Informatica | EMERALD EXPOSITIONS®

It's Showtime:

Emerald Expositions Uses Data to Drive
Event Sales

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marketing options to clients, which means
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Michael Vo
Director, IT Development
Emerald Expositions

Goals	Solution	Results
Reduce manual workflows and enhance efficiency for business units	Bring in data from various sources using Informatica Intelligent Cloud Services	Helped sales and marketing improve efficiency and increase revenues
Eliminate manual processes and improve business analytics for sales and marketing staff	Integrates order entry system with Salesforce for centralized data management	Improved accuracy for operational reporting and business analytics
Standardize reporting across 50+ trade shows while saving time for IT	Enables predictive analytics while eliminating the need for customized SQL commands	Reduced total cost of ownership for IT

Business Requirements:

- Provide a seamless user experience by connecting fragmented processes

- Deliver integrations faster and with more accurate data

- Create a foundation for predictive analytics

About Emerald Expositions

Emerald Expositions is the largest operator of business-to-business trade shows in the United States, currently operating more than 55 trade shows as well as numerous other face-to-face events. In 2017, the company's events connect over 500,000 global attendees and exhibitors, and occupy millions of square feet of exhibition space.

Trade shows succeed based on their close alignment with the industries they serve. For instance, a surfing trade show is managed and sold much differently than a hospitality design show, a consumer goods show, a jewelry expo, or a gathering of Internet retailers. To stay in touch with the needs of specialty markets, accurate customer information is essential.

Emerald Expositions, the largest operator of business-to-business trade shows in the United States, operates shows in all of the industries mentioned above, as well as many others. To help sales and marketing staff recommend the right exhibit space, sponsorships, and advertising to clients, the business must empower them with accurate and consistent data. This helps them connect with the communities that are essential to successful events. It also keeps sales and marketing processes tight and efficient, eliminating duplicate data entry and redundant work to keep employees focused on their revenue goals.

"Our mandate is to deliver the right tradeshow marketing options to clients, which means the business always wants faster turnaround times and more accurate data," says Michael Vo, Director, IT Development at Emerald Expositions.

In addition to keeping sales and marketing focused on their prospects, Emerald Expositions needed to provide a unified view of the business from a reporting standpoint. As the business expanded with frequent acquisitions, the number of source systems grew to include many different applications and data sources. This made it time consuming to pull together data for accurate reporting and timely marketing campaigns.

"Lacking an application and data integration tool like Informatica, we ended up deploying many SQL stored procedures that took a lot of time to develop, test, and support," says Vo. "We got really good at it, but it wasn't sustainable long-term."

Seamless application integration

Emerald Expositions sought to automate the flow of data between its a2zShow Exposition & Conference Event Management Software and Salesforce CRM to improve data accuracy, reduce manual and duplicate data entry, and increase reporting and analytics accuracy. It selected Informatica Intelligent Cloud Services (IICS) to not only solve its current business problems, but also help the company continually improve its data management.

"We chose Informatica for its proven track record and for a comprehensive product offering that spans application integration, data integration, and master data management, as well as real-time task triggering," says Vo.

In less than four weeks, Emerald Expositions was able to introduce new integrations between the two systems, using pre-built Informatica Cloud Application Integration Connectors for Salesforce and Microsoft SQL Server

instead of developing custom integrations. NeelBlue Technologies, an Informatica partner, provided technical expertise and deployment assistance.

"NeelBlue Technologies provided excellent customer service, and we continue to work with them to get the most value from Informatica Intelligent Cloud Services," says Vo. "Their team helps ensure that we get the application integration support we need."

Now, when orders are entered or account and contact information is updated in a2z, it automatically flows into Salesforce. This eliminates the need for employees to enter the data in two places and manually close opportunities in Salesforce. With actionable data and recurring time savings, sales reps can be more productive in meeting and exceeding sales targets. Faster access to trusted data allows marketing teams to target audiences faster and more effectively. Business reporting has also improved, so users can easily track if a sale has closed.

"With better integration between our order entry system and Salesforce, we can automatically close opportunities in Salesforce as soon as the order is created," says Vo. "Our users have been asking for these features for a long time, but we were not able to deliver due to resource and time constraints. Informatica enables us to deliver solutions much faster."

Reducing TCO in the cloud

Emerald Expositions also uses IICS to integrate and map data from many different systems, replacing many of its SQL stored procedures. Instead of monitoring multiple database servers, manually scheduling tasks, and remediating issues when integrations are moved into production, the IT team can focus on more strategic endeavors.

"The mapping and task-flow features of Informatica Intelligent Cloud Services are very easy to use, and I enjoy working with it from a management and monitoring perspective," says Vo. "Over time, the resources that we need to dedicate to data integration will be drastically lower using Informatica, reducing TCO even as our business grows."

Boosting sales with real-time guides

To further empower its sales teams, Emerald Expositions is developing Informatica Cloud Application Integration guides. If information about a customer is missing, sales reps will be prompted to enter all required account and contact information when closing an opportunity in Salesforce. The billing team will then review the information for accuracy before pushing it into a2zShow in real time, allowing a contract to be immediately generated and routed to the customer for signing.

"Once deployed, I expect our sales reps will be very happy with the improvement in usability and real-time integration using Informatica Cloud Application Integration guides," says Vo. "It will improve the sales process, allowing them to close sales faster while providing better customer service."

Emerald Expositions also plans to use ICRT guides for guided selling, helping sales reps respond to customer questions or order cancellations with alternative suggestions that could increase sales or avoid revenue losses.

A data-driven future

In the near future, Emerald Expositions will upgrade the data acquisition toolsets it uses to onboard new acquisitions with IICS, helping it integrate large acquisitions much faster. It is also exploring using Informatica MDM solutions to better manage exhibitors and attendee data across applications.

"We're excited about all the capabilities that Informatica offers, which will help us make the most of our data while reducing complexity for our system analysts," says Vo. "Going forward, we plan to use Informatica for all new interfaces and integration projects to deliver timely benefits and actionable data to all our shows."

As Emerald Expositions leverages more data in its sales and marketing processes, it will use Informatica solutions as the foundation to drive predictive analytics and grow revenue.

"The days of the gut-feel sales decision-making process are over," says Bill Charles, CIO of Emerald Expositions. "By using Informatica and Salesforce to help sales become more data-driven, we're closing deals in a more efficient manner by focusing on the right leads."

Inside The Solution:

- Informatica Intelligent Cloud Services
- Informatica Cloud Application Integration

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