

# Case Study



## NürnbergMesse, Nuremberg New infrastructure gives location a new edge

With 160,000 square meters of exhibition space and hosting more than 120 trade fairs and conferences in Nuremberg and worldwide, NürnbergMesse is one of the fastest-growing trade fair organizers in Europe, and one of the 20 most important exhibition centers in the world. Some 1.2 million people visit the site every year. The organizers are aiming for a record turnover of 190 million euros for 2010. Offering new services is a vital step in making the exhibition center even more attractive. An IP-based infrastructure that is operated as a managed service creates the ideal conditions for doing this. And at the very heart of this solution is an OpenScape UC server running from an external computer center.

### The Task

- New infrastructure for voice and data communications – for both management and exhibitors
- WLAN covering the entire site
- Integration of existing applications and processes
- Ability to quickly change service providers without interrupting operation

### The Solution

- OpenScape UC server in the external computer center of a local carrier
- Several thousand ports for voice and data communications via DSL
- Installation of two HiPath WLAN controllers and 400 HiPath wireless access controllers
- OpenScape managed services for the entire infrastructure
- Creation of a user help desk

### The Benefits

- Optimum service for exhibitors, visitors, conference participants, and the organizer's own needs
- New features, such as location-based services and video conferences
- Fail-safe features and data protection
- Open interfaces allow other companies to be integrated
- Ability to concentrate on core business combined with cost savings thanks to managed services

## Task

To make the exhibition center even more attractive and to help it stand out from the competition, a new IP infrastructure will create the necessary conditions for offering further charged services to exhibitors. In addition to broadband Internet access via WLAN and DSL, there will be new services such as VoWLAN, location-based services, and video conferencing or IPTV. These require maximum security and availability. Considerable flexibility was needed as the requirements are constantly changing according to the size of the trade fair or conference. Open interfaces were used to allow legacy processes and other companies to be integrated into the infrastructure.

Maintenance of the entire infrastructure was to be guaranteed by managed services in combination with an on-site presence; support for working with exhibitors was also required. This support was to include setting up a user help desk.

## Solution

The trade fair organizer's requirements were identified in close collaboration with and with external support from the ROTH tele concept consultancy in Munich. A range of services was then tailored precisely to these needs. NürnbergMesse opted for an external computer center operated from a local carrier's premises and centered on the OpenScape UC Server for voice, Internet, and data services. These can be used by both the organizer's employees and exhibitors. Some 50 teleworkers and the trade fair organizer's overseas offices are also connected to it. "Events are all different sizes, which represents a particular challenge as the required bandwidth fluctuates greatly and there are new requirements to be met – often at very short notice," reports Helmut Roth, Managing Director of ROTH teleconcept.

The network installed the previous year over the entire site was used to create a comprehensive WLAN with two HiPath WLAN controllers and around 400 HiPath wireless access controllers for both internal and external applications. This, combined with an xDSL infrastructure at the carrier level that was implemented using an NGN DSLAM and together with the Siemens Enterprise

Communications' IP-based platform, allows flexible data and voice services to be offered to exhibitors with various connection models – wireless IP telephony or IP telephony connected directly to the LAN or via DSL routers. To keep costs down and to concentrate exclusively on the core business, the NürnbergMesse directors also decided to implement OpenScale Managed Services from Siemens Enterprise Communications for operating, monitoring, and maintaining the entire infrastructure.

The agreed SLAs require fault response times of 15 minutes and arrival on the premises within half an hour.

The service provider has set up a user help desk that also continuously analyzes user behavior. Customers are now being processed – from ordering the required services through to billing – for the first time by MesseNürnberg on its own with Siemens Enterprise Communications supplying all the necessary data. The entire solution was implemented within six months, and the changeover went completely smoothly with no interruption to the ongoing trade fairs. "We do not run the IT and telecommunications services ourselves, so we are able to concentrate fully on our key task – organizing international trade fairs – and yet are still able to offer our exhibitors modern IP communication services that are administered centrally and reliably," emphasizes Michaela Griep, MesseService Manager.

## Benefits

The new infrastructure has helped NürnbergMesse to become one of the world's leading exhibition centers from a technological viewpoint. It is able to offer exhibitors, visitors, and conference participants state-of-the-art IT and telecommunications services.

It has also become even more competitive compared to other exhibition locations. Compared to the previous solution, it has provided considerable added value by allowing the marketing of high-quality services with maximum reliability.

"At the same time, we now have the optimum base from which to meet the

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**Michaela Griep,  
MesseService Manager**



demands of the future," says Michaela Griep with conviction. The dense WLAN with a transmission speed of 10 MB/s means that new services, such as location-based services, can be offered in the future. Other processes and services can now be gradually integrated into the new infrastructure via the open interfaces provided in the package – from the visitor information system and ticketing, via POS systems and visitor entry checks, through to conference management, journalist accreditation, and parking space management.

## About Siemens Enterprise Communications

Siemens Enterprise Communications is a premier provider of end-to-end enterprise communications solutions that use open, standards-based architectures to unify communications and business applications for a seamless collaboration experience. This award-winning "Open Communications" approach enables organizations to improve productivity and reduce costs through easy-to-deploy solutions that work within existing IT environments, delivering operational efficiencies. It is the foundation for the company's OpenPath commitment that enables customers to mitigate risk and cost-effectively adopt unified communications. This promise is underwritten through our OpenScale service portfolio, which includes international, managed and outsource capability. Siemens Enterprise Communications is owned by a joint venture of The Gores Group and Siemens AG. The joint venture also encompasses Enterasys Networks, which provides network infrastructure and security systems, delivering a perfect basis for joint communications solutions.

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