

Unified Messaging at the Stadthalle in Vienna

Security via SMS

By implementing the Unified Messaging solution, the Stadthalle in Vienna was able to optimise its business processes. A cleverly designed SMS alarm system increased security during events and gave the technical IT support team advance warning of any possible bottlenecks in the system.

The Stadthalle in Vienna hosts one major event after the other. In Hall F it has also created one of the most modern performance stages in Europe, which is the ideal venue for smaller events and musicals. In an average year, around 1.2 million visitors will attend more than 400 spectacles staged in the complex of halls located on the Vogelweidplatz in Vienna. And behind the scenes, it is the smooth functioning of the IT systems that ensure the fans can fully enjoy the performances of stars such as Pink, Beyoncé, Tina Turner or Paul Potts. The Stadthalle in Vienna is also often called upon to host national and international sporting events.



Figure 1
Major events can bring up to 16,000 visitors to the Stadthalle in Vienna

The staff are supported during all phases of an event, from pre-event ticket sales to the event on the day itself, by a Unified Messaging solution supplied by Ferrari electronic AG from Berlin. It was implemented by the IT team at the Stadthalle in Vienna, led by Klemens Untner. The additional communications channels enable faster business processes and provide a way to contact persons responsible directly, which is essential during big events.

Smooth-running ticket sales

In the runup to top acts, the telephones in the ticket sales section never stop ringing. Up to 300 customer contacts a day require high levels of efficiency. That especially applies to frequently recurring routine processes, which used to take a lot of time.

"Many callers ask us for a booking confirmation, and often they want a fax", said Klemens Untner, who was in charge of the project. Using OfficeMaster from Ferrari electronic, staff can send these faxes directly from their Mail client. The booking confirmation is sent directly to the fax printer, which then creates a mail with a PDF attachment. Whether an e-mail or a fax is sent to the customer is then decided in the Exchange Server. This prevents media discontinuities and information is then easy to find at a later date. With the multitude of customer enquiries received every day, by the ticket sales section, that means a considerable saving of effort.

Figure 2

If there are system bottlenecks, the IT manager, Klemens Untner, is informed automatically by SMS messages sent by the monitoring systems.



OfficeMaster also has an SMS module via which information can be passed on without delay. The event managers on site benefit from this in particular. When 16,000 visitors are streaming into Hall D simultaneously on the day of the event, the duty manager needs to have an overview of what's happening at all times. Safety, if there is a fire, or affecting the escape routes, is paramount.

SMS alarms guarantee safety

Consequently the visitors are counted automatically when they enter the pit, by the Stadthalle's own, in-house People Count System, which uses invisible laser curtains. Here, the direction in which visitors are moving is used to determine the number of visitors very exactly. If the number of visitors who have been allowed entry exceeds the defined limit, the person responsible for safety issues is automatically informed by SMS and they can immediately take appropriate actions.

The IT Department itself also uses direct alarm notification via SMS. To ensure maximum possible availability of the entire IT system at all times, the monitoring systems in use keep Klemens Untner and his team informed about critical statuses in the entire Stadthalle, by SMS. This enables possible bottlenecks to be identified and prevented before they occur. "The support we get from Ferrari electronic when projects are running is really excellent. Ferrari electronic's portfolio enables it to ensure problem-free integration projects and support for current products. "In Summer this year, when we virtualise our servers", said Klemens Untner, the IT manager, "we can then also integrate the Unified Messaging solution."