



Jaarbeurs

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

CASE STUDY



A Web of Disparate Solutions

Jaarbeurs' billing and invoice system was fragmented – different departments were using disparate solutions for the company's thousands of customers and hundreds of exhibits around the globe. They needed a better way to bring these all together – while also enabling customer relationship management (CRM) technologies to be used in tandem.

The lack of a cohesive financial module made invoicing more complicated – slowing down venues' efforts to bill assets like catering and personnel. It also impacted customer-facing processes including online conference bookings and exhibition sales.

Multiple solutions being used without internal collaboration and visibility negatively affected internal operations and billings. It also had a negative impact on customers and venues seeking support from Jaarbeurs. Having several separate CRM and sales systems frustrated customers and venues when contacting support because information from previous calls, such as the context of the issue, was stored elsewhere. This resulted in lost time and resources for both the business and customer.

Jaarbeurs couldn't reach the full ROI of its investments because of high overhead costs for implementing and maintaining each of the separate CRM, sales and other siloed technologies.

Organization:

Royal Jaarbeurs

Website:

www.jaarbeurs.nl

Industry:

Event/Venue Organizer

Headquarters:

Utrecht, Netherlands

Employees:

350+

All for One and One for All

Jaarbeurs needed to create a single pane view of the organization's operations. The organization needed a singular platform that could combine all Jaarbeurs' separate business operations and enable staff to easily share information throughout the company. By unifying the organization's technology and data, Jaarbeurs could realize smoother operations and achieve superior customer satisfaction.

This singular best-in-class system needed to span the entire network, streamline finance operations at scale and be able to expand with the business. Integration with existing tools was also essential.

The solution also needed to be implemented in a way that wouldn't impact operations during the transition so that there would be no interruption to customers. To ensure successful implementation, it needed to have a user-friendly employee interface.



Combine, Optimize and Implement

With Momentus, Jaarbeurs is better equipped to serve customers, manage operations and gain a holistic view of the organization. The increased visibility has allowed teams to manage customer relations, operations and financial invoicing with much greater speed and accuracy, reducing any hiccups in billing and providing enhanced customer experience. This was key, given that there might be any number of customers and events running at any one time.

Fast implementation without disruption to end users meant venues could still fully function during the overhaul, which was done in under eight months.

The easy-to-use platform has been integrated into nearly all aspects of the organization with designated users across every department who ensure every operation is running smoothly. With all processes integrated into one system, Jaarbeurs is continuing to see improvements in efficiency as it grows in scale. The Momentus platform provides information at a granular level across the entire organization and gives Jaarbeurs a level of operational efficiency that it would not have had otherwise. Even its suppliers can access their own data directly out of the system without coordination from a Jaarbeurs' team member.



Since March 2022, Jaarbeurs achieved a 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 the Momentus platform, bolstering overall ROI.

Contact us today to explore opportunities for your convention center.

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About Momentus

Momentus Technologies is a global provider of industry-leading venue and event management solutions that empower organizations to create extraordinary moments. With over 60,000 users in more than 57 countries, Momentus serves the needs of convention and exhibition centers, higher education, corporate, stadiums and arenas, and arts and culture centers. Its powerful intuitive platform alongside intelligent data-driven solutions and unparalleled expertise provides customers a view of past, present and future event operations to increase end-to-end visibility, optimize efficiency and achieve business goals. Founded in 1985, Momentus is headquartered in the United States. The company's employees work across the globe in Momentus offices and remotely.

To learn more, visit gomomentus.com.

