Messe München
Case Study

apiida

With digital support and **APIs Developers Love** into an informed trade show experience of the future.

THE COMPANY

Connecting Global Competence

Messe München is one of the world's leading trade fair organizers with around 200 events, including over 50 of its own trade fairs for capital goods, consumer goods and new technologies. In a trade-fair year, a total of around 50,000 exhibitors and around three million visitors take part in the company's own and guest events at the trade-fair center in Munich, the ICM - International Congress Center Munich, the Conference Center North Munich and the MOC Event Center Munich, as well as abroad. Together with its subsidiaries, Messe München organizes trade shows in China, India and Brazil, among other countries. With a network of affiliated companies in Europe, Asia and South America and around 70 foreign representatives for more than 100 countries, Messe München has a global presence. Messe München's claim to offer customers lasting, unforgettable trade show experiences is constantly being expanded through the innovative strength of its core business.

THE CHALLENGES

Establishment of a single point of truth for all externally available data.

As one of the world's largest trade fair companies, Messe München provides a platform for networking people and industries worldwide and has a broad portfolio. With the claim to offer its customers the best possible business success, Messe München faces the challenge of uniting countless business requirements and data from a wide variety of sources. This data is then to be made available to authorized persons or companies via a software interface (API).

Since existing APIs focus on only one business case at a time, they are not sufficient for consumers. One of these consumers, and consequently users, is for example

"Working with the APIIDA team means opening the door for creative and experienced people. We not only got technical experts but as well new business ideas."

**PETER TUBAK
HEAD OF APPLICATION DEVELOPMENT
MESSE MÜNCHEN**

the IAA Mobility, which has been successfully placed in the city of Munich jointly by the VDA and Messe München and takes place every two years.

Through the project GRACE („Generic Rest API for Consumer Entities"), Messe München is demonstrating its innovative strength and setting the course for the digital future of Messe München. The new APIs make information flexibly available to all users, from companies to visitors to marketing. In addition, the backend systems, including best practices for the database structure, were discussed with DSGVO and security in mind and implemented accordingly.

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Generalized database schema as a common basis for data management

To meet the requirement of providing good and conveniently usable APIs it is necessary to analyse the system infrastructure and the use cases at the beginning of the project. For this purpose, APIIDA developed a strategy for the implementation of generic APIs together with Messe München, from which best practices for future interfaces could be derived.

Through APIIDA's structured approach and technical expertise, the technical environment was designed to provide information in a secure and dedicated way to organizations, partners and customers. This enables them to build further value-added services on top of it.

A constantly available and high-performance API management, "APIs Developers Will Love", was realized in order to build as many diverse applications as possible based on the information provided. APIIDA focused on the architecture, the API design and the performance in order to enable a realization according to the highest security standards. This includes securing the services in the partner ecosystem internally and externally through encryption and the establishment of secure communication channels.

Due to constantly changing use cases, the focus was on a future-oriented platform that can keep pace with changing requirements and new possibilities.

Particular emphasis was placed on the simple and generalized specification and maintenance of APIs. This was achieved through standardization using API Building Blocks and the introduction of the APIIDA API Gateway Manager to optimize CI/CD pipeline orchestration and "one click migration". This significantly shortened the time between idea and running service.

Shortly before the start of a trade show, user numbers increase rapidly and reach their peak during the show. This is exactly when customers such as partners, trade fair visitors or service providers need the most support. To ensure the best possible performance and smooth availability during operation, APIIDA Gateway Manager functions such as: API Dependency View, Central Alerting and Headless Process Integration together with the modern dashboard were integrated into the processes of Messe München.

"Messe München realized the need to leverage their valuable data for the benefit of visitors, partners and customer."

ALINA KUMBROCH
INSIDE SALES REPRESENTATIVE
APIIDA AG

APIIDA Expert Services Support

✓ Thought leadership in building and implementing API infrastructure.
✓ Best Practices in establishing and implementing APIs.
✓ Health Checks to identify potential deficits and to identify and implement the appropriate optimization measures.
✓ Consulting on version and compatibility issues as well as the implementation of a release upgrade with subsequent migration into production.
✓ Technical support in acute problem scenarios as well as preventive support.
✓ Measures to ensure high availability.

A robust and future-proof infrastructure

The analysis and strategic planning carried out by APIIDA leads to good extensibility and maintainability and provides a clear structure to simplify API development. This enables third-party consumers to independently develop interfaces that use Messe München data via a developer portal. These standardized APIs can then be quickly and conveniently deployed through the CI/CD pipeline with automated testing controlled by the APIIDA API Gateway Manager. This allows the entire API lifecycle to be run reliably and securely.

Today, Messe München offers its partners and customers the possibility to exchange request-specific information quickly and conveniently via the API interfaces. These interfaces also enable third-party vendors to securely process additional services based on DSGVO-compliant information and offer value-added services in real time.

APIIDA continues to support the project and ensures an uninterrupted, high-performance operation for the rapidly expanding API customer base, in which the focus remains on people as consumers.

Working together to offer customers profitable services with future-oriented technologies

The cooperation was characterized by mutual trust and the very high level of expertise that both Messe München and APIIDA have in their fields. The interaction of Messe München's clear vision with APIIDA's business and technical know-how from many other projects, make the GRACE project successful.

The result is an even better and more informed trade fair experience for visitors to Messe München, and significantly more efficient communication for the partners. Hotels, cabs, Deutsche Bahn, restaurants and many more can now prepare for customers in a more "informed" way. The trade fair experience for Messe München visitors is thereby enhanced and promotes innovative further development in the context of international business success.

"With the APIIDA API Gateway Manager, we streamlined and automated the CI/CD pipeline – reduced operational risk, human fault and increased the speed from idea to new service."

SEBASTIAN WÜRKNER
SOLUTION ARCHITECT
MESSE MÜNCHEN

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PRODUCTS USED

The **Broadcom Layer7 API Gateway** connects data and applications across any combination of cloud, container or on-premise systems, enabling consistent security and control for APIs. In doing so, the extensible, scalable and powerful software product provides industry-leading orchestration and optimization capabilities.

The **APIIDA API Gateway Manager** is the leading solution for auto-mated API Operations. It provides intelligent features for fast and reliable API deployment and migra-tion, as well as a comprehensive API monitoring and alerting system.

"With GRACE, Messe München is a global pioneer in digital networking with customers, partners, visitors and trade fair providers worldwide."

PETER MÖRSCH
HEAD OF SALES & BUSINESS DEVELOPMENT
APIIDA AG

ABOUT APIIDA - THE API MANAGEMENT EXPERTS

APIIDA is the market leader in API Management 3.0, combining leading technology with expertise and a deep desire to deliver an outstanding customer experience. Our products and services put APIs front and center and enable customers to rapidly grow new business models and offerings. Our customers shall not be limited by vendor lock-ins or technology decisions that hamper change. Instead, they should rely on open standards and vendor-independent technology, enabling them to embrace change.

APIIDA was founded in 2017 and is headquartered in Darmstadt, Germany. The company serves over 300 organizations globally, across a wide range of industries.