

# DMG MORI Events App turns visitors into interactive participants

Trade fair app from Arvato Systems improves the trade fair experience

Den Messeaufenthalt für das Publikum optimal gestalten und gleichzeitig als Aussteller präzise Einblicke in die Kundeninteressen gewinnen – genau das war das erklärte Ziel von DMG MORI. Die Idee: eine interaktive Smartphone-App, die eine Fülle von Informationen zur optimalen Planung des Messebesuchs bietet und die Nutzer:innen persönlich involviert. Der Vorteil für den Maschinenbauer: Mehr eindeutig identifizierte Besucher:innen und Insights in deren wahre Bedürfnisse.

*Customer quote:*

*„The interaction options in the app developed by Arvato Systems provide us with valuable data on our target group.“*

*- Irene Bader, Member of the Board at DMG MORI*

## Initial Situation

Making yourself and your portfolio stand out from the flood of information at a trade fair is no easy task for exhibiting companies. In addition, although new contacts can be made on-site, there is usually not enough time for more in-depth discussions. As a result, exhibiting companies only gain limited insight into the needs of the public. This is how DMG MORI came up with the idea of an innovative solution for its DMG MORI City at EMO Hannover 2023, which offers visitors an optimal trade fair experience while providing the company with insights into their interests.

## Vision

DMG MORI wanted to tackle these two challenges with an interactive smartphone app. To this end, digital customer communication, which the company had extensively developed in recent years, was now to be professionalized in the context of live events.

## The Client

- DMG MORI is a leading global manufacturer of machine tools and is driving holistic process integration based on technology integration, automation, and digitalization for greater sustainability. More than 12,000 employees work together to be a total solution provider for customers.
- DMG MORI is represented in 43 countries worldwide with 16 production sites and 113 sales and service locations.

## Industry

- Mechanical engineering





## Solution

EMO Hannover 2023 offered trade visitors a particular highlight: the DMG MORI Events App. This interactive smartphone app lets customers plan their visit to the trade fair and obtain information in advance. As a constant companion during the trade fair, the app helps visitors find the right products and not miss out on exciting news. The information collected before and during the event can also be accessed after the trade fair and is all available in one central location (the smartphone). The app, developed by the digital experience specialists at Arvato Systems, offers users a vast range of information for optimal planning and functions for a unique experience of the trade fair visit. DMG MORI provides valuable insights into the behavior of EMO visitors who use the app. The app is free of charge in the Apple App Store and the Google Play Store.

## Our Services

The task of the DX experts at Arvato Systems was to develop an interactive app for EMO 2023 that contains a precise map of the hall, enables registration for guided tours, and provides additional information and brochures. The DX team also ensured that trade fair visitors could have all valuable info (about a machine, for example) transferred directly to their smartphone via QR codes. Registration for the catering area in DMG MORI City could also be completed via the app. For visitors who wanted more action at the trade fair, Arvato Systems integrated a beacon rally through the machine park; at the end, the participants received a reward. Some of the dozens of machines in DMG MORI City were equipped with beacons that communicate with the smartphone app via Bluetooth.

## Customer Benefits

Addressing the trade fair visitors digitally on-site and involving them personally also brought DMG MORI a critical advantage, as it eliminated the fundamental problem of often only finding out from a fraction of the audience what their requirements are. Thanks to the digital support of the on-site event and the interaction options integrated into the app, DMG MORI was able to obtain a much clearer picture of the interests of EMO visitors - and in full compliance with GDPR. The highlight: the company can now carry out its marketing based on this data - with significantly better lead capture and more effective follow-up activities after the event.

With the app, the DX team from Arvato Systems solved two of DMG MORI's key challenges: firstly, the machine tool manufacturer could now identify more visitors, and secondly, it learned which machines were of interest to whom. Lastly, Arvato Systems developed the DMG MORI Events App to motivate trade fair visitors to disclose their interests and thus take advantage of the diverse digital interaction and information opportunities.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean massa. Cum sociis natoque penatibus et magnis.

## Case Overview

### Task

Development of an app that

- optimizes the trade fair experience for the public,
- involves visitors personally and
- provides the exhibiting company with precise insights into customer interests.

### Technology

- Apple iOS
- Google Android
- Arvato Systems Alive

### Result

- The DMG MORI Events App offered the public efficient trade fair support and various interaction options.
- DMG MORI increased the number of identifiable visitors and gained valuable insights into their interests.
- The mechanical engineering company used its trade fair potential even better.



You have questions, need information or a contact?  
Get in touch with us.

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#### About Arvato Systems

As an international IT specialist and expert in artificial intelligence and multi-cloud services, Arvato Systems supports well-known companies in their digital transformation. Around 3,100 employees at over 25 locations worldwide stand for a high level of technical understanding, industry expertise and a clear focus on customer needs. As a team, we develop innovative IT solutions, bring our customers into the cloud, integrate digital processes and take over the operation and support of IT systems.

- Comprehensive IT solutions for industries such as retail, media, manufacturing, healthcare, public sector, energy and utilities
- Many years of experience in digital transformation
- Expertise in topics such as artificial intelligence, cloud computing, IT security, customer experience, e-commerce and business process management
- Expertise in many strong technologies and a strong ecosystem with partners such as Amazon Web Services, Google, Microsoft and SAP
- A wide range of infrastructure services such as managed services and application management based on these services

We can also map entire value chains as part of Arvato, which is part of the Bertelsmann Group. Thanks to our strong strategic partner network with top international players such as AWS, Google, Microsoft and SAP, we are continuously strengthening our expertise and utilising state-of-the-art technology. We Empower Digital Leaders.

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