

Online Registration and Order System

Fields of Application



- Exhibitors' and service-provider portals for trade fair corporations
- Online Registration and Order System
- Order Processing

Description

German trade fairs and their management can look back onto a remarkable and worldwide recognized tradition. Nevertheless, internationalization and the increasing pressure from competition leads to new challenges not only for trade fair corporations but also for visitors and exhibitors who wish to take advantage of the marketing instrument "trade show". In order to be able to profit from trade shows in their important role as communication platforms and branch-specific meetings also in the future, state-of-the-art software technology is needed.

Such a software should be able to realize extensive and target group-oriented trade fair services as its leading concept; it should be orientated towards the day-to-day trade fair business; it should cover all communication needs; and integrate optimally into existing system environments by means of diverse import and export functions as well as standardized interfaces. Only a uniform planning and processing of the trade fair business guarantees you competitive advantages and permits you to meet the future demands of the trade show business.

For these reasons, comm.fair is the optimal software solution for your trade fair corporation: it is a flexibly configurable and extendable product framework. The entire exhibitor business process from registration and the order of services to accounting can be adapted. The idea and the concept of the product evolved from community4you's long-term experiences with major German exhibition corporations.

Benefits

- community4you's long-term experiences with major German exhibition corporations
- Covers the communication needs of the day-to-day trade fair business
- Ensures competitive advantages by integrally planning and processing your trade fair business
- Optimizes your profit through extensive controlling and reporting tools
- Provision of target group trade fair services
- System integration through standardized interfaces

Highlights

- Administration of orders for stand areas and services
- Connection of external systems through standardized interfaces
- Hierarchical, multimedia product and shop management
- Order processing of services and publications in trade fair catalogues via shopping carts and order status values
- Workflow-supported registration process from stand registration to stand allocation

Features

- **Content Management**
With the integration of comm.graphéo textual and visual content as well as the structure of the portals can be edited by authors.
- **Controlling and Reporting**
For evaluation purposes, all data can be exported in different formats like Excel or PDF, for example. Optionally, it is possible to transfer the evaluation data to Data Warehouse Systems such as SAP/BW. By default, comm.fair includes important basis reports like the list of orders, clients, buyers, products and prices.
- **Interfaces**
Integrate comm.fair into existing system environments, for instance by flexible connection to SAP systems (SAP/SD and SAP/CRM). For the integration into other third-party systems our product offers you a multitude of standardized interfaces (f. ex. XML, SOA).
- **Order Management**
Integrate parts or all functions of the order management for fair areas and fair services. All processes concerning a client's request (registration, order, documents, business partners, contact persons, hall plans ...) are thus shown clearly laid out in one single place.
- **Order Processing with Service Provider Portals**
Offer your exhibitors a simple order processing of services and publications in fair catalogues by means of virtual shopping carts and order status values. Involve your service providers in order processing and hereby enable them to track orders and to report performed services directly to the system. Thus the whole order process is run automatically as far as possible.
- **Permissions Management**
Map your different user groups, such as exhibitors, interested parties and anonymous users by means of a complex permissions management.
- **Product and Shop Management**
Administer the product portfolio for visitors' and exhibitors' products conjointly with a comfortable HTML interface. Here, it is possible to load parts of the master data like sales data of products and prices from third-party systems through interfaces.
- **Registration Process**
comm.fair supports both classic registration as well as online-registration on the basis of documents provided by the trade fair corporation. It then conducts the order process for single or collective booths from registration to the allocation of the booths.
- **Ticket System**
Extend the ordering and exhibitor portal with a complete mapping of the business processes for visitors by means of our ticket system comm.ticket.

Company Details

Our core competences:

Software development
of standard products and special solutions based on our own integration platform open-EIS in the fields of Fleet Management, Trade Fair Management, Document and Content Management, Teamwork and Knowledge Management as well as Education and eLearning.

open-EIS
community4you's unique feature is an integration platform with enterprise technology, based on a service-oriented architecture (SOA) for the flexible adaptation and extension of complex business processes through integrated mechanisms.

Networks
are an important factor of success. For this reason, we work together with many partners who support our business activities with their solutions.

References
Our products are successfully deployed – amongst others – at the following known companies:
Messe Frankfurt GmbH,
Deutsche Messe AG,
Otto GmbH & Co. KG,
Commerzbank AG,
Volkswagen Coaching GmbH,
Deutsche Bahn AG,
DEKRA.



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