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Attendease Customer Success Story

Esri Reinvents Its Event Experience to Create a Roadmap for Success for Over 20 Major Events Worldwide

Esri is the leading geographic information systems (GIS) company, serving more than 350,000 organizations worldwide including more than two-thirds of the Fortune 500. The company hosts numerous events worldwide to engage and inform people about location strategy and ways of thinking geographically, including its annual 17,000-person user conference held in California. Esri teamed up with Attendease and Eventbase to turn its event tech into a powerful, customized solution. Since then, the corporate events team has made incredible inroads to success with faster, easier ways of creating extraordinary experiences.

As the global market leader in sophisticated mapping technology, Esri's team knew how to develop websites and apps that would service their events. Over the years, however, the company's events portfolio and user base had expanded tremendously, with approximately 17,000 people attending their annual user conference alone. Issues started to arise in terms of stability and functionality, and the Esri team was looking for a platform that would power their events, boost their productivity and deliver the performance they needed.

> We'd been working on these issues for awhile, but we'd never quite had the solution we needed. We decided to start from scratch and really rethink what we wanted to achieve.

Josh Northcott,
Manager of Web Development

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The Challenge

The first main requirement was making sure that Esri's mapping technology was part of the event solution. "Our primary focus was making sure our own technology was integrated into this solution," says Northcott.

The second main requirement was having an extremely robust agenda planner, since that was essential to attendees for every conference and event. "We wanted the actual agenda, the core of the app, to really work … and work well for a very large amount of people," adds Northcott.

And the third critical requirement was having a system that was easy for their events team to manage and publish information so they could spend less time grappling with tech issues and more time doing the things that were making their events so successful.

"We were looking for more than just a vendor. We wanted a partner that our team could work with to make our system really successful.

Josh Northcott,
Manager of Web Development

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The Esri team was working with Eventbase, a Vancouver-based event app company, to develop an app that would help solve the issues they were facing. As they worked through the solution, they decided to bring in additional components to create the solution that would meet their exact needs.

"A key component of what we needed was a web-based experience for an agenda planner," notes Northcott. "And we knew about Attendease. There happened to be a chance meeting between Eventbase and Attendease, and their teams came together with ours to figure out an integrated solution that works extremely well."

Northcott adds, "Although the primary engine of our app is Attendease and they led the development of the web app, it was a testament to the skill set and the knowledge that all the teams brought in—from Esri to Attendease to Eventbase—that we all came together quickly to work towards the best possible solution for our company."

> **What we found was that the Attendease platform as a whole, really the back end of it, is what really shines.**

Josh Northcott,
Manager of Web Development

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Two months before their 3,000-attendee developer summit, Esri launched their new event app. "For our events team, it's been a huge success story," Northcott states. "It's reduced the need for multiple data entry and eliminated the issues that were making things difficult for them."

Esri's collaborative integration of best-in-class event tech solutions has created several significant and positive changes for their business. "They [the events team] have been saying that the difference is night and day for them," he adds. "They've already reduced the time required for agendas and scheduling by approximately 5% to 10%, and they now feel enabled to manage the conference the way they've always wanted to."

"Attendease is one of the very few, or maybe even one of the only, event application solutions that has the flexibility to solve a number of business problems. They've really helped set us up for the future.

Josh Northcott,
Manager of Web Development

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