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CASE STUDY

**Exhibitor Ordering
System for One of the
Biggest
Events Producer**

Verbat Technologies

USA | UAE | INDIA

www.verbat.com

Verbat is a Digital Technology Services company with over 15 years of experience in delivering Internet and Mobile Solutions to Enterprises, through Agile Development and Application Management methodologies



Business Need: A Scalable, Feature-rich Event Management Software

Our client is one of the most influential names in the Middle East's Events sector having delivered international trade events across a variety of markets since 1958. Verbat was approached for a solution developed with Drupal that could effectively streamline their event management operations cost-effectively.

The Challenge

Verbat's development team had to overcome two main challenges during the project.

- Aggregating topic-specific data for the custom RSS feed from our client's data sources, syndicating the content, and displaying relevant data depending on the users.
- Our client wanted a custom dynamic form feature clubbed with the ordering system of the application which made it challenging to meet deadlines.

After discussing possible attributes and their effects on our client's business, we delivered a scalable solution with all the necessary features.

Our Solution: Feature-rich application with Drupal that streamlined management of events and shows

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Our development team and technical analysts documented client requirements, client business objectives and other necessary data so as to conceive a proper application that meets the client needs.

Features

Basic features include:

- 1 Add shows and create events under a show
- 2 Create exhibitors for event (users)
- 3 Create contractors (users)
- 4 Create various types of forms and assign to exhibitors (Admin or other permitted users)
- 5 Secured access for users (Admin users, sales users, exhibitors, finance users and contractors)
- 6 Reports audit trail for the management
- 7 Payment gateway Integration enabling exhibitors to pay online
- 8 Event-based RSS feed



The development team started by working on a custom RSS feed for the application during the initial phase. Verbat's homebrewed Agile development methodology made sure the development was transparent, subsequently aiding the team to get inputs from client on how they want to combine and use the dynamic form feature with the event and exhibitor ordering system.

The team managed to fully develop a pre-tested version of the application ahead of schedule. Named 'Exhibitor Ordering System', the application's tests showed good outcomes for our client.

The web-based application allows clients to manage events and shows. Compared to the previous system that our client used, this application came with a comprehensive dashboard and facilitated online payment for exhibitors of events.

It was designed to be used by 5 main users and a super admin.

The Users include:

- Admin
- Sales handlers
- Contractors
- Finance handlers
- Exhibitors

The super admin creates the aforementioned users excluding exhibitors. The admin creates shows, events, forms and exhibitor users. The exhibitors can fill out the forms, pay online and submit forms with the necessary orders. Sales users handle payments, and contractors can deal with the orders in the submitted forms. Reports can be generated based on events, forms, finance, contractors, and exhibitors.

Results: Scalable and secure application with audit trail and reporting features for easier decision-making

The business benefits include

- ❖ Scalability
- ❖ Responsiveness to mobile devices
- ❖ Streamlined operation
- ❖ Audit trails
- ❖ Reports to help with decision-making
- ❖ Integrated online payment method reducing financial complexities

Technology

Programming Language



Database Server



Database Server

