



## SUMMARY

### Customer

**boomset**

Boomset

### Industry

Hospitality & Event Registration

### Challenge

Event Software Solutions company Boomset needed software development and integration support for its Zebra printers in order to optimize its applications and deliver frontline users an improved on-site event experience

### Solution

- Close collaboration with the Zebra Developer Team
- Zebra Link-OS® Multiplatform Software Development Kit (SDK)
- Wide portfolio of Zebra printers
- Boomset Guest List Application
- Boomset Lead Retrieval Application

### Results

- When assessing events with a minimum of 50 check-ins, the Boomset-Zebra solution was used at over 1,000 events in 2017 and this figure is set to double in 2018
- Boomset has become a Zebra ISV partner and now benefits from ongoing co-marketing and technical support
- Via the Zebra Early Adopter Program, Boomset can now access pre-release units of major new products, so it can be the first to launch its applications on the latest printers
- Boomset now has two Zebra-validated printer applications promoted on the Zebra Application Finder
- As a direct result of the Boomset and Zebra collaboration, Boomset customers are enjoying even more intuitive, innovative solutions designed for seamless and successful events

# Boomset Works Hand In Hand With Zebra Technologies Developer Team To Deliver Optimal Event Management Solutions

Boomset is a start-up company founded by two friends who were tired of waiting at the door to get into events. The company was created to offer event planners new and better solutions that they could share with event staff, exhibitors, vendors, speakers, attendees, marketing executives, and many other professionals. Today, Boomset encourages sustainability and increases value at events, using software paired with unmatched customer support to provide data and efficient on-site event experiences.

Boomset has always had one simple mission: to help people solve event planning headaches in the most intuitive, fun, efficient way – “The Boomset Way.” Boomset builds sustainable and secure solutions and, paired with unparalleled customer support, creates user-friendly and exciting software solutions for the entire event community. Boomset has been a Zebra ISV partner since 2016.

## Challenge

Boomset first contacted the Zebra Developer Team in 2015 to request technical assistance relating to software development and integration onto Zebra’s QLn320 Series Mobile Printer. From this first point of contact, Zebra has established a long-term, rewarding business relationship with Boomset, who, itself, has a very strong in-house development team.

## Solution

Boomset is now a Zebra ISV partner and has worked with the Zebra Developer Team on 14 separate projects relating to software development, testing, and integration on numerous different Zebra printer series (for example, Zebra’s ZXP Series 7 and ZXP Series 3 Card printers, the ZD500R RFID printer, the QLn Series Mobile Printers, and the HC100 Wristband Printers). The Zebra Developer Team offers ongoing technical expertise to Boomset and has recommended the Zebra Link-OS® Multiplatform SDK to meet its requirements. The SDK provides a powerful and extensive set of APIs, enabling the creation of apps that take full advantage of the printer’s operating system features including connectivity, printing, and management tasks; Boomset is utilizing various aspects, including the Zebra Link-OS® connectivity components to facilitate wireless data transfer, status updates, and troubleshooting, and the RFID to ZPL conversion libraries, for label or badge formatting and design.

Boomset has two Zebra Validated Printer Applications running on an iOS platform. These applications have been formally tested against Zebra best practices and have met the necessary standards, so they are listed on Zebra.com and actively promoted by Zebra. The two applications – its Guest List App and its Lead Retrieval App – enable instant check-in or fast registration, guest list management, multi-session event administration, pre-printing or on-site printing of badges, attendee tracking, and lead retrieval.

Boomset also benefits from its inclusion in the Zebra Early Adoption Program, where Zebra selects a small number of strategic partners to receive units of major new products – recently the ZC100, ZC300, ZQ600, ZD510-HC models in Boomset’s case – six months pre-launch. During this period, Zebra provides technical support and development tools to validate Boomset’s applications on these printers. This maximizes the use of new features, gives Zebra early feedback on products and provides combined marketing opportunities, such as a joint demo at the Zebra launch event for the ZC300 at the TRUSTECH tradeshow.



“We have always worked with Zebra Technologies; Zebra is always ahead of the game with its software development platforms and tools and vast array of printers; these offer our business the flexibility we need. We work so well with Zebra as we are constantly innovating and bringing new solutions to market; so is Zebra. And we have a fantastic relationship with the Zebra Developer Team, specifically with our account manager and Senior Software Engineer, Manuel Caicedo-Rivera. Manuel is helpful, professional, and his great knowledge and proactive approach, in both technical and marketing fields, ensures we can continue to accelerate and streamline our development. Being part of the Early Adopter Program has also helped us be one step ahead of the game and be ready with a solution for our customers, as soon as Zebra launch a new printer”

**Kerem Baran,**  
Co-Founder and CEO,  
Boomset

## Results

Now, whenever Boomset needs additional technical or software assistance, it works in close collaboration with the Zebra Developer Team and can access any of Zebra’s tools to accelerate and streamline its application development. And the applications it is developing are quick and simple to install, very easy-to-use, and efficient, which ultimately saves its customers time and costs. The proof is in the figures, with the Boomset-Zebra solution expected to be used at close to 2,000 events this year.

Kerem Baran summarizes: “Boomset is an innovation company. We never stop, we are constantly developing new features, and it’s great to work with Zebra, as they are doing the same: new platforms, new connections, new software development kits, new printers, new ideas, a great development team. All this helps us to constantly innovate too.”

## Customer Story



Leading event management company, Kennedy Events, was running a conference for its customer B2B Marketing and Sales Specialist, #FlipMyFunnel. #FlipMyFunnel was expecting 1,000 attendees and wanted to facilitate a swift, efficient check-in process for these participants. Kennedy Events had already successfully deployed Boomset’s Guest List App running on Zebra’s ZD500R RFID printers at other events and #FlipMyFunnel, convinced of the benefits of RFID for unobtrusive tracking of attendees moving around the event and immediate printing and pairing of badges to attendees, followed

Kennedy Events’ recommendation. At the #FlipMyFunnel event, the all-in-one integrated solution of the ZD500R and the Boomset application enabled a faster, optimal check-in, badge printing (in 2-3 seconds), session scanning, and RFID long-range tracking, as attendees moved seamlessly throughout the conference sessions. The solution saved #FlipMyFunnel time and cost, as fewer staff were needed to manage the conference due to the more autonomous nature of RFID, and the solution also gave more of a “high-tech feel,” synonymous with a technology focused event.



For more information, please visit: [Zebra](#), the [Zebra Developer Portal](#), or [Boomset](#)