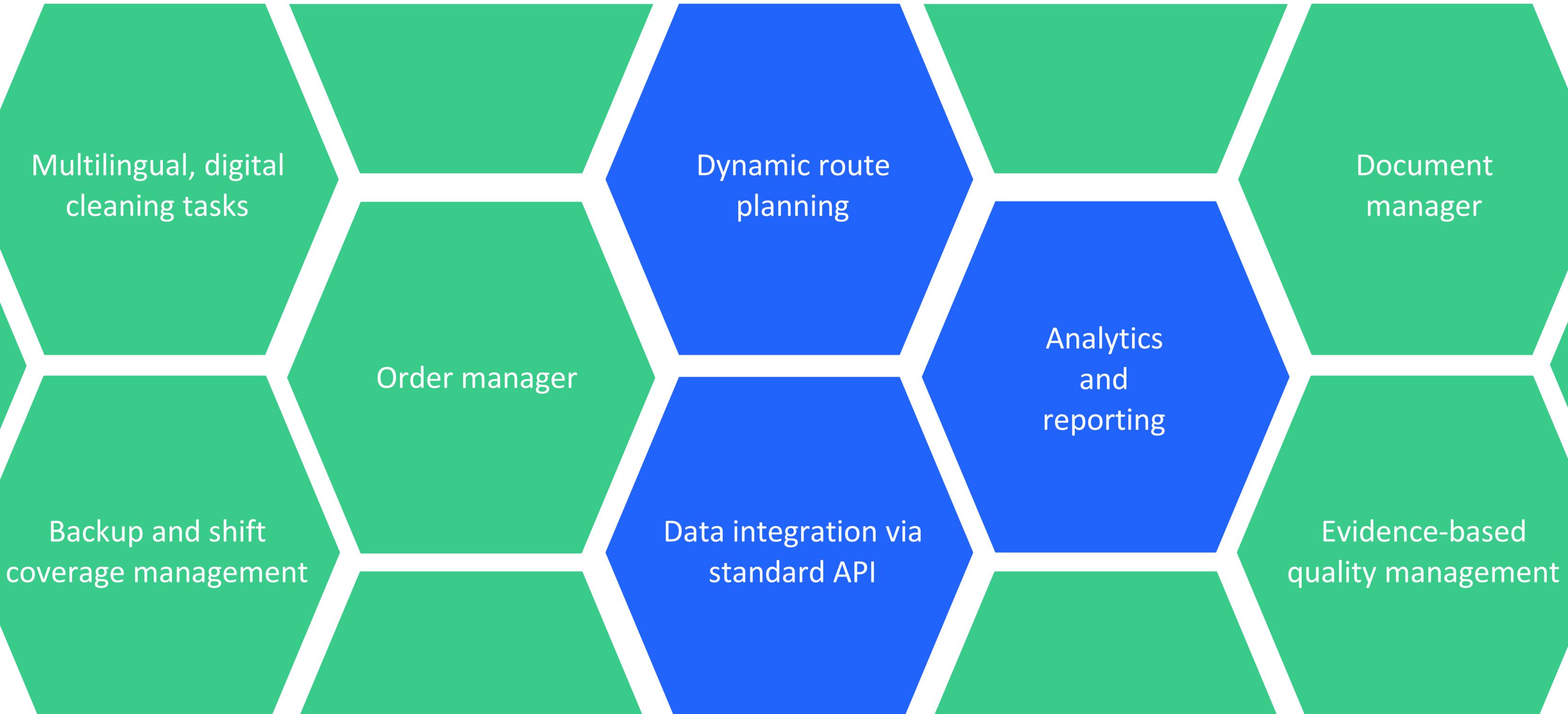


# System overview based on the well-known BHUK



# The most important features

Smart Cleaning



# Key benefits of soobr



## Cost savings

- Reduced personnel costs
- Optimised use of resources (personnel)



## Service transparency

- Comprehensive, standardised performance documentation
- Data-based continuous improvement



## Seamless digitalisation

- Automated processes without media discontinuities
- Intuitive user interface



## Process optimisation

- Dynamic algorithmic planning
- Integration of any data sources

# Efficiency gains in planning, control and execution\*

Key benefits

## Savings in administrative processes

Time savings for regional and operational managers in daily planning and supervision, quality measurement, and continuous improvement with data.

## Savings in cleaning processes

Time savings in cleaning hours on the floor due to planning optimisation, prevention of overfulfilment and process automation.

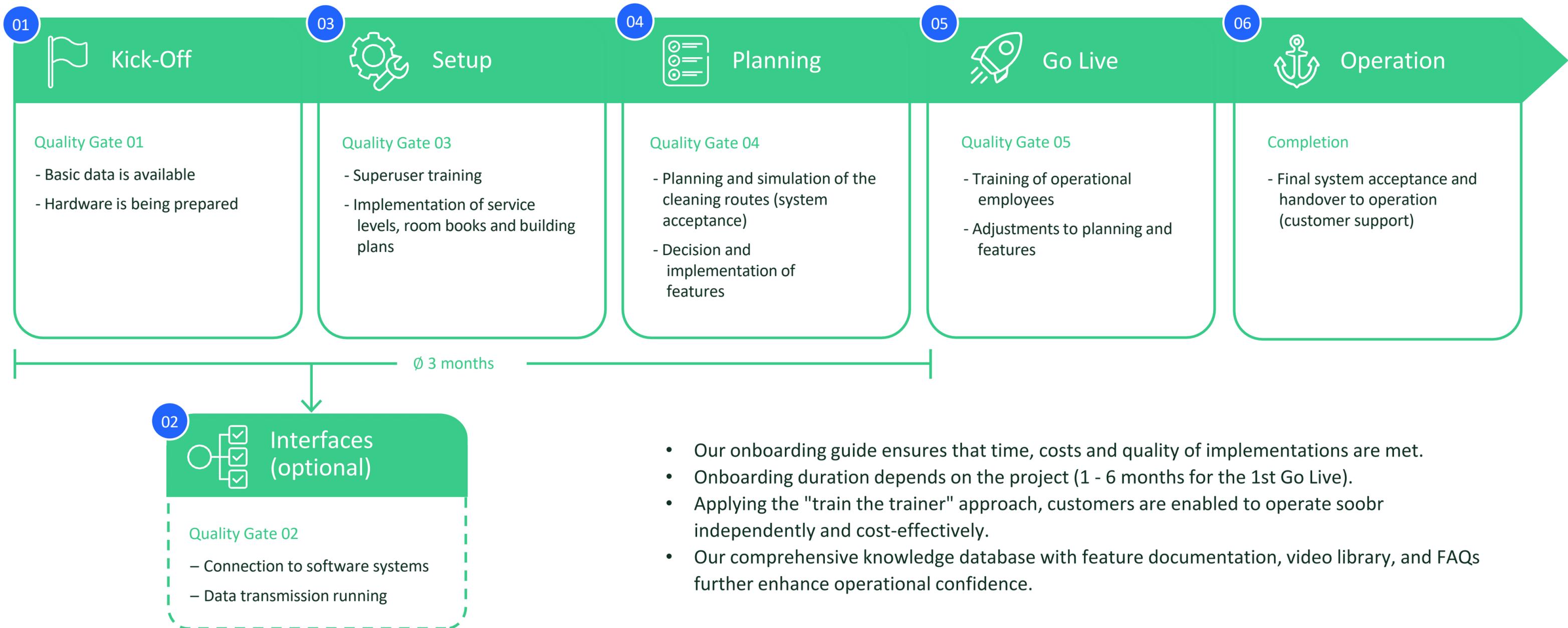
5%

Average annual savings in personnel costs, including overheads.

\* The figures are based on benchmarks of existing customers. Costs and payback must be calculated individually.

# Standardised and cost-efficient onboarding

Key benefits



- Our onboarding guide ensures that time, costs and quality of implementations are met.
- Onboarding duration depends on the project (1 - 6 months for the 1st Go Live).
- Applying the "train the trainer" approach, customers are enabled to operate soobr independently and cost-effectively.
- Our comprehensive knowledge database with feature documentation, video library, and FAQs further enhance operational confidence.

# Shaping the future of cleaning

Key benefits

By integrating data sources such as robots, sensors, or smart dispenser systems, as well as feedback from the cleaning teams, soobr optimises the planning and control of cleaning processes in real-time.

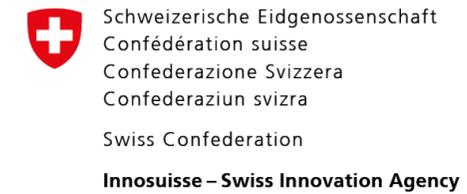
People and technology work together seamlessly: Data flows directly into dynamic planning, reduces idle times, and ensures efficient, demand-oriented cleaning.



# Our customers



# Partners



# Ulm University Hospital



"Before the use of soobr, planning was time-consuming and often inefficient. Now we save valuable resources, reduce idle times, and can concentrate more on the quality of the cleaning."

Jens Fricke, Head of Cleaning, Dienstleistungsgesellschaft Universitätsklinikum Ulm mbH

## Challenges

- Excel spreadsheets make flexible scheduling difficult
- Cleaning results are not documented in a standardised way
- Defects are reported manually and lead to delays

## Solution

Use of soobr for dynamic cleaning scheduling with real-time documentation and automated task distribution

## Results

- Flexible, demand-oriented planning at the touch of a button
- Complete documentation
- Efficient defect reporting directly via mobile devices

366 Daily cleaning tours

239,000 Square metres



# Winterthur Cantonal Hospital – Business Case

"With soobr, we were able to eliminate three cleaning areas and completely digitise our planning processes – while maintaining the same quality and achieving greater transparency. "

Carmen Kern, Head of Facility Services, Winterthur Cantonal Hospital

## Challenges

- High manual effort for route planning and coordination
- Lack of transparency regarding the services provided
- No digital support for planning, execution and control

## Solution

Use of soobr for optimised route planning, digital task allocation and transparent performance recording

## Results

- Fully digitalised planning, execution and control
- Greater transparency and improved traceability
- 5% reduction in personnel costs with no compromise on cleaning quality

**2,5** FTE reduction

**19,000** CHF annual savings

**< 6** months Return on Invest

# What our customers say

Customers



"We have made our lives easier with soobr. Before, we worked with physical folders and Excel spreadsheets. Everything had to be printed out, filed, and distributed to people. That's no longer necessary."

**Sven Hofmann**

Corporate Planning & Controlling, Ulm University Hospital



"Soobr facilitates both the induction of new employees and the daily workflow of existing staff, in the language that the employees best understand."

**Torsten Müller**

Managing Director, Obermüller Bewirtschaftungsgesellschaft mbH



"Instead of static cleaning schedules, we are now pursuing a dynamic approach that enables us to cut costs effectively."

**Samuel Gross**

Head of Specialist and Office Cleaning, HOCH Health Eastern Switzerland



# Thank you!

For more information: [soobr.com/healthcare](https://soobr.com/healthcare)

Contact us: [hello@soobr.com](mailto:hello@soobr.com)

Follow us on [LinkedIn](#)

Subscribe to our [newsletter](#)