

Case Study

Core of Feria Valencia

Characteristics of the Project

Profile

Feria de Valencia is an institution dedicated to the organization of exhibitions that counts on one of the biggest areas for business trade fairs in Spain. Its complete infrastructure and the facilities it has enable several events to take place at the same time, comfortably.

Challenge

To develop an application for the management of spaces and the exhibition centre, that allow to make the commercial planning of it at short and long term, to manage the reservations made for the different places and provide information about the availability and the commercial operation of the exhibition centre.

Solution

The content manager Portal Framework ECM 2.8.2 by Concatel provided the necessary tools for the development of the required application.

Result

An application in web environment that, through a group of tools (calendar of reservations, dynamic maps of the exhibition centre, forms in web environment, validation workflows and an integrated system of notices through e-mail) allows the automatic and centralized management of commercial planning and reservations processes integrating all the areas implied in the process. This application, named CORE (Spanish acronym for Calendar of Exhibition centre Occupation) covers the basic business process of Feria de Valencia.

Technology

Content manager Portal Framework Enterprise Content Manager 2.8.2.
SQL Server Data Base.
Internet Explorer 6.0 or upgrade.

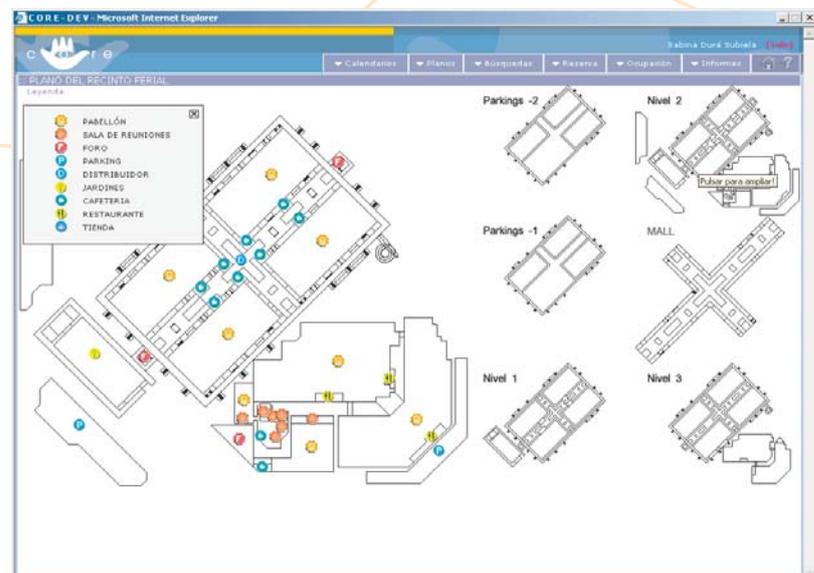
FERIA VALENCIA

With the organization of 45 exhibitions per year and having one of the biggest exhibition areas in the world, Feria Valencia is one of the most modern Spanish trade fairs in the European continent.

This sizing, obtained from the last exhibition site enlargement, highlighted the need of having a more effective system to manage spaces and services for a long time so as to acquire commitments at medium and long term.

Feria Valencia designed a prototype and Concatel developed CORE from it, an application for the business planning and the management of spaces and of all the information and related services: reservations, reports of occupation, management of related services, etc.

The use of the content management technology of Portal Framework Enterprise Content Manager made possible to develop a solution specifically designed to meet the needs of Feria Valencia.



CENTRALIZATION OF THE INFORMATION EASY-TO-USE

Among the multiple features of the application, one of the main ones is the centralization of all the information as regards the spaces of the exhibition centre and the related services in the same repository.

Thanks to CORE development, all users involved in the process have a complete catalogue of spaces and services they can market. Besides, the storage of all the information in a same data base enables the application to make different calendars of use where it is shown the availability of spaces using a code of colours.

Among the several features that the application has, it is possible to visualize an annual calendar of events that shows the foreseen or programmed events (confirmed reservations or in process of validation) and the concurrent events celebrated in other international fairs.

The application also has a calendar of uses per show ground where the type of particular use in a determined place is specified.

Besides, a plan of the exhibition centre enables the graphic visualization in three-dimensional maps of the different spaces. In this way, the user can consult about the general characteristics (area, capacity, ...) and technical features (facilities, technical services, etc) of each pavilion and room of the exhibition centre, as well as having access to the calendar of uses of the space.

Through these tools and the graphic interface, the people in charge of each area can have a global picture of the volume of work and the level of occupation at long term.

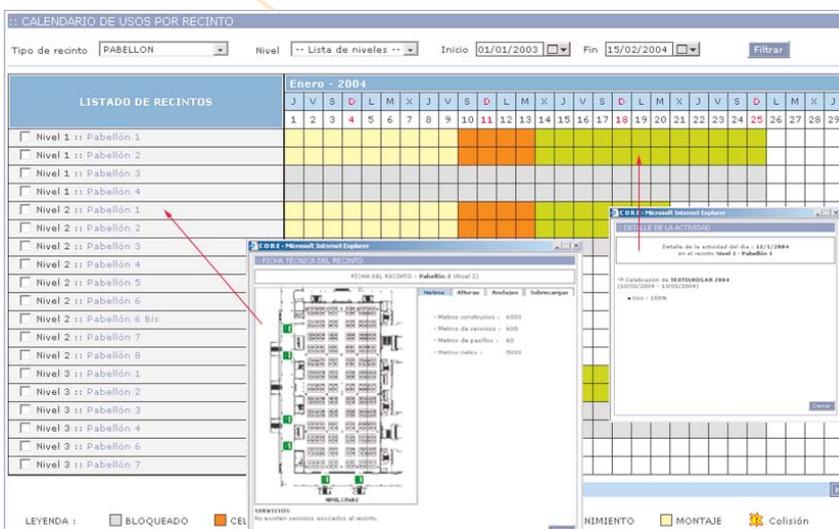
The possibility of consulting these calendars, searching determined dates and using three-dimensional maps to show the location of spaces turn this application in a very useful and easy-to-use tool.

The development of tailored input screens and the use of visual channels for the modification of data online makes of this application a very comfortable and easy-to-use tool for any kind of user. This feature is increased because CORE works in a 100% web environment, what turns it into an application extensible to any department.

Together with the use of a very simple and easy-to-use interface, the developed application enables to create different kinds of users. This feature enables to not only establish validation cycles according to the needs of the moment, but also to have a very strict control on the access each user has to the information stored in the application.

The fact of being client-oriented has also enabled it to include a large number of maps that facilitate the location of each of the spaces by the users and give important information about its structure and size.

On the other hand, the implantation of online help enables users to have information about the use of the application at each process step.



RESERVATIONS MANAGEMENT

CORE enables to reserve the spaces for the different events that Feria Valencia organizes automatically.

Through the fill in of different forms, CORE gives a tool for the complete management of all the process of reservations: request, validation and acceptance.

The process of reservation centres all the areas affected by the process on the application: Business Department, Technical Department and Human Resources Department.

With a system of notifications by e-mail and a workflow of validations defined on PFW platform, the system ensures the agreement of all the areas with the reservations, while ensuring the business goals are in line with those of the organization and improving the coordination of the activities of the different departments.

The existence of different roles according to the position of the user enables to establish both, tailored validation cycles and correct operation of each process and reservation.

Besides, when requesting the reservation of a space, the application checks the availability of it with the information in the data base. In case there is some incompatibility, the application notifies the user that it is impossible to carry out the request made.

INFORME DE ROTACION POR PABELLON

Recinto: Nivel 2 :: Pabellón 1

PERIODO SELECCIONADO: Inicio 01/09/2003 Fin 31/08/2004

OCUPACION EN DIAS PARA EL PERIODO SELECCIONADO			
DIAS DE MONTAJE	40	DIAS BLOQUEADO	0
DIAS DE CELEBRACION	11	DIAS MANTENIMIENTO	12
DIAS DE DESMONTAJE	22	TOTAL DIAS OCUPADO	41
			% DE ROTACION
			27.3

MES	EVENTO	MONTAJE	CELEBRACION	DESMONTAJE	T.DIAS
DIC-2003	TEXTILHO-GAR 2004	25/12/2003 - 09/01/2004 Total -> 16 días	10/01/2004 - 13/01/2004 Total -> 4 días	14/01/2004 - 20/01/2004 Total -> 7 días	27
ABR-2004	GENIÁPOLIS 2004	19/04/2004 - 04/05/2004 Total -> 16 días	05/05/2004 - 07/05/2004 Total -> 3 días	08/05/2004 - 10/05/2004 Total -> 3 días	22
JUN-2004	Mantenimiento de Focos	-	08/06/2004 - 11/06/2004 Total -> 4 días	-	4
JUN-2004	adsaid	-	23/06/2004 - 23/06/2004 Total -> 1 días	-	1
JUN-2004	Mantenimiento Pintura	-	24/06/2004 - 30/06/2004 Total -> 7 días	-	7
JUL-2004	LUIS PRUEBA 2004	12/07/2004 - 09/08/2004 Total -> 28 días	10/08/2004 - 15/08/2004 Total -> 6 días	16/08/2004 - 23/08/2004 Total -> 8 días	39
AGO-2004	FIM 2004	30/08/2004 - 26/09/2004 Total -> 2 días	27/09/2004 - 02/10/2004 Total -> 6 días	03/10/2004 - 09/10/2004 Total -> 8 días	2

OBTAINING OF REPORTS OF BUSINESS OPERATION

The obtaining of reports about the indexes of operation is other of CORE features. If it is necessary, it is possible to get several reports in order to know about the activities of the exhibition site at a fixed moment. These reports include indexes of use of the pavilions, business effectiveness and technical memory of the place.

CORE has become an essential business tool for the user and the strategic information that gives to the control panel of Feria de Valencia.

BENEFITS

The implementation of CORE application has given to Feria de Valencia a very useful business tool since the automation of all the processes related to the management of space has enabled it to improve the level of coordination among the different departments in the processes of planning and management of events, reducing the volume of papers used and increasing the performance and effectiveness of all processes.

Besides, thanks to the centralization of all the processes and the information, now it is possible to carry out a more effective planning at long term, what is very useful for the business strategy planning.

As a management tool, it will undoubtedly enable a thorough control that will optimize the use of assets.