Międzynarodowe Targi Poznańskie (MTP), a leader in the Polish expo market, improved operations management by upgrading to the new version of IFS Applications™.

Międzynarodowe Targi Poznańskie (MTP), founded in 1921, is now the oldest trade exhibition organizer in Europe. MTP company owns over 213.2 ha of land, with over 22.9 ha of exhibition grounds and administration facilities. Company assets include 16 large air-conditioned pavilions, various conference and meeting spaces, banquet facilities and 2,000 open-air parking spaces. The “Earth Hall” opened in 2014 is one of the largest and most sophisticated conference halls in Poland. It can hold up to 2,000 participants. MTP holds events that can be attended by dozens of thousands people.

BUSINESS GROWTH AND NEW REQUIREMENTS
Międzynarodowe Targi Poznańskie has used IFS Applications™ since 2003. Due to increasing needs related to the growth of the company, a decision was made in 2015 to update the system to IFS Applications™ 8.

“Every fair event or conference is a project. Its complexity and specifics require an advanced IT solution. For several years we’ve used IFS Applications™ to reliably facilitate company management. As we began to handle new processes and our management needs grew, we decided to upgrade to IFS Applications™ 8. As per ITIL good practices, we want to provide our employees and clients with the highest standards of ICT support. We have over 200 partners, and the IFS solution helps us manage our most important clients. This is why the system is crucial to maintaining our operational capacity,” says Krzysztof Ślatała, director of IT at Międzynarodowe Targi Poznańskie sp. z o.o.

IMPLEMENTATION OF IFS APPLICATIONS™ 8
In April 2015 the MTP deployment team with the help of consultants from IFS Poland began the process of implementing IFS Applications™ 8.

In line with the IFS Implementation methodology the project was split into 5 stages: preparation (formulation of goals, scope and the organization of the project); solution design (preparation of a design describing the business processes at MTP and the specifics of expanded functionality features); preparation and verification of the solution (including technical upgrade of the test base and verification of data and process handling, and the creation of expanded functionality features); preparation for deployment (verification and testing of the system, end user trainings, verification of the expanded features) and live deployment (finalization of the implementation process and initiation of the stabilization efforts).

The implementation process went smoothly and the system went live in January 2016. IFS Applications™ 8 supports all key areas of business operation, including finances, project management, distribution, maintenance, human resources and payroll. The system is used by 350 users.

BENEFITS
- Improved operational management and budgeting of projects
- Various methods of cost and revenue control, including project level
- Operation-level detailed budgeting for projects
- Real-time access to information on costs resulting from planned expenditures helps minimize risks
- Ability to digitally verify orders before they are sent out
- Ability to correlate estimated and actual costs of specific project operations

ABOUT MIĘDZYNARODOWE TARGI POZNAŃSKIE
Międzynarodowe Targi Poznańskie (MTP) is a leader in the exhibition industry in Poland. The company has over 50% share of the fair-organizers market in Poland. MTP is a member of various associations of the largest fair service providers in the world, such as UFI (Global Association of the Exhibition Industry), Centrex (International Exhibition Statistics Union), EMECA (European Major Exhibition Centres Association), and the Polish Chamber of Exhibition Industry. MTP portfolio includes over 100 exhibition events held annually and biannually. Over 9,600 companies participated in fairs held on the MTP grounds in 2015, attended by more than 630,000 visitors.

www.mtp.pl
EFFICIENT MANAGEMENT, COMPLETE COST CONTROL

“With IFS Applications™ 8 we’ve made new improvements to operations management and budgeting. We’ve managed to shift budget handling to the operations level, so it is at the beginning of the process rather than at the end. As a result we can control expenditures from their inception by analyzing their effect on the estimated financial results of the project. This improves the financial security of enterprises, and as a result the safety of our business as a whole. Good budgeting practices are no longer sufficient, as business environment changes more and more dynamically,” says Ślatała.

IFS Applications™ 8 provides complete control over costs and revenue on more than just project level. It also allows for comparative analysis. The costs and revenue of departments can be analyzed by projects, project groups or by specific infrastructure elements (for example facilities). These tools are useful for verifying the profitability of the infrastructure and choosing the right options for specific events. Ślatała adds, “We need operational freedom, ease of use, and a suite of analytical tools.”

“Today, we can create detailed budgets for operations involved in a project; we have access to real-time information on costs related to scheduled purchases as well as costs related to purchases made during current project implementation. We can also correlate estimated and actual costs of specific project operations. It’s worth mentioning that by implementing electronic workflows and document circulation, especially in the case of invoices, our business runs very smoothly,” Ślatała concludes.