Reed Exhibitions

Case Study

Reed Exhibitions Combines Salesforce with In-House and Cloud Systems to Transform Exhibitor Registration Processing

salesforce®

Industry: Exhibition/Event Management / Business Focus: Sales & Marketing

Reed Exhibitions is the world's premier exhibition organizer, with a network of 34 offices worldwide. Reed's new Xenos system provisions data from various registration sites directly into the Salesforce.com data store for use in reporting, forecasting, and campaign management as well as integrating with the marketing automation system, Eloqua, by collecting typical registration data and questionnaire responses by attendees for use in future target marketing. The system runs on AgilePoint's cloud platform-as-a-service (PaaS) system hosted on Microsoft's Azure Cloud.

CHALLENGE & OBJECTIVE

Reed's objective was to build an automated workflow-driven marketing system to unify multiple platforms and combine their data into a single Salesforce.com repository providing advanced analytics as well as to leverage their marketing automation system (Eloqua) to improve their customer engagement experience. To run their operations, Reed relies on many legacy and on-premise solutions that are tightly integrated with the existing CMS which took years to create and integrate with other line of business systems. The challenge was to integrate, in a single process, various cloud technologies and create a real-time transactional system governed by complex business rules. This task was not simply, data integration and exchange. They also needed to integrate existing on-premise and new cloud-based systems, support diverse customer platforms and technologies, automate enterprise-wide workflows and include support for mobile devices and social technologies. Instead of taking years as they did before, Reed needed to connect these cloud services and on-premise systems cost effectively and quickly.

BUSINESS TRANSFORMATION GOAL

To integrate and synchronize their flagship CMS system supporting exhibitor and event planner enviroments, with Salesforce.com, the Reed Exhibitions' web site exhibitor registration system and numerous external exhibition vendors' web site registration systems along with a marketing automation system – all running in a cloud environment.

> "Agile point provided us with a development framework to very effectively deliver a complex solution in a quick development lifecycle. AgilePoint provides out of the box functionalities for big project overhead items including process compliance, resilience, monitoring, security and scalability which are expensive and time consuming in traditional software development. AgilePoint also gives us the flexibility to evolve our requirements in phases, to minimize scope burden and manage priority based on real operational impact."

Anurag Pathik
Head of IT and Development

*Business Intelligence Group 2014 Case Study of the Year

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IMPLEMENTATION APPROACH

Reed initially tried a traditional programming approach to create the hybrid interconnectivity and new functionality they needed. After nine months of custom coding attempts, they were unable to realize requirements. Then, Reed engaged with AgilePoint to provide a PaaS BPM application development and deployment environment as well as design and development services. Reed provided requirements to the AgilePoint Professional Services team who then worked with Reed to design and deliver a highly flexible, process-driven composite application solution. That solution was created without resorting to traditional programming by following AgilePoint's "Beyond Agile" development methodology through three distinct sprints using AgilePoint's drag, drop and configure development and deployment environment. As an added benefit, the delivered system can also be easily adapted to meet the changing needs for different exhibition types with simple re-configuration efforts.

IMPLEMENTATION SUCCESS

Xenos now automates the enterprise workflows, prioritizes registrations according to business rules, manages record de-duplication, and has cut processing times from days to seconds. The solution took less than three months to design and deliver.

Processing cut from days to seconds
for attendee registrations with AgilePoint vs. previous solution

ADDITIONAL BUSINESS BENEFITS

The solution yielded numerous additional benefits that increased overall operational efficiency:

- Automated resubmission of problematic registrations, error notifications and escalations, and full audit trails for all process steps

- The ability to quickly 're-purpose' or 're-use' the same solution across exhibition events and provide services to different vendor customers using diverse platforms and technologies

- A composite, end-to-end enterprise solution capable of sustaining the high volumes of automated transactions their growth plans require

- The marketing operation no longer manages and uploads lists from external systems for email campaigns

> "Now our marketing operation can focus on content, produce more of it, and plan strategies that were not previously in scope. We will also be agile enough to change based on constantly evolving requirements and our adoptation of new cloud solutions. In the end, the real beauty for us is what the Xenos system will do for Reed through the use of smart marketing and the way it fits so well with our enterprise architecture."

Anurag Pathik
Head of IT and Development

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