Source Code International

Case Study: WinMobile-based Application for Event Management

The Client:

The Client is an Business Marketing enabler, with Event Management as an extended part of their services. With a presence in the USA and the UK, the company organizes large and medium exhibitions, shows and trade fairs, both for the B2B and B2C sectors.

The Challenges:

In a popular trade show, exhibitors required a solution which enabled swift and meaningful capture of visitors' data, and their on-spot enquiries. This was proposed through an application running on a PocketPC device given to each exhibitor.

A "real-time" and "wireless" synchronization solution of the data was required, to transfer data from the PocketPC device to a Server through Wi-Fi connectivity.

The Server was required to generate statistical reports for each exhibitor, using the synchronized data, which could be "pulled" onto the exhibitor's PockePC device.

The Solution:

A PocketPC solution was devised, wherein each exhibitor was given a handheld device, with an attached bar code scanner. As the exhibition coordinator, the Client prints a unique Registration Id bar code on the visitors' badges.

The Client uses the same Application to scan visitor entry at the exhibition gates, recording footfalls as well as capturing visitor profiling data.

Each exhibitor uses the PocketPC solution to scan the Ids of visitors to their booth, and pull Visitor Info instantly from the Server. Also, using this solution, exhibitors swiftly record visitor interests, can scribble a note, and save the lead for future retrieval.

The Application provides for a configurable list of INTERESTS, which can be customized by each exhibitor upfront.

Data saved on the handheld device is synchronized in real-time onto a Server, using a wireless connectivity like Wi-Fi.

The Server application allows for backend reports to be generated for each exhibitor's data. These reports can be pulled onto the handheld device by the exhibitor wirelessly.

Benefit:

- As a value-add service provided through this PocketPC application, the Client has managed to establish a strong foothold in the Event Management industry as technology pioneers.

- Exhibitors are greatly satisfied with the technology solution, which enables them to record every visitor enquiry faultlessly, and in a speedy manner.

- The Client as Event Managers, now provide real-time data at the show site, relating to visitor statistics and visitor profiles.

- Exhibitor stalls have now reduced manpower manning the stall, thus making it a more inviting and pleasing experience for visitors.

- Real-time and wireless synchronization of data with a Server provides statistical reports available on the spot, enabling Exhibitors to undertake dynamic decisions during the Exhibition.

- Post-show follow-ups have become a breeze for exhibitors with all leads information readily available in electronic format.

Technologies:

- Windows Mobile OS
- Visual Studio Mobility Solutions SDK
- C#
- MS-SQL-Server and MS-Access

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