

Event Management System KIME Increases Efficiency by 75%

Web Application



Swisscom is Switzerland's leading telecom company, with headquarters in Bern and international activities throughout Europe.

With over 21,000 employees, it generated a net revenue of CHF 11.6 billion in 2016.

KIME Event Management System Case Study

Swisscom's different departments were using multiple systems to plan, manage and execute their events.

Web Essentials built a single flexible system "KIME" that efficiently handles all aspects of complex event planning and management.



Business Benefit

KIME has reduced the Events Management Team head-count by 75%. Event planning can now be overseen by 2 employees instead of 8, and ticket processing by 1 employee instead of 6.



Business Benefit

Web Essentials skill in Agile project management enabled us to provide a functional early release of the product, to be continuously improved in further sprints.



User Benefit

KIME delivers multiple event management functions via one comprehensive backend which is easy to master after a short training.

» In a professional world where everyone talks about simplicity, KIME IS simplicity. It is the first tool I look at in the morning and the last at night. It works with you to create the events exactly as you want them - no compromises or workarounds needed. «

Wolfgang Megert
SWISSCOM BUSINESS DEVELOPMENT





Technologies

PHP Flow Framework,
MySQL, CouchDB,
Elasticsearch,
Angular JS



Tools

Jenkins, npm,
Grunt,
Vagrant,
GIT



Team

Dedicated KIME team
incl. 1 PO, 1 Technical
lead, 1 QA and up to 5
developers



Time-frame

Ongoing,
with multiple
project phases
since 2014

Challenge

- + Create one flexible solution to consolidate the various systems currently in use for complex event planning and management tasks
- + Must support events on all scales, from small one day workshops to multi-day and location conferences
- + Feature a registration form builder that allows event administrators to fully customize event registration forms for different event purposes
- + Create APIs to get data from existing systems
- + Enable data collection for analysis to improve future events

Highlights

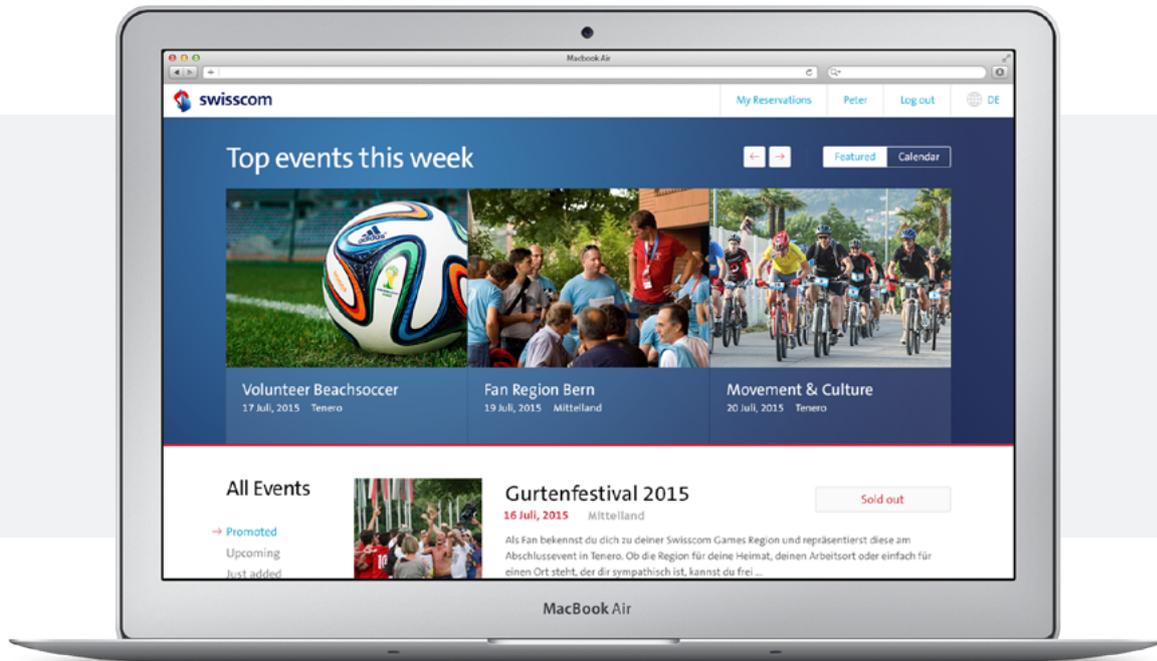
Custom Modules for Specialized Event Planning

KIME consists of a core backend system where admins can manage users, events and event parameters. The specific functionalities of the system are hugely expanded by various frontends, including:

Employee Module

This module can be used to organize specific types of internal events, from one day workshops to multi day and multi location events with an unlimited number of sub events. For the yearly Swisscom Games, over 3500 Swisscom and subsidiary employees are invited to a multi-day and multi-site sports event. The KIME Employee module can be set up to facilitate event registration, accommodation, travel arrangements, tickets and more. Users can filter for events, sub events and view what others have booked depending on their access rights.

If an event is fully booked, interested employees are added to a waiting list and automatically notified if a space becomes available. Different event types can be created as templates to reuse settings for efficiency. Events can be added by employees as well as the Events Management Team, and users can create their own teams within the event, assign roles and invite other team members. The communication process between organizer and attendees is fully automated.



Ticketing

The ticketing module functions like an online shop where employees have access to employee benefits and tickets to events that Swisscom sponsor. Employees can search and purchase tickets via credit card, reducing the burden on the Accounting department and generating income for Swisscom. This module has reduced the resources required from Swisscom's Accounting department from 6 people to 1 and increased the income Swisscom makes from internal ticket sales.

Compliance

Following new compliance regulations for events in Switzerland, the compliance module was built as an addition to the ticketing module. Key Account Managers are able to reserve tickets for beneficiaries and use the system to invite them and monitor their responses, making the process fully transparent for the ticketing office. The challenge was to incorporate a compulsory paper-based function into a digital process. Now beneficiaries are guided in printing, signing and uploading a form confirming their eligibility to attend to comply with Swiss law. Once this process is confirmed with the ticketing module the tickets are automatically released.

Single event microsite

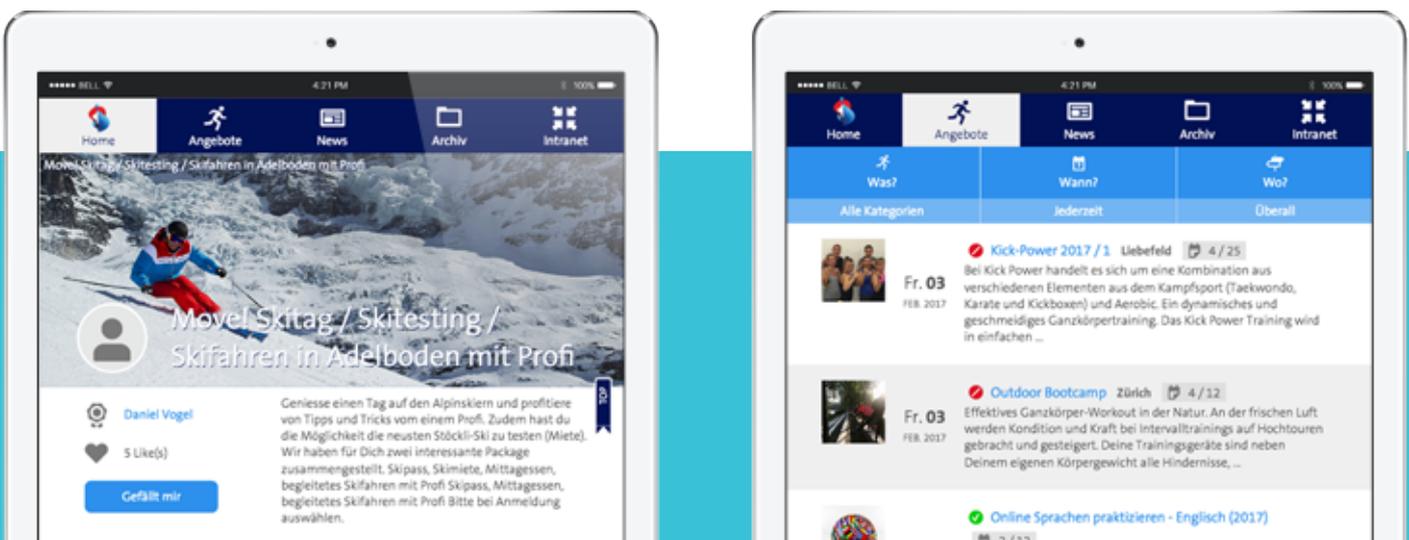
Not all events that Swisscom organizes are for internal attendees with existing KIME user profiles. So our development team made it possible to create and customize event-branded microsites directly from KIME. Access to the microsite can be open or via login tokens which can be charged with a discount or give access to a specific part of the event (e.g. VIP access). The tokens allow organizers to monitor which guests are visiting the site. Services such as transportation and accommodation can be booked directly through the microsite.

Newsletter

The newsletter module facilitates the easy sending of newsletters to specific receiver groups, be it by internal department or function, users with particular attributes, event attendees, or external users via an Excel list upload. The groups are generated within the platform and used to automatically populate the newsletters with user data such as email addresses, ticket details or barcodes. An intuitive user interface with custom content elements makes creating unique Swisscom branded newsletters easy and fast.

Operations, Rules & Services

These functions in the core backend are what make KIME so flexible. Operations are bookable elements that allow the breaking down of large events into sub-events (e.g. workshops or breakout sessions), which can be further customized using rules according to the unique needs of each operation. The rules engine allows parameters to be defined per user group such as the maximum number of participants by location, required constitution of teams (e.g. female quota), mutually excluding events, the maximum number of additional services a user may purchase or specific registration requirements. Additional services could be hotel rooms, parking spaces or meals that can be booked along with event registration, generating commission for Swisscom and simplifying the booking process for attendees and organizers. Together with operations and rules, services can be set up to vary depending on booking constellation and user type – and thus making an upsale in the very moment it matters.



Solution

A single event management system "KIME" that goes beyond the standard features of event planning tools. The system is versatile, readily scalable and integrates with Swisscom's existing infrastructure.

Flexible Event Planning, Communication & Management

- The event node approach and flexible data model means any event can be represented in KIME, from a one day training to a multi-day conference across different locations.
- Rules and services functions allow detailed customization according to the specific needs of each event or sub event
- A dynamic registration form builder allows administrators to customize each event registration form to include fields such as t-shirt size, accommodation booking information or allow users to upload images
- KIME is available in 4 languages to serve the regional languages within Switzerland and Swisscom's international subsidiaries. VAT rates and currencies for tickets can also be adjusted according to location.

343

Events run by KIME
in 2016

5,600

Attendees at the 2016
Swisscom CEO Roadshow event

521

Different "operations" or sub events
during the 2016 Swisscom Games

1,640 +

Events planned
using the tool

25,000

Participants handled by the single
frontend "Move" in 2016

2

Employees managing the tool
in a company of 21,000

Intuitive User Experience

- Multiple custom modules for specific event functions and processes are contained in one intuitive core backend where events can be created and pushed live in 15 minutes
- The interface is enjoyable for admins and end users to operate, with features such as event "likes" and News stories that can be displayed on the event or front end level

Integration with existing systems and processes

- KIME offers single sign on functionality so it can seamlessly integrate with Swisscom's existing processes and systems. Registration possibilities are available for internal and external users
- A simple signup process and online payment gateway makes paying for tickets by credit card fast and transparent, streamlining resources in the Accounting department
- KIME integrates with Swisscom's intranet, health platform, notification gateways, app scanner, ERP and CRM systems via APIs

Event Access Control & Analysis

- KIME can gather intelligence based on historical data and users' interests and allows Swisscom to own their own data.
- The system provides event access control and reporting via badge scanning for post-event analysis
- Data protection, security and compliance with Swiss Law regarding event ticketing is assured



Chomnit Chouy

PRODUCT OWNER

» KIME has developed with the team over the last 4 years into a powerful product of which the team is incredibly proud. It is a great feeling to see footage of KIME in action at Swisscom events with thousands of attendees, made possible because of the system we have created. «

Open Source Technologies

- The system was developed on Flow Framework and uses technologies such as EEL (Embedded Expression Language) for its rule engine and a document-based database (CouchDB)
- Elastic Search constantly indexes all event data so views are rendered extremely quickly



Maintenance

KIME continues to be developed further to offer new functionalities and fulfill requirements from Swisscom.

Result

KIME has evolved into a valuable and marketable product for the mutual benefit of Swisscom and Web Essentials.

About Web Essentials.

Web Essentials is a digital products & services company with expertise in web applications, websites and other digital tools for a diverse client base ranging across a wide spectrum of industry sectors. Web Essentials is also committed to making a positive social impact on the lives of Cambodians by providing employment, mentorship and training to Cambodian technology graduates.

Find out more on our website:

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