

Orchid

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

Efficient report development and cost-effective Web-based delivery of reports to client organizations and companies sets Logi 8 apart from the competition



The organizational meetings that bring together members of professional groups or social organizations, company sales teams, user groups of technology products and a range of other "in-person" events remain the heart of the communications that drive growth and

dynamism in many fields.

However, the landscape of meeting planning has changed. The availability of online communication, Web-based meetings and the cost of travel and lodging have raised the stakes. Every meeting that involves travel now needs to meet a higher standard to justify the expense.

While substitute technologies can never truly replace the live meeting and high costs can only serve to limit participation, these developments and others have changed the rules for group planning in an event. The importance of providing a very high quality event from the initial invitation to the final session cannot be exaggerated.

Events shape identity, close deals, sell products, solidify partnerships and educate and 'wow' customers. Events are one of the most important marketing weapons in any organization's arsenal. Nothing should be left to chance.

Orchid Event Solutions provides event registration and housing technologies together with management services to help an organization bring people together in an exceptional manner. The company is dedicated to supporting great meetings by eliminating the risk of the event registration and housing management components of this process and assuring a great user experience and strong operational accountability for any event.

Providing online event registration and housing management since 1989, Orchid Event Solutions combines professional experience and advanced technologies to help groups manage these critical tasks from pre-registration, through onsite action, to post-event reporting and audits. Attendees register online using a secured registration site customized to meet and support specific event business rules.

Orchid is committed to helping execute all aspects of the process including: online event registration and housing management; promotional email marketing; event brochure Webpage design and development; comprehensive reporting solutions; credit card processing and financial management; and onsite registration and housing management support.

One of the key partners for Orchid is LogiXML, Inc., which provides an outstanding report development and execution environment that the firm integrates into its solution.



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 Logi 8 system that offers greater flexibility today and the potential for adding new capabilities going forward.”

“The development environment in Logi Studio is very efficient, and using the Elemental Design approach offers a great deal of flexibility when adapting existing reports to meet 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 Event System.”

“The reports, the charts and graphs look great and effectively communicate the critical event data to our customers. The fact that the reports are accessible via the Web and that we incur no additional cost to distribute them is a true business benefit.”

“Because of the compatibility with external components, we have been able to develop a highly customizable reports that enable our clients to customize their report to meet their specific needs. This has replaced the need of creating dozens, if not hundreds, of static reports to meet each customer's very specific need. We have been able to put more power in the hands of our customers, which has allowed us to spend more of our time developing and enhancing our products.”

“We are also pleased that LogiXML continues to push out additional functionality that we can take advantage of as we need it. Our next project will be to incorporate the AJAX-enabled Dashboards into our systems. And, we are looking for ways to add the Google Maps analysis 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 providing us with the know-how to prepare and manage the best possible event for your business,” notes Gatrell. “Integrating the LogiXML technology into our solution is a key element of our continued success in that mission.”