

BearingPoint®

# Koelnmesse enhances customer experience with a 360° view supported by SAP C/4HANA



Koelnmesse needed to integrate all its marketing channels to plan future campaigns and budgets in a more comprehensive way and to measure their success. BearingPoint used SAP C/4HANA Marketing Cloud to create a data-driven solution that enables Koelnmesse to have a 360° view of its customers with consistent and up-to-date insights.

Koelnmesse GmbH is an international trade fair and exhibition center located in Cologne, Germany. It organizes annually around 80 trade fairs and over 2,000 conferences in the most important global markets. The center provides services to around 54,000 exhibiting companies from 122 countries and has more than 3 million visitors.

## Planning successful campaigns requires integrated marketing channels and consistent data

Koelnmesse wanted to improve their response to the increasing demand for personalized marketing messages. Although their sales campaigns were creating positive results, they needed to have consistent and up-to-date insights about their customers. This would ensure a fluid process and positively influence these campaigns' success.

Koelnmesse decided that a data-driven approach was needed to cover their end-to-end marketing processes, from planning to executing and monitoring campaigns across all channels (e.g. email, PR, content, influencer marketing and social media, and website and event development).

## Building data-driven business insights using SAP C/4HANA

BearingPoint supported Koelnmesse in a holistic manner by leveraging strong business and technical expertise, as well as project and program management services. They collected the requirements from different stakeholders to complete and transform the strategic marketing vision of Koelnmesse to an implementation roadmap and a list of future needs for the data-driven solution. BearingPoint designed and implemented a SAP C/4HANA-based IT architecture and a data model fed from multiple sources. These included Koelnmesse's ERP and CRM systems, their website and social media accounts, and various digital platforms used for tracking the customer journey. Interfaces were then created to bridge the IT landscape to the SAP C/4HANA Marketing Cloud.

BearingPoint also provided change management services and trained staff to use new ways of marketing planning, including campaign design and structure.

## Driving and measuring successful campaigns with integrated and consistent insights

Today Koelnmesse is in the process of implementing the 360° customer view to all its business target groups, exhibitors, visitors, media representatives and the customer journey touchpoints for these target groups. This will provide up-to-date marketing and sales insights resulting from the new SAP Marketing Cloud solution. Marketing teams can leverage the data received at any time during the marketing process to increase campaigns' effectiveness. They are now able to accurately plan budget spending in the next activity cycle by measuring each campaign across all channels.

The business insights delivered feature marketing execution of in-house and external campaigns for target audiences that are built dynamically based on customers' needs.

## Contact

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