GRACE
The one API for the exhibition industry

Increase customer satisfaction & data security

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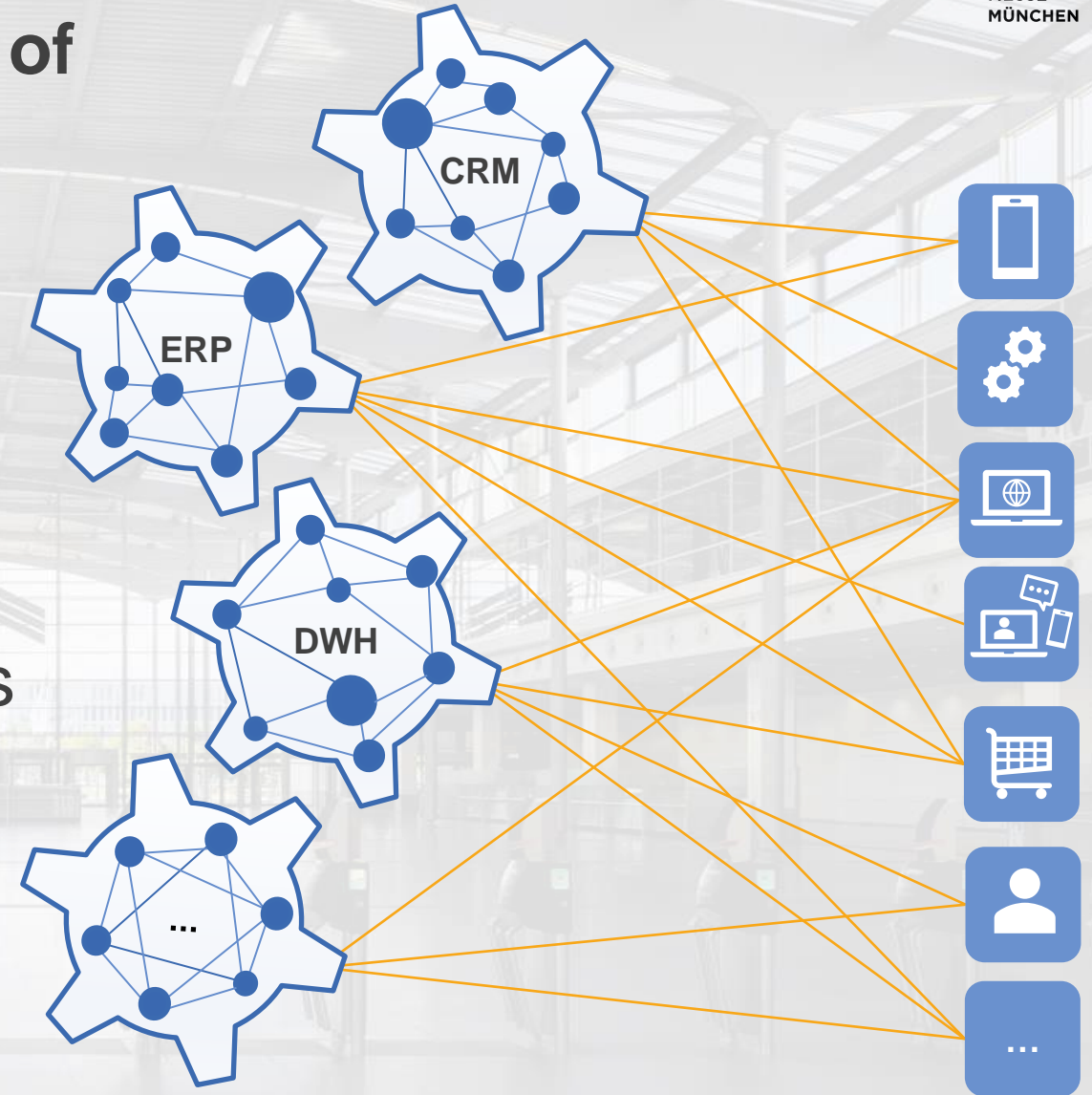
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Status quo of the event industry

No data access strategy poses lots of risks and problems

- Multiple data models
- Multiple access protocols
- Security risks
- GDPR
- Impossible to exchange components
- General high maintanance

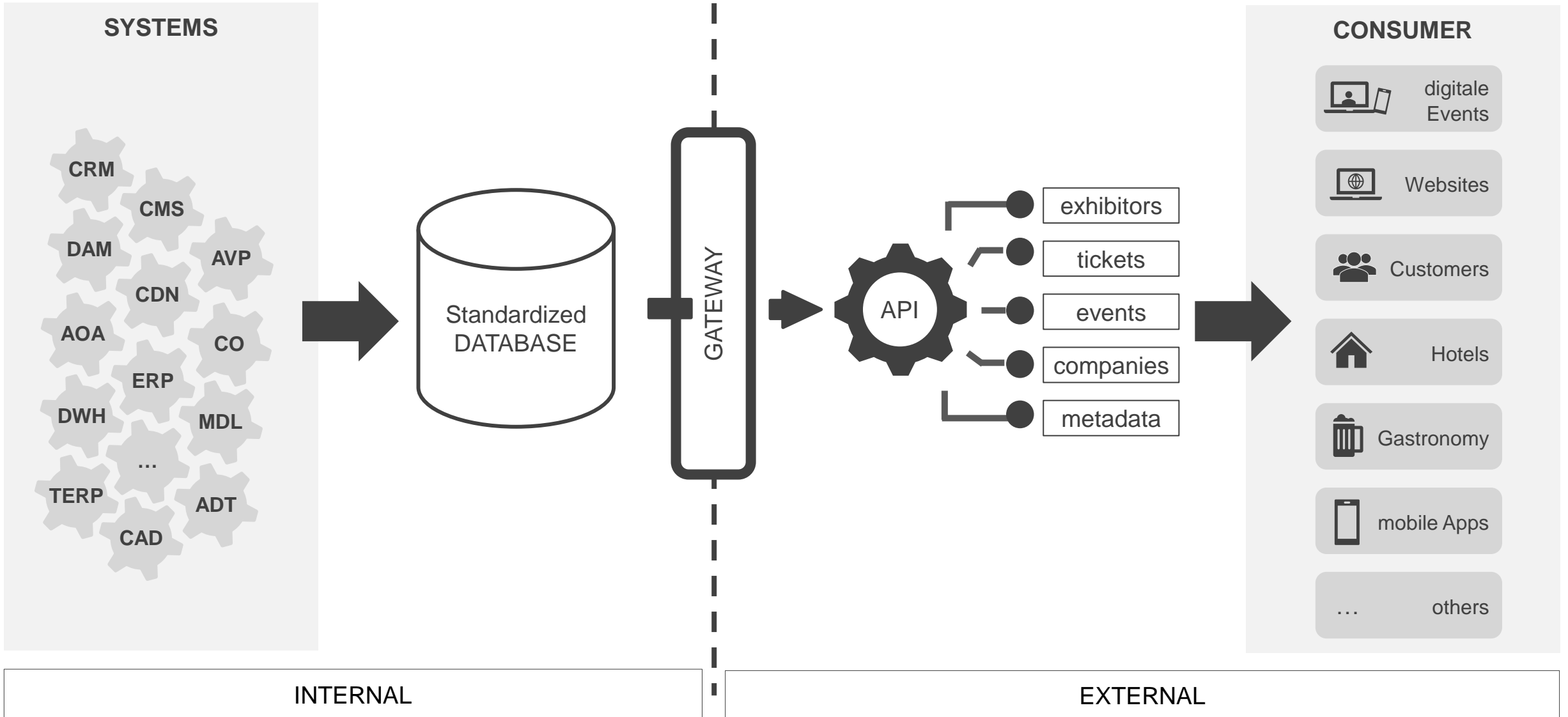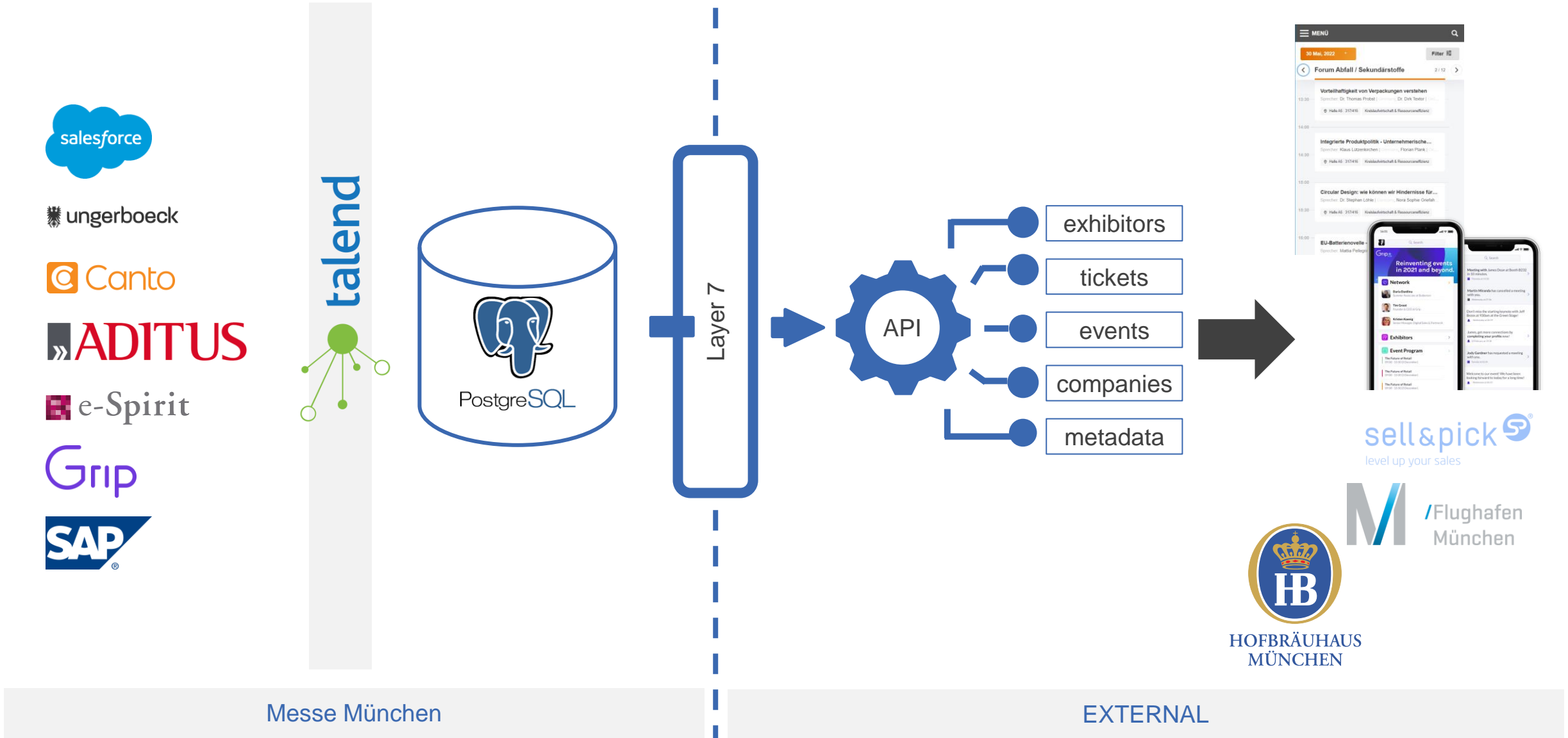**We need a standardization for data handling and access**

GRACE

Generic

REST

API for

Consumer

Entities

The one API for the exhibition industry

GRACE reference architecture

SYSTEMS

CRM
CMS
DAM
AVP
CDN
AOA
CO
ERP
DWH
MDL
...
TERP
ADT
CAD

Standardized DATABASE

GATEWAY

API

exhibitors
tickets
events
companies
metadata

CONSUMER

digitale Events
Websites
Customers
Hotels
Gastronomy
mobile Apps
...   others

INTERNAL

EXTERNAL

GRACE in action - real life implementation

exhibitors

tickets

events

companies

metadata

Messe München

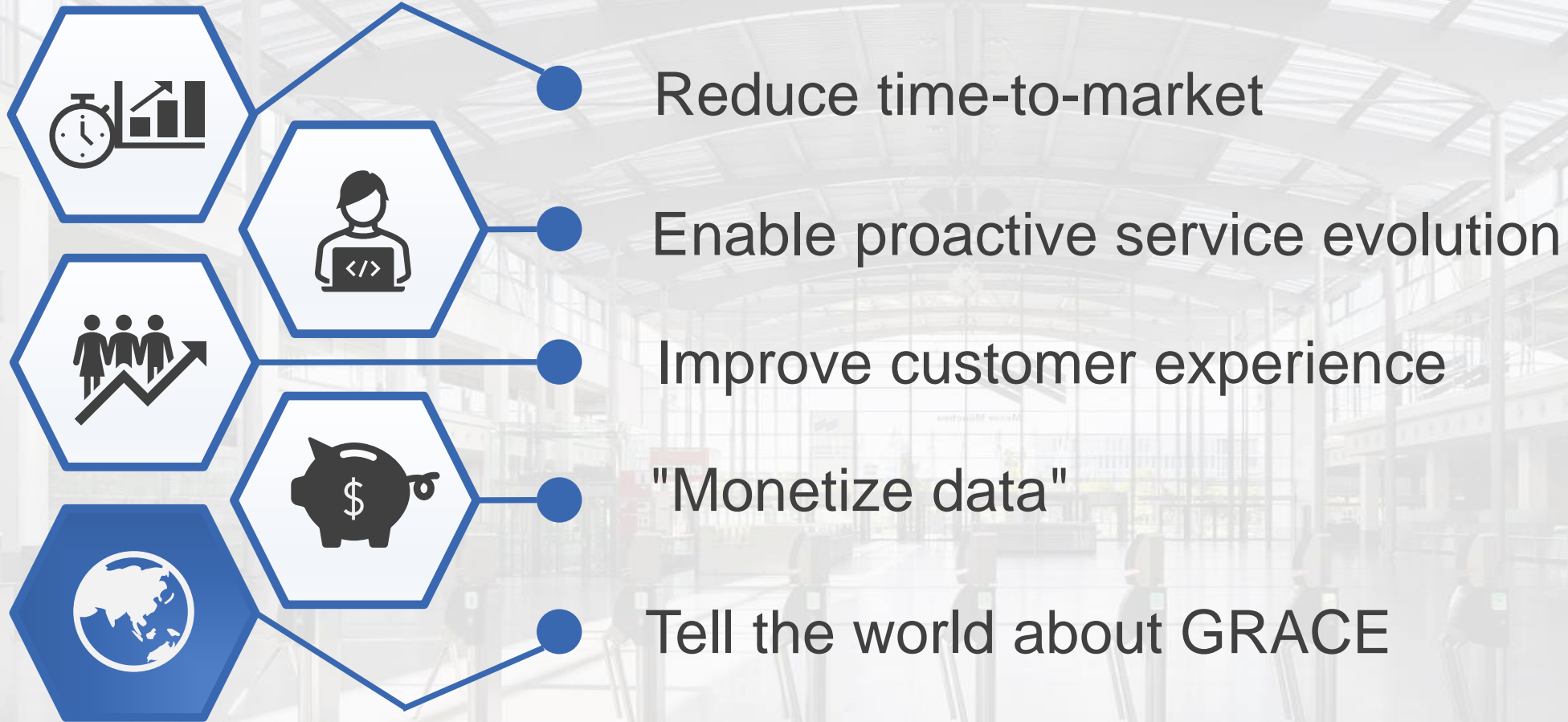EXTERNAL

Challenges we faced
Why it hasn't been done before

- Data modelling

- Individual solutions vs Generic

- Political tug of war

- Ressources

- Time

What's next?

open-source GRACE

- Reduce time-to-market

- Enable proactive service evolution

- Improve customer experience

- "Monetize data"

- Tell the world about GRACE

MESSE MÜNCHEN

THANK YOU

QUESTIONS
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