



# Customer Story

## WZS Management AG

**WZS Management AG organises various large fairs, catering for specialists and the general public, including ZAGG in Lucerne, AMA in Aarau, and the Glarner Messe in Näfels.**

With e-guma's ticketing system for fairs, WZS has been able to take an important step towards digitising its processes. One of the objectives was to provide admission tickets via the print@home ticket system to give visitors, who sometimes number in their tens of thousands, a more convenient trade fair experience with reduced waiting times. Another focus was the local handling process with regard to speed, subsequent ease of evaluation and exhibitor invoicing. Not only does the e-guma ticketing

system offer incredibly quick check-in-processes, e.g. using a QR-scan available on any smartphone, it also uses the e-guma POS for a streamlined and intuitive sales interface, including thermal printer. Point-of-sale staff select the desired tickets and payment method via a touch screen. The tickets are printed in less than a second. This enables even high visitor numbers to be handled - which benefits both guests and staff. Christine Fallet, project manager, particularly emphasises e-guma's support beforehand, during the fair and after the event, with expert advice and support available to the WZS team throughout.



**The e-guma ticketing system has been outstanding in meeting our requirements. The functionality is very user-friendly and efficient, and the system has made our tasks easier and reduced our workload.**

Christine Fallet, Head of Projects