



Event Management and Transparency

exhibitforce
REDEFINES BEST PRACTICES

Fortune 500 Healthcare provider of medical technologies and services that are shaping a new age of patient care with a broad expertise in imaging and information technologies.

Executive Summary

The legacy system was on its way out as it could no longer meet the needs of the 25+ event managers and numerous vendors. It was time to take it to a new level and use a cloud-based system that would continue to evolve with their lines of business, while providing transparency and global access.



Challenges

Due to ever-changing technology, the challenge with proprietary systems is that they require ongoing investments of both time and money in order to stay advanced. This poses a general challenge to companies that are focused on their lines of business and require the support of a company whose sole focus is event management technology.

The requirements for the request to meet the needs of the current Event Managers and Vendors by (1) allowing them to track time, expenses and collaborate; (2) report on all data; (3) provide transparency; (4) provide Vendor Portals for ease of submitting estimates for client approval and managing logistics; and, once implemented in North America, (5) launch the Global Team.

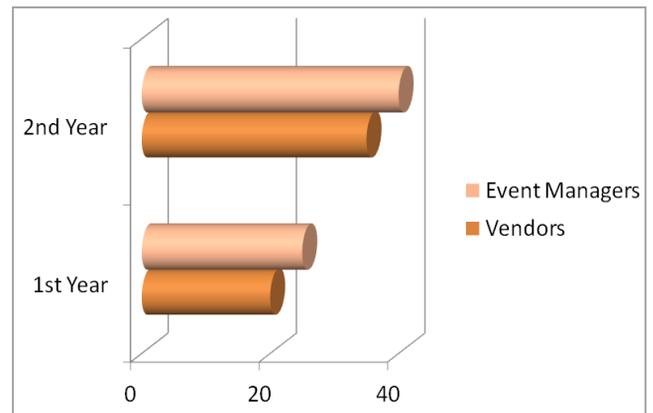
How ExhibitForce Helped

ExhibitForce's EF Event Suite technology was readily available to handle all of their requests. In specific areas, and based on their internal formulas, customizations were designed to drive timelines based on critical dates and overall metrics. For additional support of the event managers, vendor portals were created to maintain the estimating process and enhance collaboration. Above and beyond all requests, reports were top priority and easily met all of their needs as the details were entered by users and all were on the same platform.

For the first year, best practices were determined, tweaks were made and the North America Team had fully implemented the system across all lines of business. Within the second year, the global team was added and all event managers maintained their tasks, financials and all event-related data within ExhibitForce.

Results as of 2015

- 35+ Event Managers / 30+ Vendor Portals
- 200+ end users with Read Only access for transparency
- Projections for ongoing costs are at a flat rate and no longer a mystery
- Global launch was complete within 90-days



The above chart represents the number of users added over the course of a two-year span, noting that the client is now moving into their third year online with ExhibitForce.

