

Jaarbeurs

Momentus Technologies Enables Royal Jaarbeurs to Improve Efficiency and Optimize Operations, Delivery and Financial Processes Across Multiple Organizations and Venues Worldwide



About Royal Jaarbeurs

When a company's been around since World War I, you can bet they've seen a lot of changes. As one of the most renowned event venue and organizers in Europe, Jaarbeurs has been bringing people together at events and conferences for more than 100 years – at more than 8,600 events, trade shows, conferences and other meetings annually. Formats have changed, including more virtual events and webinars, but the goal remains the same – facilitating valuable connections and accelerating growth between people, organisations and industries. Jaarbeurs does this by serving an expanding network of more than 2.5 million customers yearly with best-in-class events. That means efficiency is always top of mind.

Jaarbeurs' venues are spread worldwide, with three headquarters in Europe and Asia. The company needed a more comprehensive and cohesive solution that would enable enhanced visibility for employees across several key business processes to serve operations, exhibitors, customer relations and more.

Organization:

Royal Jaarbeurs

Website:

www.jaarbeurs.nl

Industry:

Event/Venue Organizer

Headquarters:

Utrecht, Netherlands

Employees:

350+

The Challenge

Bringing together financial, operations and CRM programs from different venues and events under one roof to improve collaboration and information sharing across departments is no easy task. Jaarbeurs' existing infrastructure was composed of several disparate systems working in silos across their various venues and international headquarters. That was creating operational bottlenecks across the organization – which in turn, hindered efficiency and kept the company from being as fully customer-centric as it wanted to be. Jaarbeurs wanted to fix this problem in a seamless manner, without impact on current operations, which required a turnkey solution that could provide quick time-to-value (TTV).

The Solution

Momentum (formerly Ungerboeck) fit the bill. Momentum creates cohesive visibility across the organization and streamlines financial operations. It also eliminates manual processes and simplifies payment and invoicing, which frees up staff to focus on customer success. Beginning first with the exhibitions and venue module of Momentum platform and later adding the financial module, Jaarbeurs now uses nearly the full suite of offerings. These are all easily integrated with the company's existing technologies, including Jaarbeurs' parking solution, which allows customers to book parking spots at various venues ahead of the event.

The Result

Once Momentum was integrated across Jaarbeurs' network, the unified platform delivered greater visibility and fostered improved collaboration across business functions in a simple to use and operate platform. Ordering, billing and invoices are now integrated into one cohesive system across the coalition of venues, eliminating any internal or external confusion. Since March 2022, Jaarbeurs achieved 4–5% of its yearly revenue with almost 6,000 transactions direct paid without a dunning process. Jaarbeurs also reduced overhead costs as a result of simplifying technologies in its stack, replacing more than 20 separate operations/financial solutions with Momentum, bolstering overall ROI.



“We needed a best-in-class solution that could address all top-line business objectives – streamlining operations, improving delivery, improving the efficiency of our financial program, and optimizing our online customer journey, which was spread across several disparate systems. Momentum Technologies was the only provider that checked all our boxes. Momentum helped us achieve several of our target KPIs and now nearly 90% of our stack organization-wide is Momentum Technologies.”

Mark Velders

Project Manager for IT, Jaarbeurs

Contact us today to explore opportunities for your convention center.

Contact Us

