

# IMPACT Enhances Venue Management and Customer Experience with Momentus Cloud Solutions



## The Customer

Founded in 1999, IMPACT is a prominent venue that comprises four buildings, including IMPACT Arena, IMPACT Challenger, IMPACT Exhibition Center and IMPACT Forum. IMPACT stands as one of Asia's most extensive and contemporary exhibition and convention centers, featuring an expansive indoor area exceeding 140,000 square meters.

With approximately 1,500 employees, IMPACT hosts between 900 and 1,000 annual events, attracting around 1.5 million visitors per year. Their multifaceted operations encompass restaurants, event organization, a sports club, leisure activities and more.

The venue first implemented Momentus Enterprise in 2004 - then known as Ungerboeck's Event Booking Management Software (EBMS). At that time, IMPACT was looking for an on-premises venue and event management system to help manage all their bookings, orders and payment collections.

Over the years and as their activities kept growing, they realised the benefits of moving their event management system to the cloud for more streamlined operations and increased efficiency.

Organization:

**IMPACT**

Website:

**impact.co.th**

Industry:

**Convention and Exhibition Center**

Employees:

**1,500 full time employees**

Visitors:

**1.5M visitors a year**

Events:

**900-1,000 events a year**

# The Challenge

IMPACT has relied on Momentus Enterprise as their core venue and event management software for over a decade. The software offers a single source of truth for the team at IMPACT to oversee all the activities happening in the venue, including event bookings, planning, operations, orders and payments, leading to increased efficiency, process accuracy and accelerated workflows.

However, working from the on-premises version of the platform presented some limitation, which prevented the team at IMPACT from leveraging the full potential of the solution.

“Our team could only access the software from Internet Explorer and while being at the venue. As we pivoted towards a more hybrid work model across the organization, we needed more flexibility to make sure users could access the latest information from anywhere, at any time, without having to print out information beforehand. We wanted to ensure real-time collaboration to avoid issues when dealing with last-minute changes in planning and operations”, explains Chiradej Somprasong, Business Development and Marketing Director at IMPACT.

By hosting the software on-premises, IMPACT required complex installations and dedicated hardware, necessitating dedicated resources for proper ongoing maintenance. The organization also had to rely on in-house IT support to manage upgrades, diverting valuable resources from more strategic tasks and often delaying the upgrade process, which hindered the venue’s ability to benefit from the latest innovations available on the platform.



# The Solution

In 2022, IMPACT embarked on a transformative journey, migrating from their on-premises Momentus Enterprise version to the cloud. This transition was a testament to the venue's commitment to drive innovation and efficiency across the organization. Collaborating closely with Momentus, the move to the cloud was executed seamlessly in less than four months. IMPACT now have all their data securely stored on the Momentus cloud, hosted on the highly secure Amazon Web Services (AWS) infrastructure in Singapore — one of the various data centers utilized by Momentus.

The cloud introduced IMPACT to a world of possibilities, offering high level of flexibility and accessibility to users, robust disaster recovery measures, and eliminated the specter of business interruptions, ensuring seamless operations.

# The Results

Since moving their operations to the cloud, IMPACT have experienced greater levels of transparency to their work processes, leading to higher efficiency and better time management amongst their teams.

"We utilize Momentus across multiple areas of our organization. By moving to the cloud, we were able to reduce the time it takes to close events from 7–15 days to just 3 days after the last show day", explains Somprasong.

The process of upgrading to the latest version of the platform has also become more streamlined. Somprasong continues: "Momentus now handles all software upgrades on our behalf. This shift empowers our team to maintain unwavering focus on our activities to consistently deliver exceptional experiences to our customers and stakeholders."

IMPACT's digital transformation journey is set to continue. They plan to leverage more features of the Momentus Enterprise platform, including exploring the Exhibitor Service Center (ESC) portal. Collaborating with Momentus consultants, IMPACT aims to successfully implement the portal in the next twelve months, which promises to enhance exhibitor order experiences and streamline processes further, contributing to their ongoing commitment to customer satisfaction.



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**Chiradej Somprasong**

Business Development and  
Marketing Director at IMPACT

Contact us today to explore opportunities to improve your venue and event management.

Contact Us