



# Case Study



## Deutsche Messe AG

Deutsche Messe AG Hannover (DMAG) operates one of the world's largest and most important exhibition venues. DMAG also provides the information and telecommunications services (ITC-supply) to ensure smooth running of all events, amongst others, the international leading trade fairs CeBIT and HANNOVER MESSE. This is done by continuous expansion and optimisation of the ITC systems and related services.

### **ROTH teleconcept supported DMAG in the following projects:**

- Optimisation of the operator solution subject to the service provider contract with Deutsche Telekom AG, which has been in existence since 1993
- Selection procedures for Mobile VPN solutions and implementation thereof
- Tender of the WLAN for the trade fair premises
- Process optimisation for the information and exchange service
- Benchmark Visitor Services
- Introduction of a Mobile Exhibition Guide 2010

### **Andreas Bade, Manager of the DMAG Visitor Services:**

*"The cooperation with Mr. Roth has always been extremely efficient and reliable. His extensive technical know-how, many years of experience in the trade environment and the convincing quality of his consultancy have been instrumental in the successful implementation of joint projects. The recent landmark projects such as the mobile exhibition guide CeBIT2go and HM2go have shown that Mr. Roth offers consultancy services with innovative approaches for even the latest technologies. We gladly recommend Mr. Roth."*