



Events Organizer Modernizes for Growth

Cisco network helps improve exhibitors' experience and cut costs for Poznan International Fair.

Case Study

Customer Name: **Poznan International Fair**
 Industry: **Events Organizer**
 Location: **Poznan, Poland**
 Number of Employees: **496**

Business Impact

- **Single network for all services cut costs and improved efficiency**
- **Differentiated offer helped improve market positioning**
- **New and better services increased exhibitor and visitor satisfaction**

Business Challenge

Poznan International Fair hosts more than 80 international events and more than 1600 conferences each year, attended by half a million professional visitors. It has the largest trade fair complex in Poland, covering an area of more than 110,000 square meters, and is the second largest exhibition organizer in Central Eastern Europe.

The company is focusing its IT investments on solutions that directly support customers, such as logistical support for people and vehicles. Implementing this type of solution also helps reduce the organizational workload of exhibitors.

In December 2008, Poznan International Fair hosted COP14 (the 14th Conference of the Parties to the United Nations' Framework Convention on Climate Change). The company was responsible for preparing the IT infrastructure that would support this event.

What made it especially difficult was the scale of the event. During the conference more than 12,000 participants, including 1000 journalists, had to communicate with each other and the outside world. U.N. staff had to exchange information with the COP14 headquarters in Bonn, Germany, and with teams working locally. The network had to be reliable and secure.

Solution and Results

Poznan International Fair decided to install a new network based on Cisco® technology. Computer applications and phone services both run on the network, which employees and exhibitors can also use to show videos, access the Internet, and make wireless connections. At COP14, the new infrastructure enabled U.N. staff to make local and international calls free of charge. The network also supported live webcast transmissions that later became available in a video-on-demand format.

The Cisco solutions use efficient power supplies, helping to reduce costs and protect the environment. The time-based Power over Ethernet capabilities of Cisco Catalyst® Series Switches and Cisco Integrated Services Routers further cut costs by powering down selected devices when they are not being used.

Poznan International Fair has created the most advanced exhibition center in Poland with a 21st century architecture. The company has used the new network to improve site management, harmonize its IT, and offer several new services to exhibitors and visitors. There are also plans to introduce closed-circuit TV (CCTV) security monitoring, a wireless billing system, and radio frequency identification technologies.



“We now have a modern, integrated communications infrastructure that can be quickly adapted to the needs of the many different events that take place at our facilities.”

Krzysztof Słatała
IT Director, Poznan International Fair

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