



Cygnet **Infotech**  
IT is about you

# IMPROVED CUSTOMER ENGAGEMENT

with real-time event management  
solution

COUNTRY  
**AUSTRALIA**

DOMAIN  
**EVENT MANAGEMENT**

**CYGNET INFOTECH**

+1-609-245-0971

[inquiry@cygnetinfotech.com](mailto:inquiry@cygnetinfotech.com)

[www.cygnetinfotech.com](http://www.cygnetinfotech.com)



## **CYGNET'S SOLUTION: ADDING DIGITAL CAPABILITIES**

Cygnnet has been working with the client for more than a decade now delivering cutting edge development services across a range of technologies. Being a consistent and reliable service provider, the client joined forces with us to co-create a platform that can streamline event and venue management processes on a single platform.

Engineers at Cygnnet analyzed the requirement and developed a software which integrates customized inbuilt features, coupled with a user-friendly interface that caters to both Event organizers and Venue operators. We focused on safeguarding unified experience for everyone involved in the event booking and management process - from organizers and venue managers to customers.

### **CLIENT PROFILE**

The client is a leading service technology provider offering advanced event and venue management solutions to tackle the core issues faced by the MICE (Meetings, Incentives, Conferences, and Exhibitions) Travel and Events Industry. Having offices in 5 different countries, the client serves 13,000 users across 13 countries, providing a platform to plan, manage, and market events successfully.

### **BUSINESS SCENARIO**

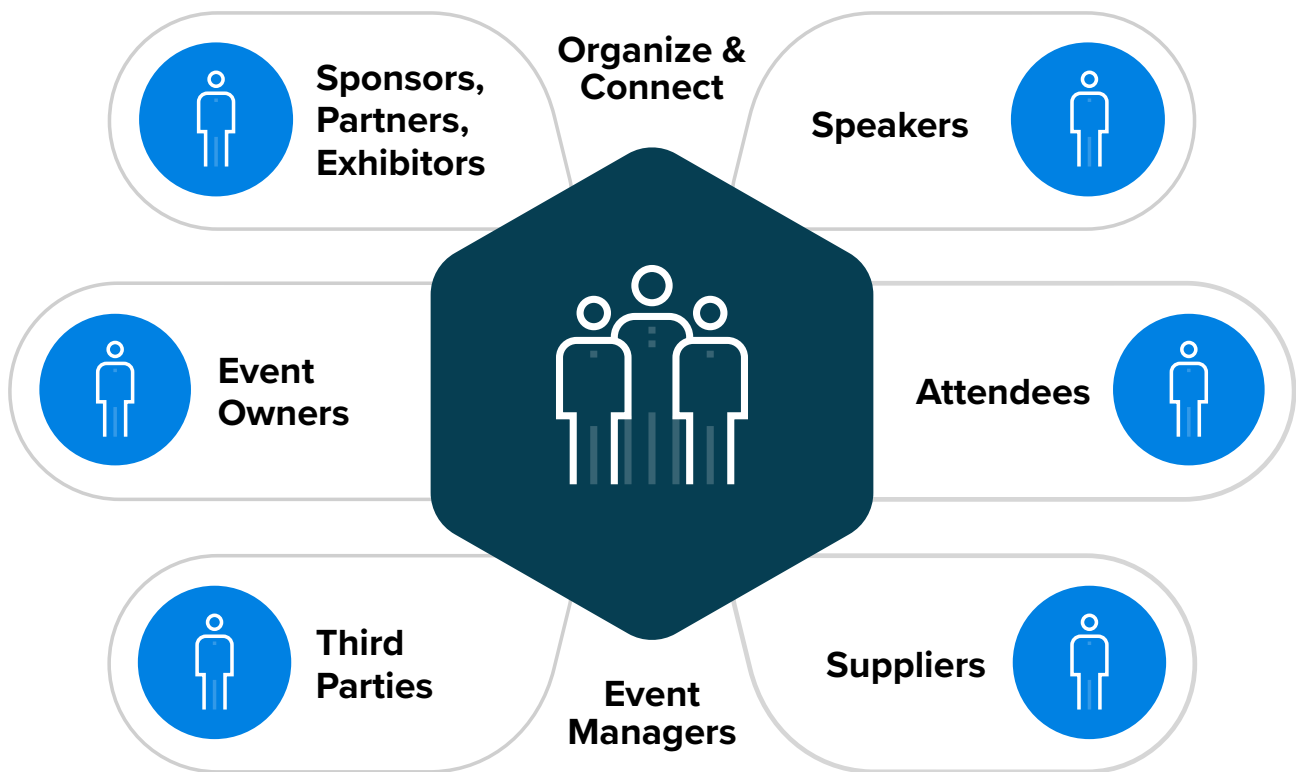
Traditionally, managing large events involved a range of complex processes, limited audience reach, low flexibility causing communication failures and inconsistent outcomes. As a result, the client wanted to develop a smart and efficient technology solution to improve user experience and simplify event organizers' duties. The aim behind such a solution was to eliminate ambiguity out of the event for successful management.

### **EVENT MANAGEMENT SOLUTION**

The event management solution incorporates live "search, book & pay" function. It automates many manual event management duties. It also enhanced reporting providing complete visibility on event expenses and transforming the process of planning, promotion, surveys and reporting - smarter, friendlier, and affordable.

## VENUE MANAGEMENT SOLUTION

With the cloud-based venue management solution, it's easy for venue suppliers to list the venue, prices, event space, accommodation options, take bookings and inquiries from customers - through a single platform securely. Additionally, the user-friendly dashboard, report builder and analytics tool help visualizing trends, opportunities, revenues, and profit gains to ensure that the event is a success.



## KEY FEATURES OF THE SOLUTION

The solution integrates functions you need for event management & venue booking on a single platform that includes:

- Multi-Tenant
- Booking Management
- Email and SMS marketing
- Surveys
- Social Integration
- Booking Widget
- Function Diary
- Contact Management
- Invitation Management
- Onsite Kiosks
- Payment and Invoicing
- Reporting and Analytics
- Live Booking and Reporting
- Delegate Apps
- Report Builder
- CRM
- Third-Party Extensions
- Marketing

# KEY BENEFITS OF THE SOLUTION

Secure and easy on-site payment options for members

Single platform consolidating different event tasks and activities

Efficient, accurate and cost effective

Real-time and post-event analytics to improve upcoming events

Centralized database eliminates misinformation

Smooth workflows in the entire event lifecycle

Improved customer service

Standardize scheduling procedures

Enhanced communication: internal & external

# FRAMEWORKS AND TECHNOLOGY

## DATABASE TECHNOLOGIES

**MySQL, Memcached, Aws aurora**

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## PROGRAMMING LANGUAGE

**PHP/Zend, MySQL**

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## AWS SERVICES

**SNS, SES, lambda, EC2, Dynamo DB, Aurora, S3, AWS load balancing tools**

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## WEB SERVER

**Nginx**

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## UNIT TESTING

**PHP Unit**

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## WORK QUEUE

**Beanstalkd**

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## DEVELOPMENT ENVIRONMENT

**Vagrant**

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## PROJECT MANAGEMENT TOOL

**JIRA**

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## SOFTWARE DEVELOPMENT METHODOLOGY

**SCRUM**



## ABOUT CYGNET

Cygnets Infotech is one of the most trusted names in the IT space delivering technology solutions to global clients across 35 countries. Born out of a vision to create software development company where quality, innovation and personalized services trump low cost, makeshift solution, Cygnets partners with its client to help them transform into high performance businesses.

Cygnets has deep industry and business process expertise, global resources and a proven track record in delivering innovative technology solutions. Cygnets can mobilize the right people, skills and technologies that improves business performance.

## CONTACT US

### USA

Cygnets Infotech LLC.  
125 Village Boulevard,  
Suite 315, Princeton,  
NJ 08540

+1-609-245-0971  
+1-609-533-8393

### UK

Cygnets Infotech Ltd.  
Devonshire House  
60 Goswell Road, London,  
United Kingdom, EC1M 7AD

+44-20-8099-1653

### INDIA

Cygnets Infotech Pvt. Ltd.  
2nd Floor, Dinesh Hall,  
The Textile Association (India),  
Ashram Road, Ahmedabad 380009

+91-79-67124000

### DUBAI

Cygnets Fintech Software  
Unit 807, Uborat Tower 2,  
Business Bay, Dubai,  
UAE, PO Box No.: 118147

+971 52 830 5127

inquiry@cygnetsinfotech.com



We Have **1000+**  
Technology  
Enthusiasts  
Working with  
Global Brands



We Have Delivered  
**2000+** Enterprise-  
Class Solutions &  
Products



Our **100% Agile**  
**Approach**  
Creates Value



We Are  
**"Technology First"**  
Company



We Have **Deep**  
**Industry and**  
**Process**  
**Knowledge**



We Help Clients to  
**Digitize, Scale and**  
**Transform** into  
High-Performance  
Business