

Top performance during trade fairs

One gate, three functions: Efficient business processes at Messe München

Of the two million visitors that the Messe München receives each year, very few know just how much work is involved behind the scenes. To ensure that over 30,000 exhibitors can present their companies and products to perfection right from day one, quick and efficient communications with the exhibitors during the run-up to the exhibition are of vital importance. Ensuring that business processes run absolutely smoothly, a powerful unified messaging solution from Ferrari electronic works in combination with Microsoft Exchange 2007 and SAP.

It takes just a few days between trade fairs to completely transform the exhibition halls and provide the perfect environment for the new exhibitors. Anybody who has witnessed this transformation will know just how important it is to have direct communications between the events organizer and the exhibitor. This is why, as early as 1999, the Messe München was an early adopter of unified messaging. And yet to this day many vital processes – such as for outbound marketing in advance of events, for registration or for billing – depend on fax. When dealing with legally binding business processes, many decision makers prefer this fast and secure means of communication.

As a part of their migration from Microsoft Exchange 2003 to 2007, the IT managers at Messe München decided to replace their existing unified messaging solution with OfficeMaster from Ferrari electronic. „We were looking for an appliance type of solution, the aim being to spare ourselves excessive amounts of servicing every time we install a software patch or when there’s a change to the fax driver,“ says Stefan Schüssler, head of IT Infrastructure at Messe München. He also had high expectations of system stability and the associated availability of the solution.

This was why the IT Infrastructure team at Messe München selected the combined hardware and software solution OfficeMaster.

„The system was operative in a minimum of time thanks to our system vendor Cancom in cooperation with the experts from Ferrari electronic. The management was particularly impressed by the trouble-free integration of the OfficeMaster Gate hardware.“

The two boxes which have been installed provide over 500 employees at Messe München with a total of eight ISDN channels, which ensure that fax jobs are processed quickly even when communications are at a peak.

Fax documents are sent and received directly in Outlook, making the solution easy and intuitive to operate. As the ERP system employed by Messe München is SAP, it made sense to install the expansion module OfficeMaster for SAP. This allows orders and outgoing invoices to be sent by fax directly from the ERP system.

Further developments in planning

„In conversation with the experts from Ferrari electronic, it immediately became clear that they are right at home in the worlds of IT and telecommunications,“ explains Schüssler. This is important because the IT managers are always looking for new and innovative approaches to improve the work processes for employees at the Messe München.

For example, a current pilot project with the Microsoft Office Communications Server (OCS) offers employees a wide range of ways to collaborate with one another, or to conduct internal training in webinars.

The media gateways from Ferrari electronic allow the OCS to seamlessly connect to the PBX infrastructure from Siemens, so scenarios of this type can be tested and implemented with a minimum of effort. The two OfficeMaster Gates operate in parallel as a media gateway for OCS and as an ISDN controller for the OfficeMaster fax solution.



The Messe München hosts a number of leading international exhibitions and is one of the world’s top trade-fair organizers.