

MOBILE ENTERPRISE BF Servizi



About Us

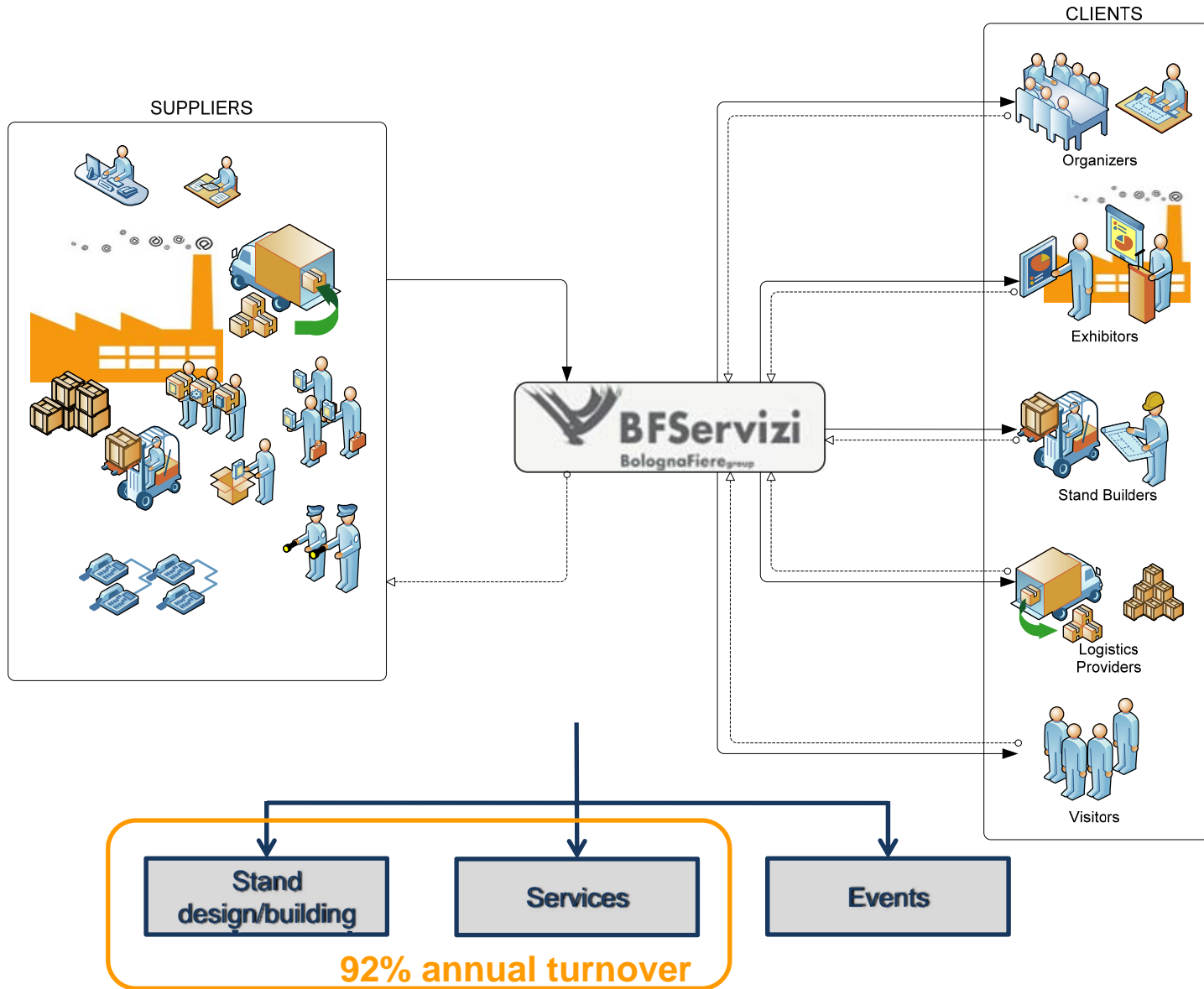
- ✓ Subsidiary of BolognaFiere specialized in providing organizers and exhibitors with creative and reliable services and support for all event-related needs.
- ✓ Organizer of major non-exhibition events in the Bologna area.

Mission

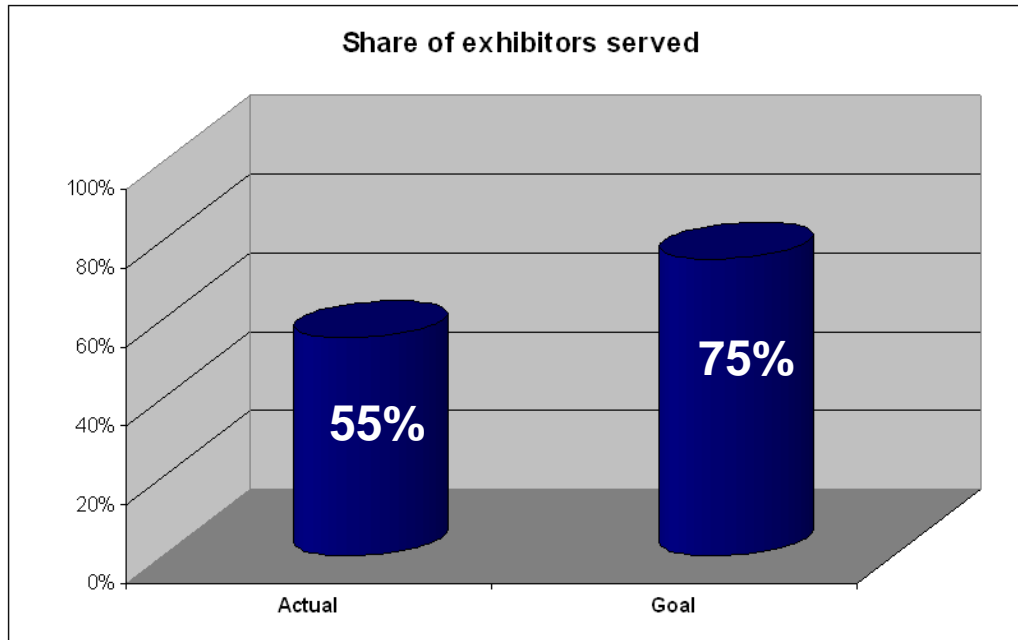
- ✓ Improve the offer and quality of services in the exhibition sector.
- ✓ Offer these services for the organization and execution of events, both at the BolognaFiere exhibition center and in the surrounding geographic area.

Company Profile

- ✓ Founded in 2003
- ✓ 15 employees
- ✓ €12 million in annual turnover
- ✓ 15.000 clients
- ✓ 90 suppliers

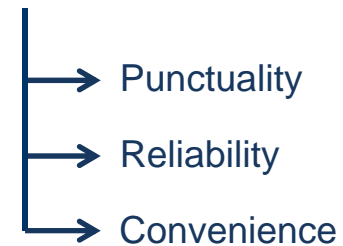


Problem-solving approach



Strategic Objectives

- ✓ Increase percentage of exhibitors served and diversify business risk
- ✓ Increase quality of the provision of services





Market

- economic crisis → requests for last-minute services
- mature sector → competitive environment

Organization

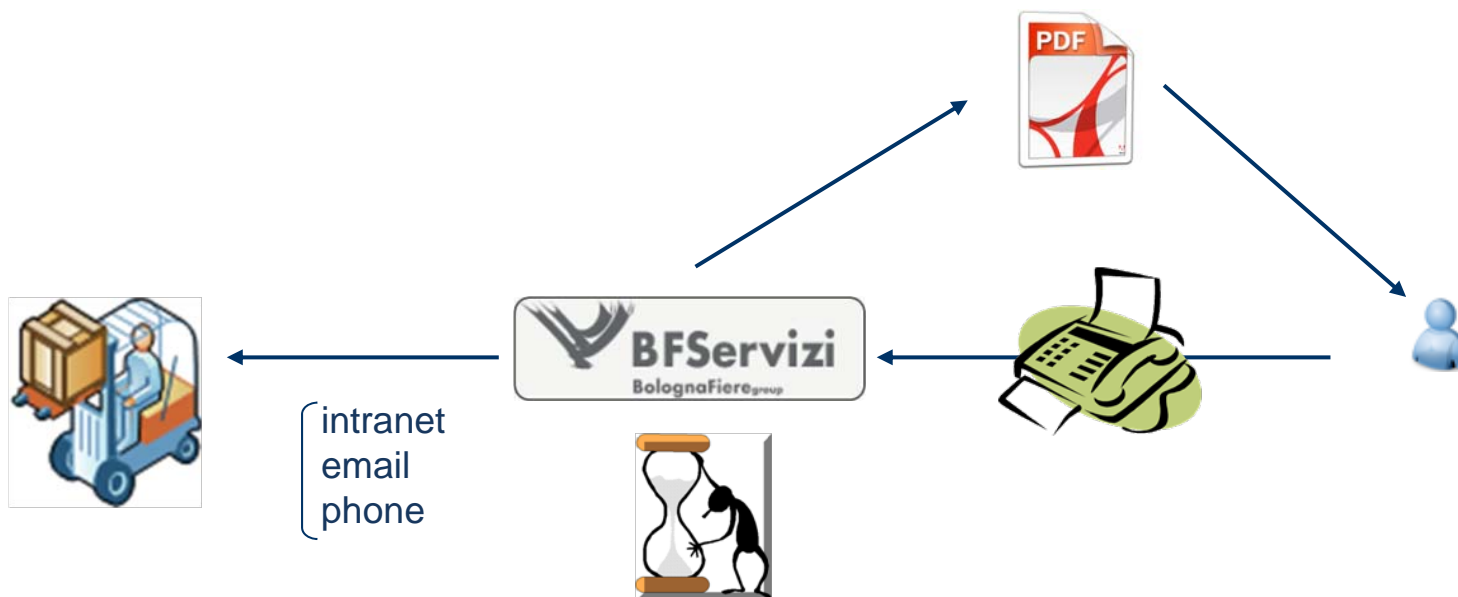
- lengthy process lead-time
- human resources used for low-value activities
- scarce information sharing

Clients and Suppliers “offline”

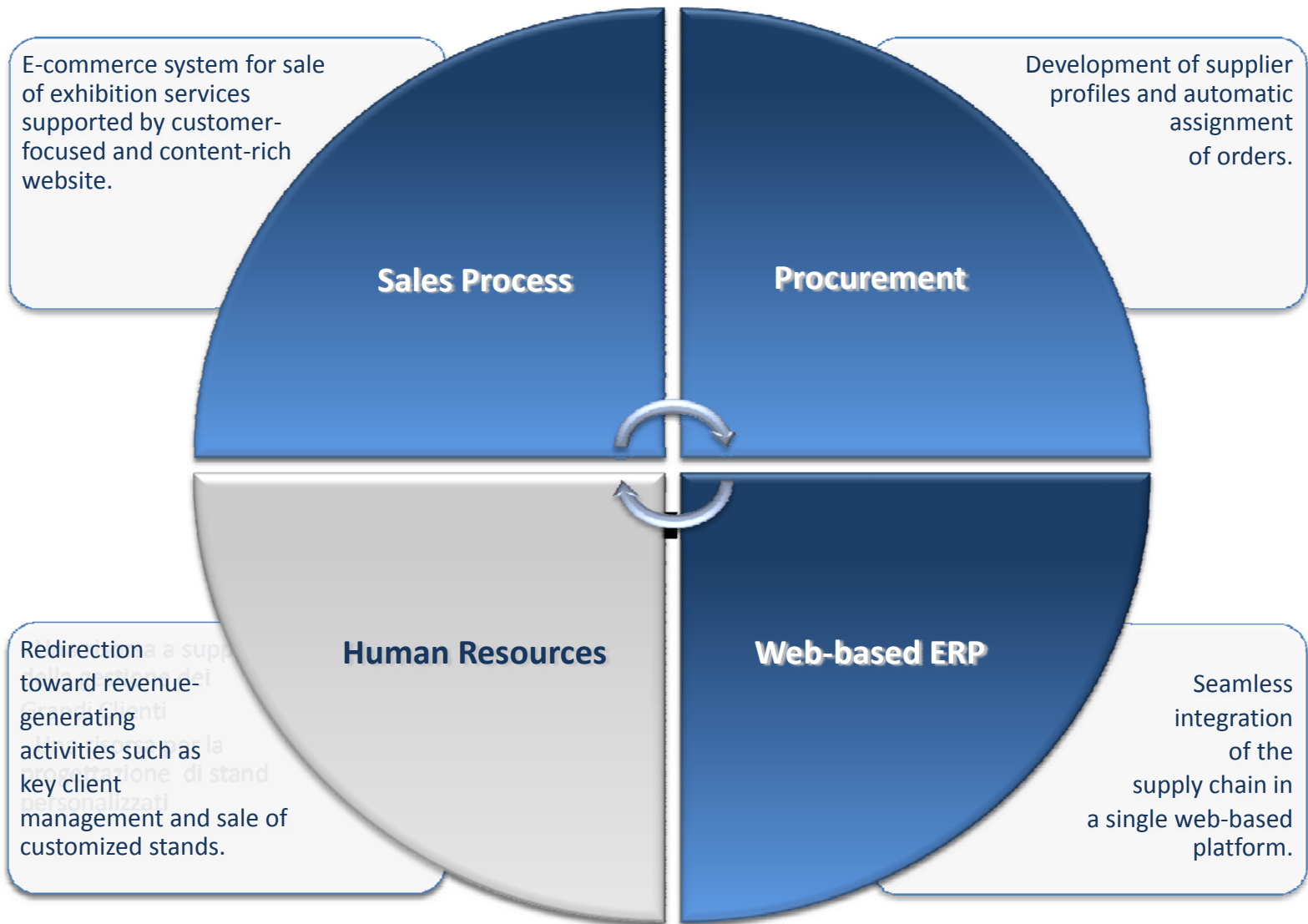
- static order forms (pdf)
- manual entry of order data
- non-standard transmission of orders to the supply chain
- no traceability of client/supplier orders
- lengthy billing time

Back office

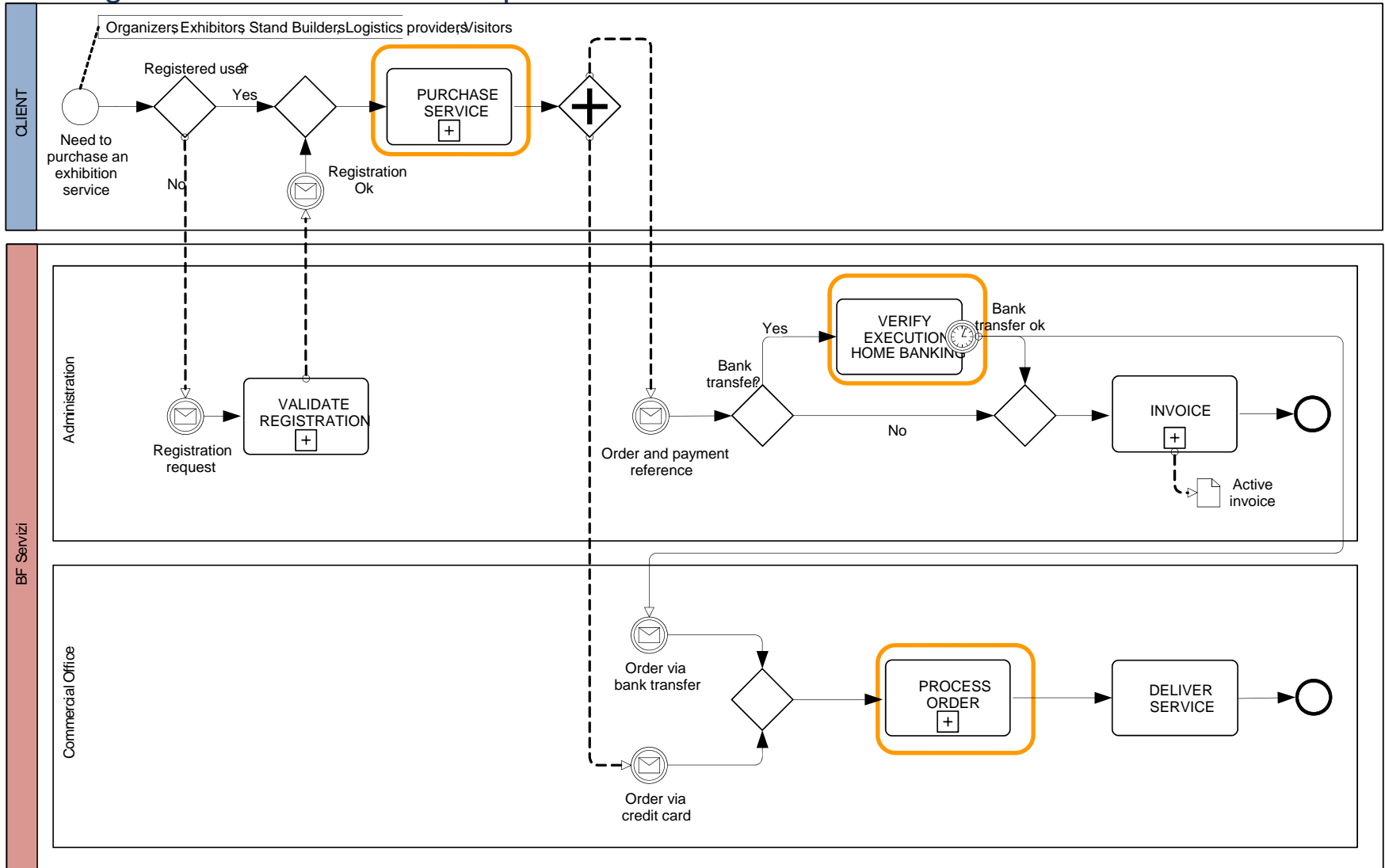
- obsolete ERP accessible only via intranet
- “client-server” logic → device dependency
- unable to modify system to align with new processes



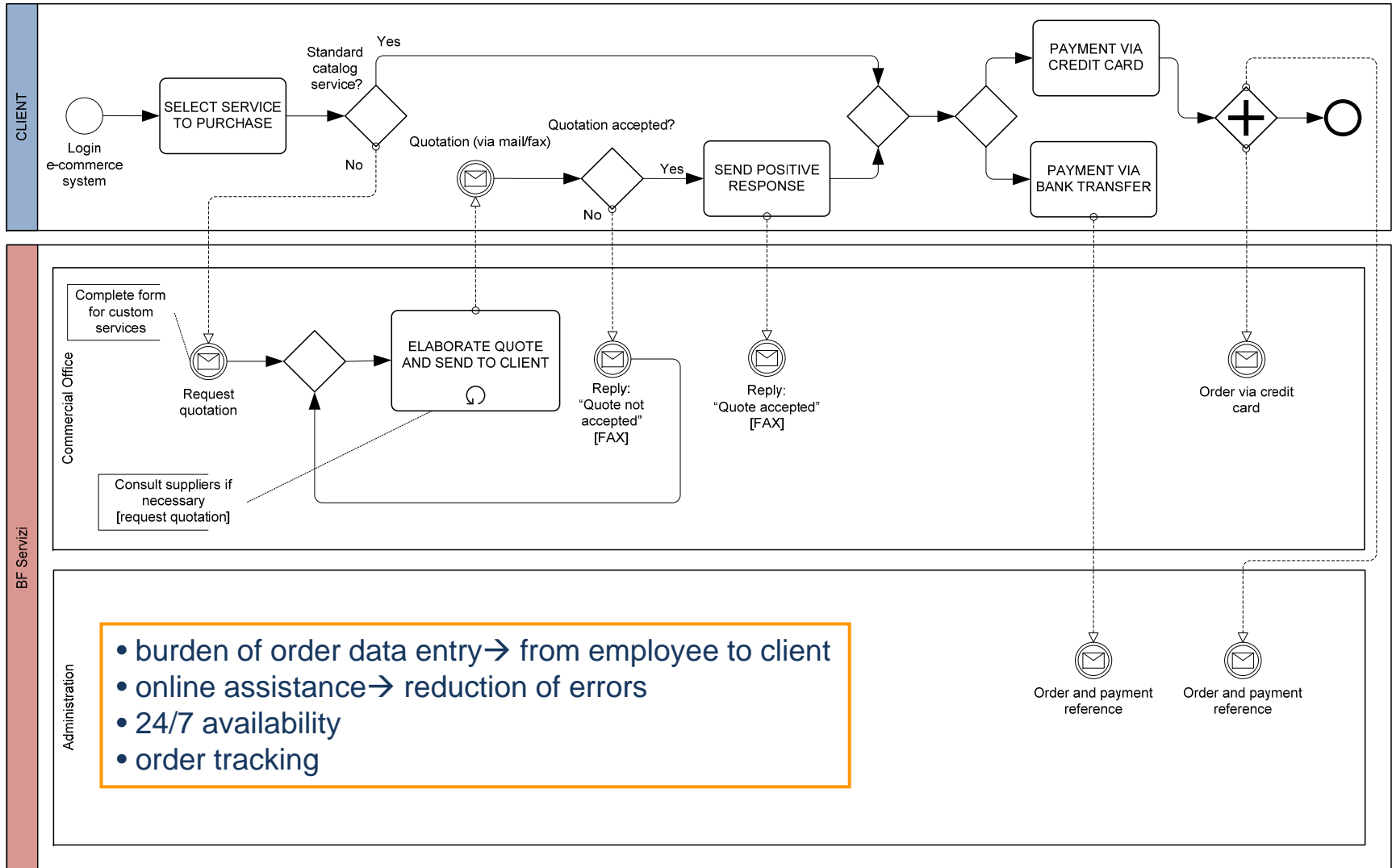
- Manual check and insertion of client orders (~14.000/year)
- 15% of order forms containing errors (usability problem)
- Static and passive presentation of commercial offer
- Orders forwarded to supply chain in non-standardized manner
- Paper archive



- ✓ BPMN (Business Process Modeling Notation)
- ✓ Integration of end-client in the process



Purchase Service



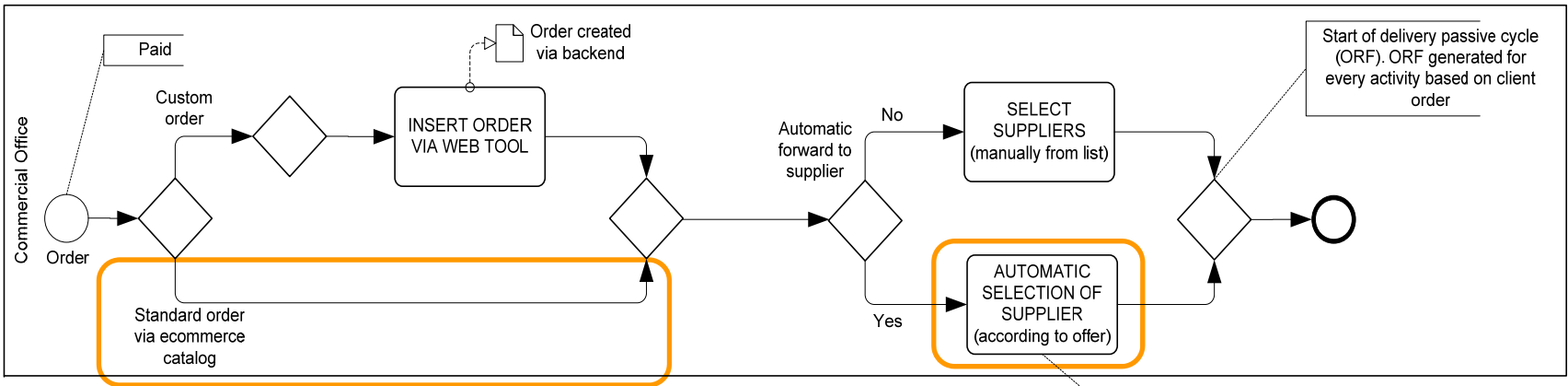
Process Order

SUPPLIER

- real-time transfer of orders to suppliers
- real-time verification of availability
- digital archive

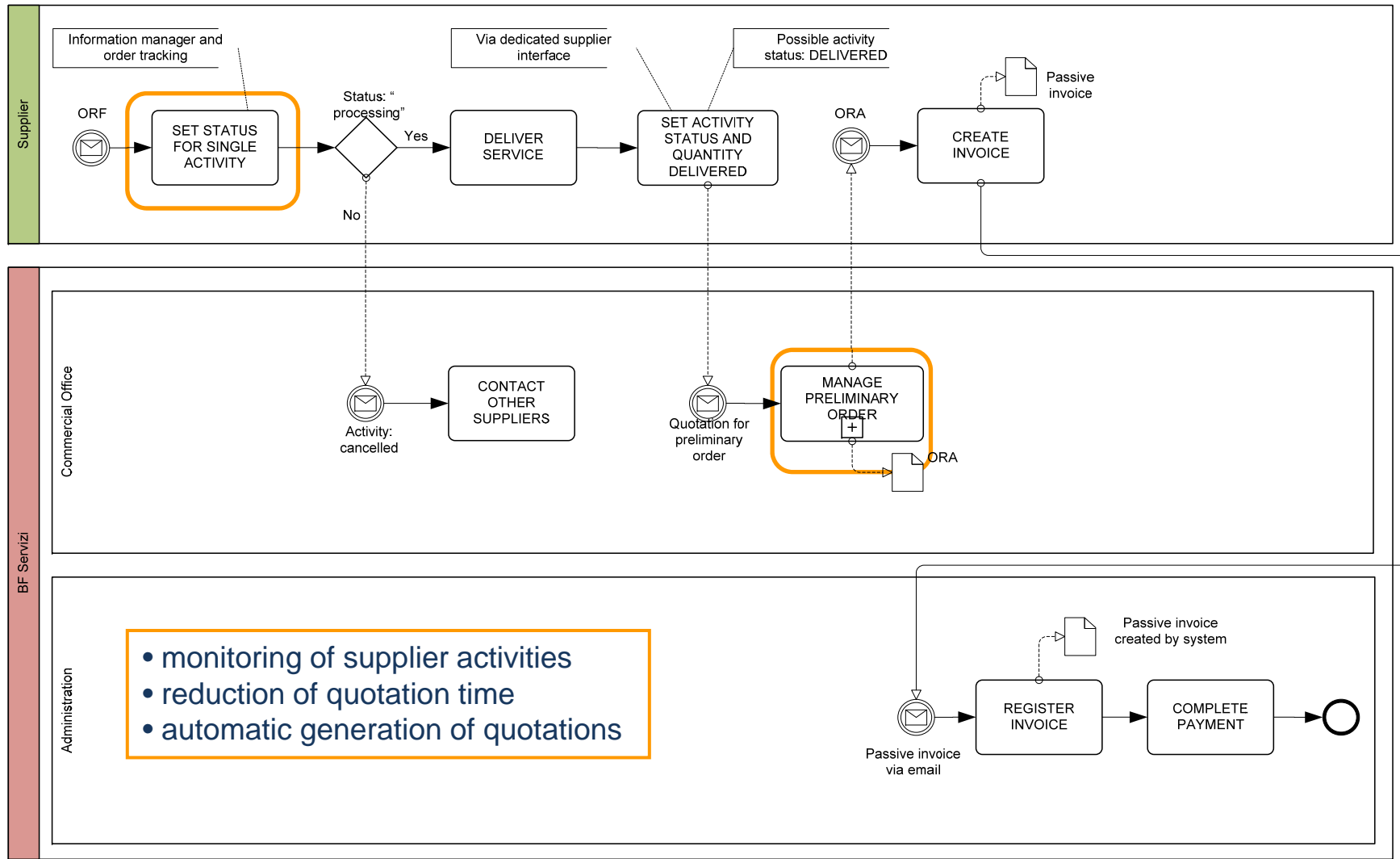
Receive order tracking information

BF Servizi

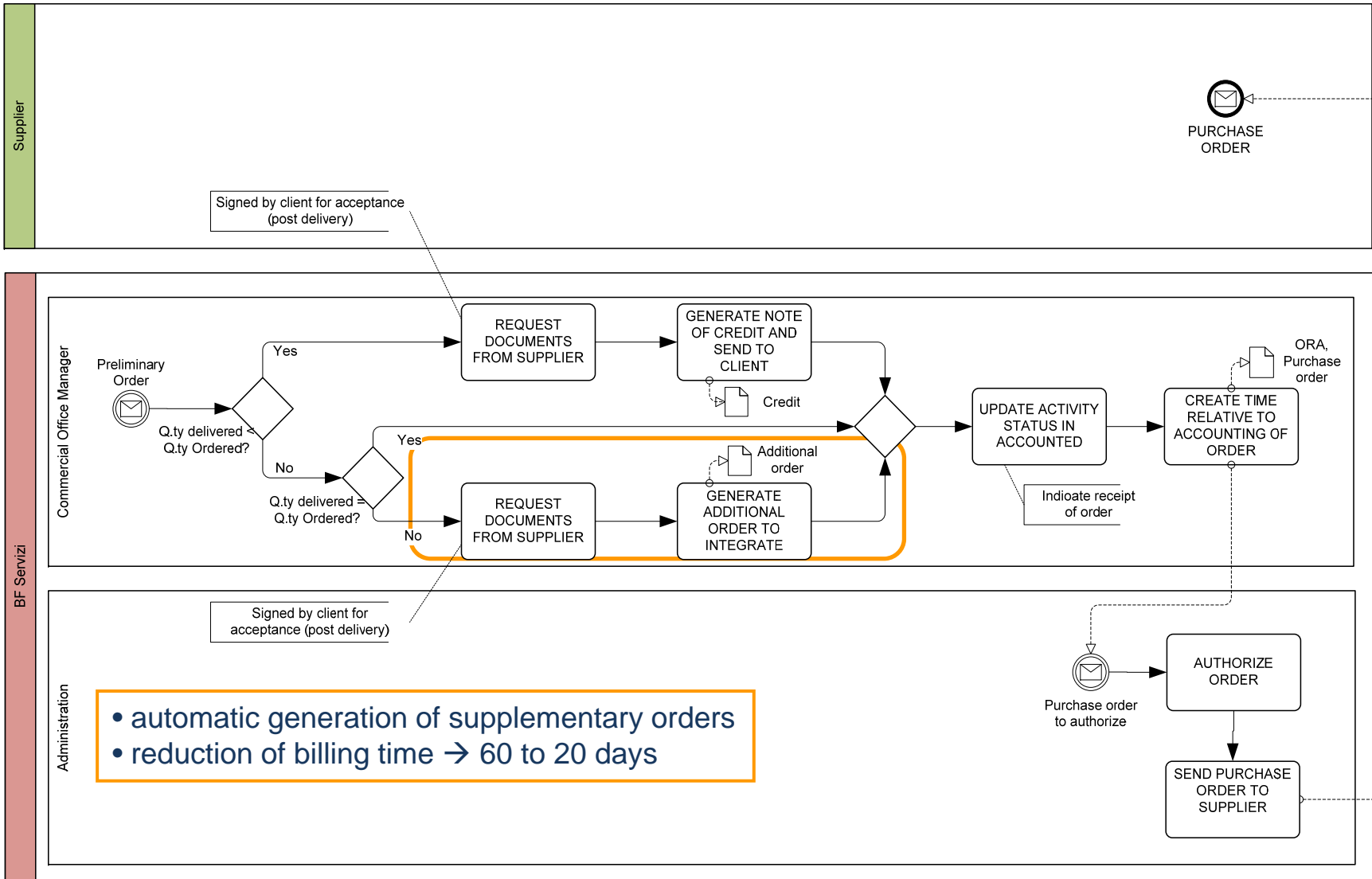


If the supplier is unique the order is automatically forwarded

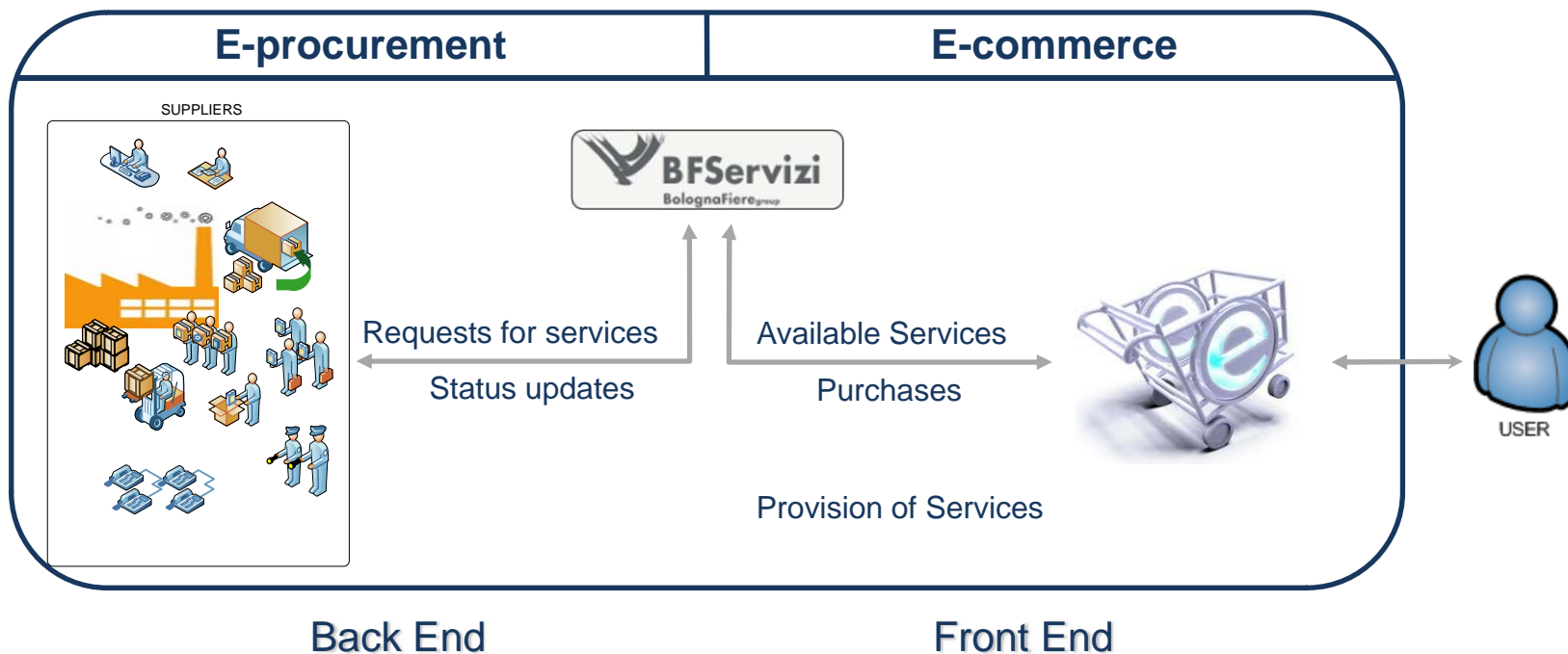
✓ Integration of the supplier in the order management flow



Order Management



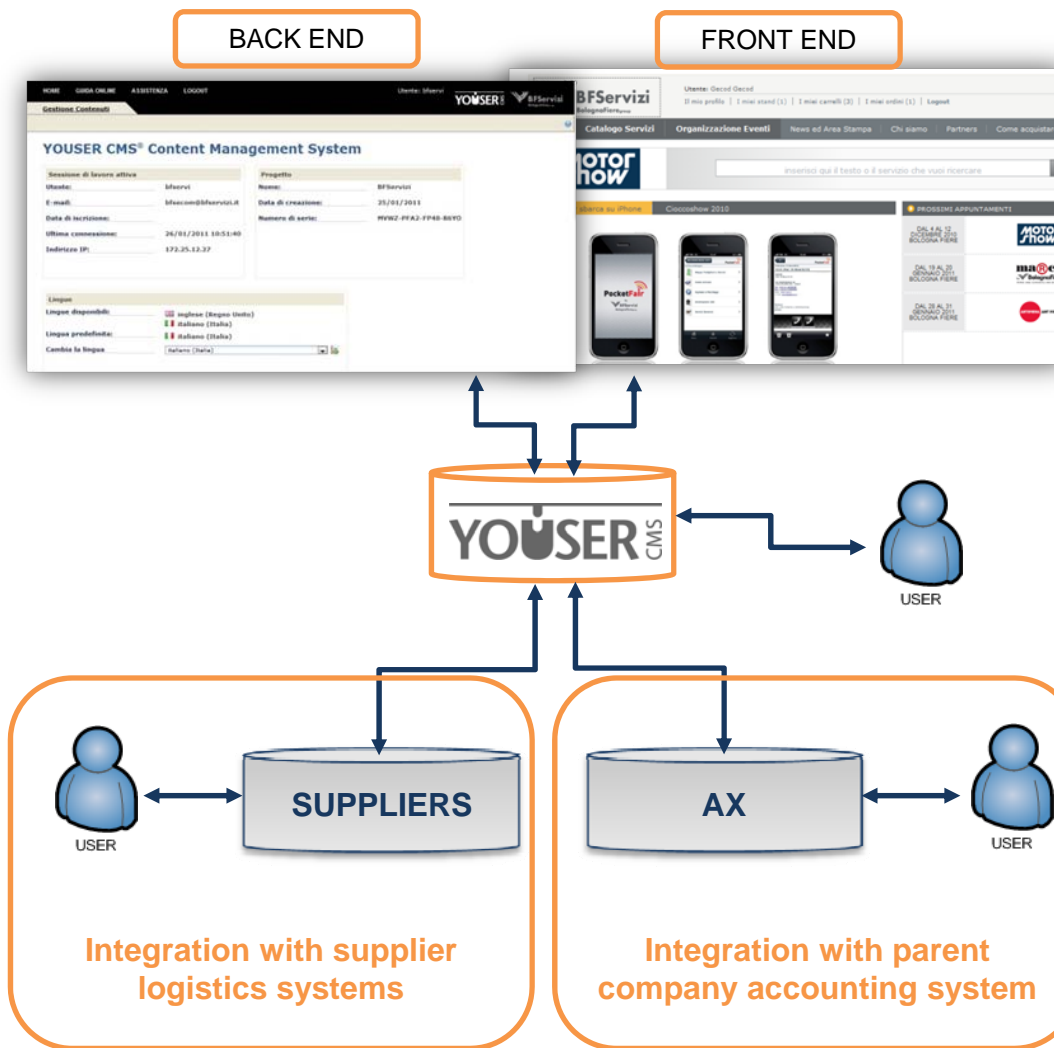
Web-based ERP



- ✓ Single platform
- ✓ Improved information sharing
- ✓ Real-time availability of content
- ✓ Management of activities vis-à-vis workflow status

- ✓ Tracking and increased completeness of information
- ✓ Customization of offer based on client category/profile
- ✓ Integrated tools for Search Marketing and Web Analytics
- ✓ 24h availability

All actors in the process are connected via the same platform



Gecod
EVOLUTION. REFRESHED.

- ✓ Enterprise Content Management System (ECMS)
- ✓ Opensource technology
- ✓ Developed with Java Enterprise Edition

- ✓ Plug-in general purpose
- ✓ Plug-in ad hoc



Total adherence of the system to new business processes

User: Marko Boscos ▶ Italian

[My profile](#) | [My stands \(1\)](#) | [My carts \(1\)](#) | [My orders](#) | [Logout](#)

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COsmoPROF WORLDWIDE BOLOGNA

type here text or service to search

Home > Private > COSMOPROF WORLDWIDE BOLOGNA > Services Catalogue > Portorage and handling

Portorage and handling

CURRENT STAND
Hall Aisle Stand
22 A 21

CURRENT CART
Carrello 50
COSMOPROF
WORLDWIDE
BOLOGNA

- ADVERTISING BROADCAST ON FAIR TV CHANNEL
- COMPRESSED AIR CONNECTION
- CONNECTION TO WATER NETWORK
- LEASE OF WATER MATERIALS
- LEAS OF ELECTRICAL MATERIALS
- CLEANING SERVICES FOR STANDS
- PORTORAGE AND HANDLING**
- FURNITURE FOR OPEN AREAS
- FLOWERS AND PLANTS
- BAR AND KITCHEN EQUIPMENT
- REFRIGERATORS AND FREEZERS
- HOSTESSES AND INTERPRETERS
- STAND SURVEILLANCE SERVICES
- PHOTOGRAPHIC AND VIDEO SERVICES
- TELEPHONE AND INTERNET SYSTEMS
- IT EQUIPMENT
- AUDIOVISUALS
- TV ANTENNAS AND CONNECTIONS

RENTAL OF MACHINERY

Photo	Code	Description	List Price	Actions
	FM001	Lift truck 3,500 Kg	€/hour 53.00 VAT excluded	Cart Detail
	FM002	Lift truck 5,000 Kg	€/hour 80.00 VAT excluded	Cart Detail
	FM003	Lift truck 6,000 Kg	€/hour 83.00 VAT excluded	Cart Detail
	FM008	Crane truck capacity load up to 30,000 Kg	€/hour 156.00 VAT excluded	Cart Detail
	FM009	Crane truck capacity load up to 50,000 Kg	€/hour 198.00 VAT excluded	Cart Detail
	FM010	Crane truck capacity load over 50,000 Kg	€/hour 238.00 VAT excluded	Cart Detail

HAVEN'T FOUND WHAT YOU ARE LOOKING FOR ?

Exhibition

Location


Cart/
Order


Services


Customized requests

Customization of services:

- Quantity
- Duration
- Accessories
- Start/End


Hall Aisle Stand **22 A 21**  **Carrello 50 COSMOPROF WORLDWIDE BOLOGNA**


 Cod.FM001 **LIFT TRUCK 3,500 KG** **€/hour 53.00**
price VAT excluded (20%)



Re-read service notes 

Machineries quantities*:

Duration (hours)*:
*Minimum invoiceable: 30 minutes. For services longer than 30 minutes: round off to nearest 30 minutes.
Ex. compilation 1.5 for an hour and a half*

Accessories list: 

Beginning Date and Time of the Service*: 

Hour  Minutes 

Company representative

Name*:

Family name*:

Delivery*:

Fields marked with an asterisk (*) are mandatory.

[RETURN TO CATALOGUE](#) [ADD TO CART](#)

ORDINI

Risultati trovati 106. Visualizzati da 1 a 50

#	Numero Ordine	Offerta	Data creazione	Cliente	Cliente Fatturazione	Naz. Cliente	Naz. Cliente Fatt.	Manifestazione	Pos. stand	Stato Lavorazione	Modalita Pagamento	Stato Pagamento	Stato fatturazione	Scadenza Ordine	Data pagam.	Tot. iva esc	Totale	AX	Autore	Workflow	Azioni
1	ORC003650		18/03/2011	0000002 ALLESTIMENTI ESSEGI SRL		Italia		COSMOPROF	33 - C - 15	CONFERMATO	Carta Credito Web	CONTABILIZZATO	FATTURABILE	23/03/2011 11:19:58		€ 109,00	€ 130,80	👤	allesti	Approvato	✏️ ❌
2	ORC003649		18/03/2011	C033182 ALLESTIMENTI ESSEGI SRL		Italia		COSMOPROF	33 - C - 15	ANNULLATO	Carta Credito Web	RIFIUTATO	FATTURABILE	23/03/2011 11:16:50		€ 109,00	€ 130,80	👤 ❌	allesti	Approvato	✏️ ❌
3	ORC003622		18/03/2011	C040348 BIGINI REKLAME aps		Danimarca		BOLOGNA CHILDREN'S BOOK FAIR	30 - C - 18	CONFERMATO	Carta Credito Web	CONTABILIZZATO	FATTURABILE	23/03/2011 08:06:45		€ 50,00	€ 50,00	👤	allan	Approvato	✏️ ❌
4	ORC003451		17/03/2011	C034859 EDICIONS BROMERA S.L.		Spagna		BOLOGNA CHILDREN'S BOOK FAIR		CONFERMATO	Bonifico Bancario Web	NUOVO	NON_FATTURABILE	22/03/2011 13:06:33		€ 177,00	€ 207,10	👤 ❌	edicion	Bozza	✏️ ❌
5	ORC003409		17/03/2011	C024951 VPOLAND GMBH		Germania		BOLOGNA CHILDREN'S BOOK FAIR	30 - C - 2	CONFERMATO	Bonifico Bancario Web	NUOVO	NON_FATTURABILE	22/03/2011 11:41:56		€ 188,00	€ 188,00	👤 ❌	vipolan	Bozza	✏️ ❌
6	ORC003355		17/03/2011	C034858 EQUIPO 63 S.A.		Spagna		BOLOGNA CHILDREN'S BOOK FAIR	29 - C - 14	CONFERMATO	Bonifico Bancario Web	NUOVO	NON_FATTURABILE	22/03/2011 08:32:08		€ 350,00	€ 350,00	👤 ❌	equipo	Approvato	✏️ ❌
7	ORC003311		16/03/2011	C040579 Exposures Event Solutions Iip		Regno Unito (U.K.)		BOLOGNA CHILDREN'S BOOK FAIR	29 - B - 39	CONFERMATO	Carta Credito Web	CONTABILIZZATO	FATTURABILE	21/03/2011 18:13:01		€ 154,00	€ 154,00	👤 ❌	exposur	Errore	✏️ ❌

Stand	Cliente	Cliente di fatturazione	Ordine	Data Ordine	Articolo	Descr. Articolo	Data Fornitura			Fornitore	Stato	Q.ta Ordinata	Importo Ordinato	In Oc
							Data (dd-MM-yyyy)	HH	mm					
Area esterna: 35C - Corsia: null - Stan	C031326 O.P.C. INTERNATIC	C003282 ARVE	ORC003707	17-03-2011	FM001	Carrello ele	17-03-2011	17	00	F009882 - CFP COC RENDICONTATA	1,00	53,00		
Padiglione: 20 - Corsia: F - Stand: 26	C040610 NERO PLAST AMBAL		ORC003516	17-03-2011	FM001	Carrello ele	17-03-2011	16	30	F009882 - CFP COC RENDICONTATA	1,00	53,00		
Padiglione: 14 - Corsia: B - Stand: 30	C040261 AEROMED GENESUI		ORC003625	18-03-2011	FM001	Carrello ele	18-03-2011	10	00	F009882 - CFP COC RENDICONTATA	0,50	26,50		
Padiglione: 16 - Corsia: B - Stand: 4	C040483 LOUNGE SUN & SPA	C029770 MAX S	ORC003671	18-03-2011	FM001	Carrello ele	22-03-2011	16	00	F009882 - CFP COC IN_LAVORAZIONE	1,00	53,00		
Padiglione: 15 - Corsia: C - Stand: 24	C009280 CLARINS ITALIA SP.	C035092 INTEK	ORC003672	18-03-2011	FM001	Carrello ele	23-03-2011	09	00	F009882 - CFP COC IN_LAVORAZIONE	1,00	53,00		
Padiglione: 15 - Corsia: C - Stand: 12	C031023 COMFORT ZONE SK	C035076 NEW F	ORC003716	18-03-2011	FM001	Carrello ele	22-03-2011			LAVORAZIONE	1,00	53,00		
Padiglione: 14 - Corsia: C - Stand: 24	C016723 VALETUDO SKL	C028046 GK DE	ORC003252	16-03-2011	FM001	Carrello ele	22-03-2011			LAVORAZIONE	1,00	53,00		
Padiglione: 18 - Corsia: A - Stand: 27	C040585 New Cid Cosmetics		ORC003326	16-03-2011	FM001	Carrello ele	16-03-2011			NULLATA	0,50	31,80		
Padiglione: 33 - Corsia: C - Stand: 15	C033182 ALLESTIMENTI ESSE		ORC003650	18-03-2011	FM001	Carrello ele	23-03-2011			LAVORAZIONE	2,00	106,00		
Area esterna: 35C - Corsia: null - Stan	C031326 O.P.C. INTERNATIC	C003282 ARVE	ORC003750	20-03-2011	FM001	Carrello ele	23-03-2011			LAVORAZIONE	7,00	371,00		
Padiglione: stand - Corsia: . - Stand: \	C019715 O.T.I.M. SPA		ORC003770	20-03-2011	FM001	Carrello ele	22-03-2011			LAVORAZIONE	1,00	53,00		
Padiglione: 19 - Corsia: B - Stand: 51	C030903 PMR SYSTEM GROU		ORC000432	14-01-2011	FM001	Carrello ele	21-03-2011			LAVORAZIONE	1,00	53,00		
Padiglione: 19 - Corsia: F - Stand: 10	C032402 PIBIPLAST SPA		ORC000478	18-01-2011	FM001	Carrello ele	14-03-2011			RENDICONTATA	0,50	26,50		
Padiglione: 19 - Corsia: C - Stand: 3	C003073 V2 ENGINEERING SF		ORC000601	20-01-2011	FM001	Carrello ele	16-03-2011	08	30	F009882 - CFP COC RENDICONTATA	1,50	79,50		
Padiglione: 19 - Corsia: A - Stand: 3	C030914 NIMA ERRE.TI PAC		ORC000979	03-02-2011	FM001	Carrello ele	17-03-2011	08	30	F009882 - CFP COC RENDICONTATA	0,50	26,50		
Padiglione: 30 - Corsia: A - Stand: 35	C031694 GROUP UK LTD	C003850 GBH E	ORC001185	09-02-2011	FM001	Carrello ele	16-03-2011	08	00	F009882 - CFP COC RENDICONTATA	10,00	530,00		

- ✓ Insertion
- ✓ Processing
- ✓ Revocation
- ✓ Provision
- ✓ Accounting

Where?

Who?

What?

When?

Workflow

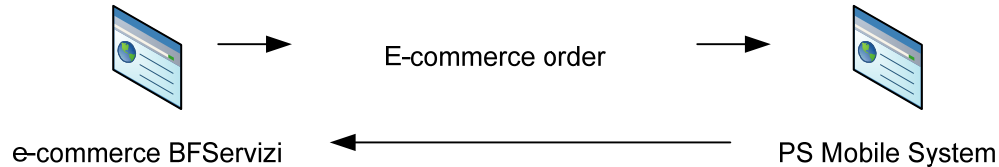
Quantity

- ✓ Supplier used by BF Servizi to provide logistics and transport services within the BolognaFiere exhibition center.
- ✓ 12% and 15% of BF Servizi's total revenue can be retraced to services provided by CFP.
- ✓ Until 2010 CFP did not have any automated systems for scheduling their activities. The allocation of machines (for example, forklifts), was made based on human judgement rather than on precise calculations of availability.
- ✓ The disorganization inherent in CFP's *modus operandi* had over the years generated conflicts with clients of BF Servizi.
- ✓ By bringing CFP into the automated supply chain and introducing a GPS system for tracking CFP machinery, BF Servizi was able to introduce radical changes in the quality of service provided by this strategic partner.



When a transport service is inserted into a user's online shopping cart, the ERP makes a protected connection with CFP's new automated logistics management system (developed by **PS MOBILE**). In real time the system can confirm if the service is available for the date selected.

Porterage and Handling



The logistics management system also allows for the GPS/WIFI tracking of machinery within the exhibition center so as to be able to identify the closest or most-ready machine available to fulfill last-minute requests.



Each CFP operator now uses a hand-held device in which he views the services assigned as well as the documents (exclusively in digital format) which must be signed by the end user once the service has been provided. Once completed, the information is transmitted back to BF Servizi's ecommerce system.



State-of-the art March 2011



- ✓ Reengineering of business processes
- ✓ E-commerce module
- ✓ Digitalization of the value chain
- ✓ Integration with main supplier
- ✓ System integration with parent-company accounting



- ✓ Development of system for sales performance tracking



- ✓ Integration with CRM
- ✓ Development of customer satisfaction tracking system
- ✓ Integration with business social networks

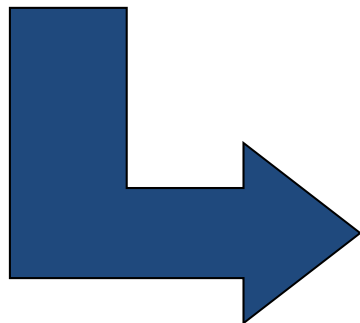
The principal result of the Mobile Enterprise project was a **40% reduction in sales lead time**.

Goal for 2011 is to transfer **20% of sales online**.

On the back end, the time required to **manage an order** has been radically reduced, thanks to the integration of vendors to the new web-based ERP.

The timeframe for **billing and soliciting payment** has also been reduced, thereby increasing the company's liquidity.

Vendors have also benefited from the transition from **paper to digital format**, simplifying operations, reducing errors and decreasing the time elapsed between the provision of a service and receipt of payment.



Mobile Enterprise



BFServizi
BolognaFieregroup