

# Case Study On



## HREX.at How HREX.at Consolidated Two Systems Into One Unified Platform

### Case Study

HREX is a professional organization focused on delivering innovative human resources solutions that support business growth and employee success.

# Problem Statement

HREX.at runs a specialized HR expo in Austria—a niche B2B event featuring expo booths and conference stages that attracts 1,500+ attendees. The team was managing their event with basic ticketing software and a separate lead scanning tool. Without a mobile app and with exhibitors and speakers requiring manual management, they needed a platform that could consolidate their operations and deliver a better experience to both exhibitors and visitors.

## Challenges Before Using Eventify

- **Basic ticketing with limited features**
- **Separate software needed for lead scanning**
- **No mobile app for attendees**
- **Complex signup process with multiple steps causing drop-offs**
- **No self-service capability for exhibitors and speakers**
- **Managing two different software platforms daily**

## Why Eventify

HREX.at chose Eventify because it combined their previous tools and offered more:

- **Unified system – Ticketing and lead scanning in one platform, plus additional features**
- **Mobile app – Attendee-facing app they didn't have before**
- **Self-service CMS – Exhibitors and speakers can sign up and manage their own profiles**
- **Easy migration – Simple data export and import process**
- **Helpful onboarding – Support navigating Eventify's extensive features**
- **Customizable – Signup process and abstracts adjusted to their specific needs**
- **Intuitive experience – Fast-loading app for attendees**



- **Consolidated platforms – Combined ticketing and lead scanning into one system**
- **Daily operations – All ticketing and exhibitor processes managed through Eventify**
- **Self-service capability – Exhibitors and speakers manage their own profiles and content with role assignments**
- **Positive user feedback – Visitors and exhibitors were very happy with the app**
- **Intuitive interface – No complaints, fast loading times**
- **Complete analytics – Track favorites, session views, and all engagement statistics**
- **Flexible customization – Changes load instantly when needed**



## Key Features Used

1. **Ticketing Module** – Complete registration and attendee management
2. **Lead Scanning** – Integrated exhibitor lead capture
3. **Mobile Event App** – Web and mobile access for attendees
4. **Self-Service CMS** – Exhibitor and speaker profile management with role assignments
5. **Analytics Dashboard** – Track favorites, session views, and engagement stats
6. **Abstracts Management** – Customized signup process

## Results

- **Two systems replaced with one** – No longer need separate ticketing and lead scanning software
- **Daily use** – The team works with Eventify every single day for all operations
- **Happy users** – Very positive feedback from both visitors and exhibitors
- **No complaints** – App was intuitive with fast loading
- **Complete visibility** – Full tracking of how attendees interact with sessions and content
- **Enhanced experience** – Able to deliver an experience to exhibitors and visitors they couldn't before

J. Fridrich shares. "I work with Eventify every single day—it's ticketing, every exhibitor process, all done with Eventify. Without Eventify, we would not have such an amazing event that we have right now."



**To be honest, without Eventify we wouldn't be able to give such an experience to our exhibitors and visitors**

## About the Company

HREX is a professional organization focused on delivering innovative human resources solutions that support business growth and employee success. The company specializes in areas such as talent management, recruitment, HR consulting, compliance, and workforce development, helping organizations build strong and effective teams.

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Discover a custom event app tailored to your specific needs—just a call away!

Whether you're in corporate, B2B, education, research, or retail, we offer the perfect solution for businesses of all sizes. Our goal is to deliver exceptional results and create an unforgettable event experience, uniquely designed for you.

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