



# Messe Düsseldorf's Logistics Department Deploys Zebra Touch Computers For Better Stability, Roaming Connectivity And Best-In-Class Performance

## SUMMARY

### Customer



Messe  
Düsseldorf

Messe Düsseldorf GmbH

### Partner



Cosys Ident GmbH

### Industry

Trade Fairs & Exhibitions

### Location

Germany

### Challenge

Messe Düsseldorf wanted the latest enterprise touch-screen technology, with optimal performance and improved roaming connectivity across its site

### Solution

Zebra TC56 and TC57 Touch Computers  
Zebra multi-slot chargers, batteries, rugged boots and soft holsters  
Range of Zebra mobile printers  
Bespoke Cosys software for exhibitions and trade fairs  
Zebra OneCare Contract including StageNow  
SOTI® MobiControl

### Results

- The solution delivers simpler processes and more stable connectivity when switching between WLAN and 3G/4G for seamless roaming across the Messe site; teams always have real-time information at their fingertips
- The Zebra touch computers offer excellent scanning and processing performance and keep operating reliably in all weather conditions and temperatures
- The registration and processing of vehicles is faster and more accurate; deposit slips and receipts are numerically sorted and automatically stored; it is also easier to manage money taken and daily billing
- The robust, enterprise devices deliver a cost-effective, easy-to-use, long-term solution with 100% user uptake
- The second-level support from Cosys combined with a Zebra OneCare contract ensures operational continuity

## About Messe Düsseldorf GmbH

Messe Düsseldorf GmbH is a trade fair company with its own exhibition centre in Düsseldorf, North Rhine-Westphalia, Germany. As one of the most successful German trade fair companies, it currently organises around 40 in-house events on its 300,000 m<sup>2</sup> site; these include 22 leading trade fairs in their respective industries worldwide, as well as 15 world-class partner and guest events. The Messe Düsseldorf Group also organises 75 in-house, partner and commissioned events abroad and is one of Germany's most prominent global export platforms.

## Challenge

Long-term Zebra Technologies business partner and ISV, Cosys, has been working with Messe Düsseldorf for 23 years. During this time, the two have collaborated closely to introduce numerous developments in processes, operating systems, software and hardware, including deploying Zebra mobile printers, which the Messe has now been using successfully for over 15 years. When looking for higher performance Android mobile computers to manage its day-to-day operations, Messe Düsseldorf was specifically looking for devices that could offer greater stability and improved connectivity across WLAN and 3G. Knowing and trusting the Zebra brand, the Messe was delighted to follow Cosys's recommendation of testing the Zebra Android TC56 and TC57 Touch Computers; it has since equipped its teams with these Zebra devices, combined with a range of accessories.

## Solution

Cosys uses Zebra's StageNow to configure the Zebra TC56s and TC57s with a bespoke, core application, which it has designed specifically for Messe Düsseldorf. It also uses SOTI® MobiControl to remotely manage, update and



secure the devices, enabling lockdown profile configuration; this restricts the Zebra devices to a custom kiosk display, so users can only access the Cosys application and approved device features.

Messe Düsseldorf currently uses the Zebra devices to manage five different processes: for visitor admission mobile control, the registration of deposits (which entitle vehicles to a limited period of time on the premises for deliveries of stand materials and supplies, to comply with health and safety guidelines), for parking permits and ticket control, for exhibit registration, and for a truck guidance system; the latter is a small server web application to efficiently manage the flow and number of lorries on site for exhibition build or take down, developed internally by Messe Düsseldorf but integrated into the Cosys application. The other four modules were developed by Cosys and all link into the Axess ticketing and access control system used by the Messe. The Zebra touch computers are used to efficiently scan tickets, vouchers, coupons and permits, record data, such as number plates, and are often used in conjunction with Zebra mobile printers, to print documents such as receipts, barcoded deposit slips, passes and exhibit labels containing information about the exhibitors' details and stand number. The printers are connected to the Zebra touch computer via Bluetooth and, at trade fairs such as the MEDICA, between 3,500 and 4,000 deposits, passes and receipts are printed daily.

The solution is supported by a Zebra OneCare maintenance contract, as well as a software SLA with Cosys, to ensure predictable maintenance costs and optimal uptime, to keep operations running effectively.

## Results

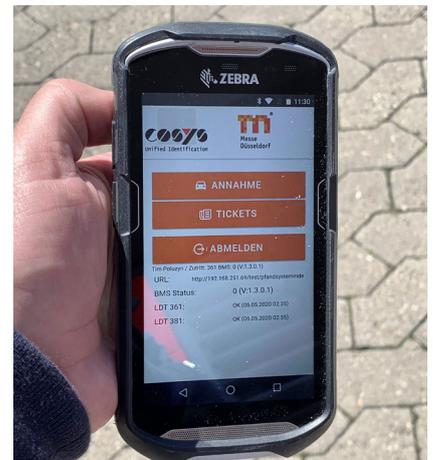
Messe Düsseldorf has achieved its key aims of increasing the performance and stability of its mobile computing platform through this deployment. Teams can now move around the site, whilst maintaining seamless, strong wireless connectivity in all indoor and outdoor areas, so they can continue to work productively, with real-time information at their fingertips. The processes of vehicle registration, data matching, sorting and recording, money handling and daily billing are simpler, faster and more accurate.

With regards to the Zebra TC56s and TC57s specifically, the Messe has praised their intelligent imaging, flexibility, speed of processing, reliability and ruggedness. Another important benefit is the devices keep working optimally, whatever the temperature and weather conditions, and the screens remain easy to read in strong, direct sunlight; moreover, the high capacity batteries always last a full shift and more.

Messe Düsseldorf is benefiting from a future-proof, fully supported enterprise solution, with reduced maintenance costs and excellent user uptake, resulting in a long-term lower cost of ownership. And, working together with Zebra Technologies and Cosys, the Messe will continue to adapt and innovate, to ensure it best meets the needs of the thousands of exhibitors it welcomes through its doors every year.

“Messe Düsseldorf is synonymous with quality, ensuring customer satisfaction is therefore a top priority. That is why we rely on strong partnerships to meet our requirements. The reliable Zebra technology ensures we can efficiently control the high volume of traffic on our site. The performance and stable operation of the devices are key to delivering effective mobile processes at the trade fair, and so contribute to customer satisfaction and the success of our events.”

**Peter Linnenweber,**  
Deputy Head of  
Information Technology,  
Messe Düsseldorf GmbH



For more information, please visit: [www.zebra.com](http://www.zebra.com)



EMEA Headquarters  
[zebra.com/locations](http://zebra.com/locations)  
[contact.emea@zebra.com](mailto:contact.emea@zebra.com)

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