

# Intelligent navigation

Each year, **Messe Frankfurt** (Frankfurt Trade Fair) organizes more than 100 trade fairs at over 50 locations worldwide and registers a continually growing number of exhibitors due to globalized markets.



## Snapshot

### Company

Messe Frankfurt

### Industry

Aussteller

### Solution

Yard Management System (YMS)

### Location

Frankfurt a. M., Germany

Areas suitable for logistics are highly sought after in the Rhine-Main urban agglomeration and available space must be used well. The increasing number of transport units that enter and exit Messe Frankfurt must be guided efficiently to their destinations. Furthermore, Messe Frankfurt has been organizing the logistics regarding the trade fair construction and dismantlement since 2008 and is thus the direct contact and contractor of all logistics services on the entire fair premises; this also makes it the authority in all matters of internal transport management.

### The project

With the construction of trade fair hall 12, which cost approximately 250 million Euro, about 35,000 sqm of which will be used as traffic area for controlling construction and dismantlement logistics. With the aim of using the remaining traffic areas efficiently, Messe Frankfurt initiated the CeTraM (Central Traffic Management) project in 2015. The goal: To ensure regulated traffic management by implementing an intelligent traffic control system.

### The solution

Because many processes used to be controlled manually without the use of IT, Messe Frankfurt decided to optimize and flexibly create and execute these processes based on the Yard Management System (YMS) by Infios. Since the system went live, all inbound and outbound transports on the traffic areas of the fair premises and around the so-called Rebstock premises are centrally managed and monitored with mobile devices. Traffic and area management can now be optimally adapted to the particular trade fair structure. The permanent comparison of arriving vehicles and the particular area and gate situation enables you to prevent vehicles from staying too long. Once the capacity has been reached, the influx is regulated.

Transports that arrive at peak hours are buffered in the outside area near the Rebstock area, such as via a text message, and generally processed faster. Workers can record entry tickets at the gate by scanning them, which also simplifies and speeds up the check-in. The YMS simultaneously plans all movements on the fair premises in order to navigate each vehicle to the best available loading and unloading point.

The integrated and freely configurable process control with Infios's YMS takes various parameters into account. The high traffic volume at the trade fair rush hour causes registered and specific transports to be prioritized. The intelligent traffic management was designed to balance times, priorities and capacities. In the background, current resource data is included in continuous planning to guarantee smooth traffic flow day and night.



“Infios already proved its mettle with its technical know how and specialized knowledge during the offer phase. [...] The result was a tailored application that perfectly covered all requirements completely on time and budget.”

**Oliver Schell**  
Head of Logistics,  
Messe Frankfurt Venue  
GmbH

Continual tracking is also provided. Dashboards that display all movements and processes in a userfriendly way as graphs or tables are available in the user interface. Process disruptions and deviations can be quickly identified and counter measures immediately initiated. Since the trade fair “Automechanika 2016”, Messe Frankfurt has an overview of all transports on the premises.

However, not all trade fairs are alike. The YMS is designed to flexibly adapt to business requirements. Rules activate different operating statuses (capacities, routes) that enable diverse scenarios. The system implementation at Messe Frankfurt was smooth and silent. Infios integrated the YMS seamlessly into ongoing trade fair operations close to the standard, i.e. without much programming.