

Messe München models clear profile for tenders.

Campana & Schott consults and assumes operating functions in the business process management process.



Messe München modernized its IT environment so that its applications are optimally aligned to the business processes and the requirements of the specialist departments. To this end, Campana & Schott organized workshops, supported the development of the specifications, and operated the entire business process management.



Messe München

Customer profile

With more than 50 own trade fairs for capital goods, consumer goods and new technologies, Messe München is one of the world's leading trade fair organizers. Every year, more than 50,000 exhibitors and around three million visitors participate in the more than 200 events on the exhibition grounds, in the ICM and in the MOC event center in Munich and abroad. With a network of affiliated companies in Europe, Asia, Africa and South America, along with approximately 70 foreign representations for more than 100 countries, Messe München also maintains a global presence.

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Starting situation: Requirement of specifications

The Bavarian state capital is a trade fair metropolis. The planning and organization of such a broad range of events would not be possible without a powerful and perfectly coordinated IT infrastructure. In the course of modernizing the IT environment, Messe München launched the program "Business to IT", which aims to optimally align all IT applications to the company's business processes and the specific requirements of the specialist departments.

Starting situation

With the "Business to IT" program, Messe München wants to optimally align its business processes and IT applications. Requirements specifications had to be described and specific business processes had to be modeled as IT processes for a total of 12 individual projects.

This process starts with the development of the specifications: "The development of the specifications for the upcoming IT tenders was the main challenge at the beginning of the project," explains Markus Marschalek, Head of Organization at Messe München.

Solution

Campana & Schott organized workshops and supported the project teams with the development of the specifications. In addition, the service provider also looked after the entire business process management, including the start, planning, analysis and preparation of the target concept, implementation, modeling and process monitoring.

Requirements specifications had to be described and specific business processes had to be modeled as IT processes for a total of 12 individual projects. At this point, project manager Marschalek brought in competent support from the experts at Campana & Schott. The development of the specifications was started jointly with two specialists for process and requirements management.

Result

The finished specifications provide a transparent requirements profile for the upcoming IT tenders. All processes were modeled according to BPMN in compliance with the standard. In addition, basic process management know-how was also established in the company in the course of the development process.

Solution: Comprehensive business process management

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“In the beginning phase, we communicated the basic know-how for the development of the specifications and process modeling,” reports Sven Kreimendahl, Manager at Campana & Schott. This process focused on the following three questions: How is the target status determined, and what must the application be able to do to meet the requirements? How is a process modeled correctly? Specifically, how are the specifications written? These questions were answered in workshops and training, e.g. in the form of templates for specifications.

Business processes and work processes are modeled so they can be continuously monitored and improved. To this end, the processes in the business process models are recorded, analyzed and optimized so that wait and processing times can be reduced and existing resources can be better utilized. The BPMN (Business Process Model and Notation) standard offers a solid foundation for this purpose. In addition to this standard, BPM at Messe München was also required to meet the criteria of quality management pursuant to ISO 9001, which would be confirmed by various certifications.

Result: Detailed requirements catalog for tenders

The finished specifications provide a transparent requirements profile for the upcoming IT tenders. “BPMN 2.0 is supported thanks to the integrated Rule Engine. As a result, all modeling activities can be implemented in accordance with the standard, which creates a sound basis for additional professionalization,” explains Kreimendahl.

“Thanks to the support from Campana & Schott, we have developed basic know-how in process modeling and process management, which we can build on in the future,” adds project manager Marschalek. “With Campana & Schott’s help, we now have a clear picture of what the IT environment is supposed to look like, which provides us with clear decision-making criteria as to which IT projects we will invest in going forward.”

In addition, Messe München also benefits from the other advantages offered by BPM. They include a faster time-to-market, lower costs and more efficient processes. Now, Messe München can respond to market needs more quickly and can better implement the requirements. Re-engineering enables efficient processes that are fully adapted to the needs of the business. The development of a requirements-appropriate and optimized process landscape allows for integrated and interconnected systems and the establishment of a future-oriented organizational structure

Key figures

- More than 800 employees
- Approximately 100 workplaces
- Project duration: 11 months

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Campana & Schott

Campana & Schott is an international management and technology consultancy with more than 300 employees at locations in Europe, the US and Canada.

For more than 25 years, we have been passionately assisting companies in managing complex change processes – with proven methods, technologies or simply the right people.

The passion for all facets of human collaboration in organizations and projects has driven us since the beginning.

Further information:
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