

# Case Study

## Experient Designs and Implements Cross-City Technology Solution for International Event Sponsor

### About Experient

*Experient leads the industry as one of the best-known and most respected brands in the event management world. Its core services include providing registration, housing, event planning and management, site sourcing/contract negotiation, and lead retrieval services for association, corporate and government clients. Experient employs professionals dedicated to fulfilling its vision of perfecting the event experience to deliver leading-edge thinking, experience and technology solutions for meetings, conventions and tradeshow around the world.*



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### Background

One of the world's largest beverage producers and sponsor for many global sporting events was sponsoring the International Federation of Association Football (FIFA) World Cup — the world championship for men's national association football teams.

The event was held in Cape Town, Johannesburg and Sun City, South Africa.

### Challenge

The client had been challenged to find a technology solution for their global hospitality events that combined all of the essential elements of registration, housing and ground transportation into one platform and database. In the past, the client relied upon a large staff spending numerous hours using non-sharable data from countless Excel spreadsheets, making the tasks manually intensive as well as inaccurate. They required an integrated data collection, asset tracking and assignment, and reporting solution and they needed web-based, real-time access.

### Solution

Experient analyzed the elements they required and set about building new functionality into its existing EventXL™ system — an event registration and housing services platform that uses the latest Microsoft.NET technology and is fully compliant with the Payment Card Industry (PCI) Digital Security Standard (DSS).

By using the EventXL system, Experient created an administrative tool that managed the company's package inventory, registration and housing management (down to room number of specific hotel), event ticket management (down to row and seating assignment of event), photo badge production, tracking of non-package charges and tracking of financial summaries. The system was developed, tested and set into motion all within the needed timeframe.

Additional challenges developed; however, as South Africa's inadequate and unreliable Internet services became apparent. The Experient team developed an emergency contingency plan that proved to be vital. Experient shipped servers, laptops, badge printers, laminators and assorted auxiliary hardware to install fully-operational systems across all three cities. The systems were maintained by Experient specialists who were on-site with the client for a total of 65 days providing technical and logistical support. The Experient team back in the United States was continually integrated into the operation, and was able to provide support despite the difference in time zones.

### Results

For the first time, the client's global hospitality technology needs were all housed in one central system that operated flawlessly during the entire event. Cape Town, Johannesburg and Sun City were all synced to provide real-time data reporting and operational integrity. Experient's EventXL system was so successful during FIFA that it is being configured for the next FIFA World Cup in 2014.