

EMS Case Study *Top Five U.S. Retailer*



Corporate Office of Top Five U.S. Retailer Converts to EMS Enterprise in a Day! *Multiple Microsoft Outlook® Calendars Exchanged for One Unified Room Scheduling Solution*

50 Rooms, 50 Calendars and Many Reasons to Make a Change

Maintaining your position as one of the top retailers in the U.S. is surely difficult and stressful. Maintaining an orderly reservations process for the meeting rooms at your corporate headquarters using 50 separate personal calendars is no picnic either. That's the position one of the leading U.S. retailers was in before they upgraded to EMS Enterprise.

"They were getting by, and through a lot of hard work and diligence on the part of their scheduling staff, they were able to avoid double-bookings for the most part, said the Dean Evans & Associates product consultant who helped them implement EMS. "But they knew their existing setup was not ideal and would need to be replaced if they wanted to operate more efficiently and avoid costly mistakes."

In particular, some of the issues the company wrestled with included:

- Inefficient booking process
- Difficulty in retrieving information on scheduled events; especially problematic for setup crews

- No effective way to book multiple rooms for an event
- No "audit information" on who made changes to bookings and when they were made
- Security concerns regarding who was allowed to book space in which rooms
- No way to ensure that necessary information was entered when a booking was made

Fast Facts

- **EMS Enterprise** replaces **50** personal Microsoft Outlook® calendars
- **One day** implementation
- **Virtual EMS** to provide web access to meeting and event information
- **10,000+** bookings per year

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One Productive Day

Making the switch from one facility scheduling system to another can be a very challenging task. Given the complexity of this organization's scheduling setup, it might have been reasonable to assume it would take a number of weeks to make the switch to EMS. Not so. How about *one day*?

While some time was spent prepping their data for the conversion, the majority of the operation took place one Sunday as most of the company was at home enjoying their weekend. Even with the importing of some additional data and a little fine tuning in the days that followed the primary conversion, the company still made a clean break from their old process and went live with EMS Enterprise in less than five days.

"Their goal was to make the switch quickly and with essentially zero downtime, and I think we achieved that," said the DEA consultant. "A simple export from each Outlook calendar to a spreadsheet, a little bit of data manipulation and before you know it roughly 10,000 future bookings were accessible within EMS. Their IT group and scheduling staff did an amazing job and the power and flexibility of EMS Enterprise supported their efforts."

Today the company is enjoying:

- A streamlined reservations process

- Group Notifications to remind users about their meetings
- Powerful reporting that is revealing just how busy they truly are

Bright Future

While the relative ease of their switch to EMS Enterprise has the company very pleased, that's just the beginning of their plan to take their scheduling processes to the next level. "Right now, they know that they are just scratching the surface of the system's capabilities," said the DEA consultant. "Ultimately they want to use it to coordinate A/V equipment, catering services and other resources for meetings. And they plan to implement the Virtual EMS web interface to give employees easy access to meeting and event-related information."

If their conversion is any indication, comprehensive resource management and streamlined data access are just a day away.

For more information on Dean Evans & Associates, and the company's event management and master calendaring software products, go to www.dea.com or contact the Sales department at sales@dea.com or 1.800.440.3994 ext. 863.

