

# Koelnmesse GmbH, Köln

„Due to the data sovereignty that has now been created and the media-neutral data storage, we can work in a more targeted and cross-media manner, which also gives us a clear efficiency and efficiency in the interaction of the individual systems Cost advantage brings.“

Alexander Dohrn, Purchasing Manager Marketing/Advertising at Koelnmesse

## Goals

- Efficient coordination and production of communication objects / assets
- Provision of communication objects in different languages and on different platforms
- Structured management of all media and document data (around 75 trade fairs)
- Provision of all media and document data as required
- Clear data structure and central data storage for smooth interaction of all people involved in the creation process (creative agencies, typesetting studios or photographers) and systems (e.g. translation memory system and web-to-print)

## Measures

- Central data storage: Output of all assets in print and online area via OMN
- Unique, media-neutral filing: „On the fly“ formatting instead of having to keep various versions
- Live processes: Direct transfer of the adapted assets into the corresponding templates
- Faster processes: clear assignment of assets to predefined structures through user profiles

## Tools

- OMN DAM – Digital Asset Management

## Customer profile

Mit 284.000 qm Hallen, sowie 100.000 qm Außenfläche ist die Koelnmesse das fünftgrößte Messegelände der Welt.

**Branch:**  
Trade fairs

**Products:**  
Events

**Number of employees:**  
About 913

**Website:**  
[www.koelnmesse.de](http://www.koelnmesse.de)



**koelnmesse**  
we energize your business

### Institution history: Koelnmesse strengthens your position in international competition

For Koelnmesse, one of the world's leading trade fair organizers, central data storage is the basis for efficient coordination and production of diverse communication objects in a wide variety of languages and on various platforms. One of the challenges is the structured administration and provision of all media and document data from around 75 trade fairs as required.

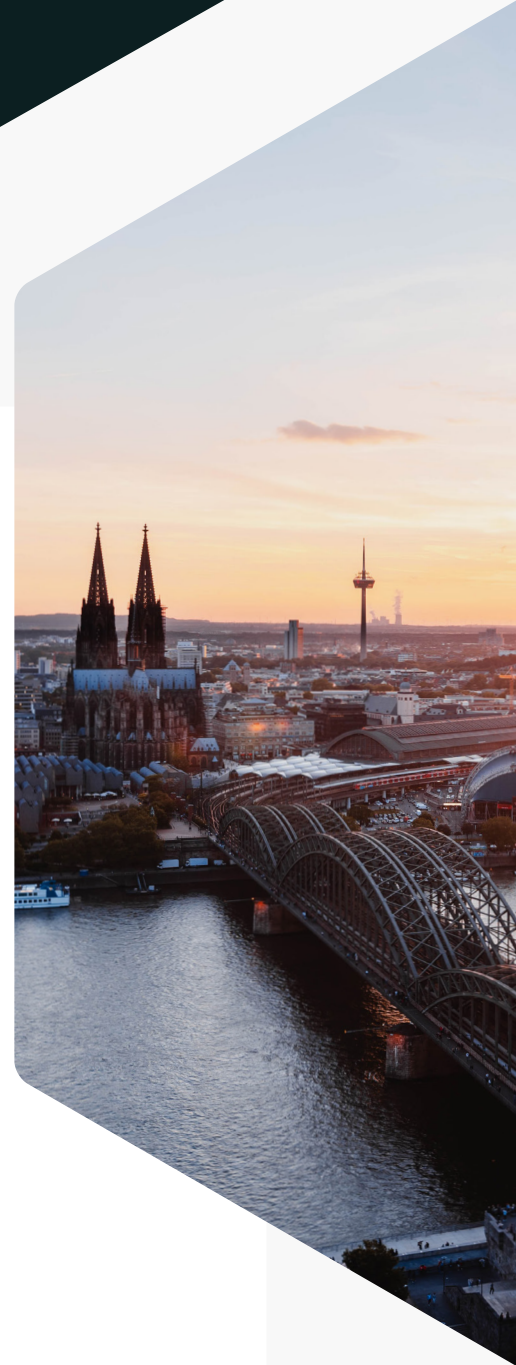
As for any company, sustainable growth is one of the primary objectives for Koelnmesse. Koelnmesse is pursuing a clear course of efficiency in the corresponding ongoing development of existing trade fairs and the establishment of new trade fairs with the campaigns and communication tools to be implemented for them. „The basic requirement for this is a precise analysis of the existing creation processes and their realignment,“ explains Jochen Dosch, Head of Marketing Communication at Koelnmesse.

One of the questions in the course of the realignment was the supportive and above all efficient use of modern database systems. In order to harmonize the different communication objects and the systems involved in the creation process - such as a translation memory system and web-to-print - Koelnmesse needs a clear data structure and central data storage.

In future, therefore, all data from the area of marketing communication will be managed in the multichannel marketing system „Online Media Net“ (OMN) from the Pforzheim IT service provider apollon.

The company has been a technology partner of Koelnmesse for several years. So far, the trade fair company has used the OMN system as a pure image database, in which all image data for every event and for all application purposes were managed. „But we had by no means exhausted the potential of OMN,“ says Alexander Dohrn, Purchasing Marketing / Advertising Officer at Koelnmesse.

Since the trade fairs often work with specific creative agencies, typesetting studios or photographers, the data was not managed centrally in the past. When changing teams or at new trade fairs, this meant that this data was not readily available. The use of Online Media Net offers comprehensive solutions at this point.



### Rollout OMN

With the rollout of Online Media Net, Koelnmesse has achieved real added value in the medium and long term - both for itself and for all users.

All assets of the various data in the print and online area are derived directly from Online Media Net. Identical information, such as event logos, is not kept several times, but is formatted "on the fly" as required and passed on to the appropriate templates live in the appropriate size without loss of time.

Each department has central access to all trade fairs - but not to all media. Individually customizable user profiles enable the clear assignment of the assets of predefined structures quickly and easily. The previously decentralized data is now fully in Koelnmesse's possession. At what point in time a communication object should be published on a website, output on a smartphone or printed - the communication manager can now decide all of this individually and control it flexibly via OMN.

### Strengthened position in the international competition

With the new, clear data structures and more efficient processes, Koelnmesse is strengthening its position in international competition. Online Media Net forms the perfect basis for central administration and the provision of all communication media and media assets as required.



### About apollon

apollon is your competent partner for marketing software to achieve system-supported and automated marketing processes. The specially developed solution OMN supports you holistically in the optimal product data and media management, from planning of measures and content creation to cross-media publishing.