

## Orchid Event Solutions

### Orchid Event Solutions Uses Logi 8 to Provide Clients with Web-based Access to Event Reports and Analysis

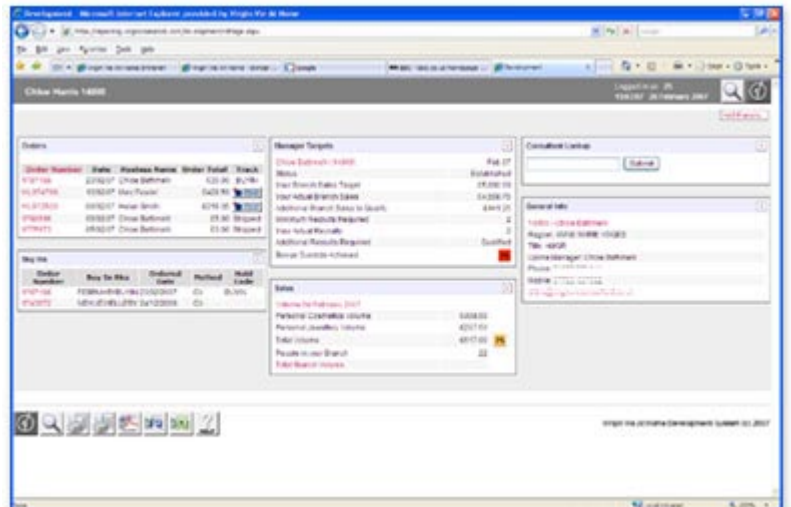


#### About Orchid Event Solutions

In our increasingly-virtual business world, in-person meetings and events are becoming rarer but more valuable than ever before. Whether they bring together social organizations, sales teams, vendors and clients or technology user groups, such meetings and events are often turning points for the institutions involved. However, the high price of airfares as well as the low cost of alternative Web-based communication means that traveling expenses must be supported by careful planning and justified by tangible results.

Orchid Events Solutions' mission is to help organizations bring people together in an exceptional manner. Their core competencies include:

- Online event registration and housing management
- Promotional email marketing
- Event brochure Web page design and development
- Comprehensive reporting solutions
- Credit card processing and financial management
- On-site registration and housing management support.



Orchid has provided online event registration and housing management since 1989, combining professional experience and advanced technologies to help groups manage these tasks. Thanks to Orchid, customers can remain focused on conducting business while the Orchid team eliminates the risks associated with event registration and housing management.

#### The Challenge

Naturally, these event-related functions involve processing high volumes of information and delivering accurate and flexible reports to a variety of internal and external customers. Orchid's reporting system did not quite meet their standards in this regard, and the company recently began searching for a BI partner who could help them generate and distribute reports more efficiently.

Orchid was also looking for a partner application that would work well in conjunction with their internal system and not require an expensive, complicated and time-consuming setup process.

### **The Solution**

As a result of this search, LogiXML has become one of Orchid's key partners. According to Russ Gatrell, account manager at Orchid Events, "Logi 8 has helped us transition from our older Crystal Reports implementation to a pure Web-based system that offers greater flexibility today and the potential for adding new capabilities moving forward."

"The development environment of Logi Studio is highly efficient, and using the Elemental Design approach offers a great deal of flexibility when adapting existing reports to new objectives. The fact that the product generates XML code and adheres to industry standards means that Logi 8 works seamlessly with other tools we use in our Orchid Events System."

"The reports, the charts and the graphs look great and communicate the critical event data to our customers with great effectiveness. The fact that the reports are accessible via the Web and that it costs us nothing to distribute them is a true business benefit."

### **The Results**

"Because of the compatibility with external components, we have been able to develop highly customizable reports, which our clients easily tailor to their requirements," continues Gatrell. "This has replaced the need of creating dozens, if not hundreds of static reports that deliver specific but limited information. We have been able to put more power in the hands of our customers, which has allowed us to focus more on developing and enhancing our services."

"We are also pleased that LogiXML continues to introduce additional functionality that we can use as we need it. Our next project will be to incorporate the AJAX-enabled Dashboards into our system. And we are looking for ways to add the Google Maps feature into future upgrades."

"Excellent event registration and housing management are critical for hosting a successful event. Orchid Event Solutions has decades of experience in the industry, giving us the skills and knowledge to prepare and manage the best possible event for our client," adds Gatrell. "Integrating LogiXML technology into our solution is a key element of our continued success in that mission."