

## Success Story: Reed Exhibitions Österreich



**Reed Exhibitions Austria is a full-service provider for the development and organization of trade fairs, public exhibitions, and business events. Reed Exhibitions designs and manages its events as platforms for presentation, knowledge exchange, and professional networking.**

### **Project Challenge**

To further develop their ticketing and access control systems, Reed Exhibitions chose to partner with tecRacer Austria GmbH (formerly KaWa commerce).

The challenge was to find a cost-efficient solution capable of handling high visitor volumes reliably and quickly — enabling fast check-in at the entrance and reducing wait times for attendees.

Additionally, it had to be taken into account that system demand fluctuates significantly over time and is only needed at full scale when a trade fair is taking place.

### **Solution**

To meet these challenges, we leveraged the combination of our two core products: Magento and Amazon Web Services.

Using the Magento e-commerce system, barcode tickets are generated at the point of purchase. To allow trade fair visitors to gain entry shortly after buying their ticket — especially during peak rush periods — large volumes of data must be transferred in a very short time. This is where the strengths of the AWS Elastic Compute Cloud (EC2) came into play, renowned for its high security and scalability.

## Customer Contact:

**DI Michael Gstach, Director IT Reed Exhibitions Österreich**

*"With tecRacer, we are in the best of hands. We appreciate their solution-oriented and efficient approach to tackling digital challenges. We value the long-standing and reliable partnership."*

## Services Delivered by tecRacer:

- Real-Time Ticketing: Magento via AWS Hosting

## About tecRacer

tecRacer is on its way to becoming Europe's leading AWS Thought Leader. Working closely with AWS, tecRacer helps organizations leverage cloud innovation, generative AI, and digital sovereignty as competitive advantages — without compromising on security or regulatory responsibility.

Founded in 2006, the company employs around 120 people across Germany, Austria, and Switzerland. As an AWS Premier Tier Services Partner and Advanced Tier Training Partner, tecRacer guides organizations from their first cloud idea through to 24/7 operation of their cloud environments.

Learn more about our team, our values, and what drives us at [www.tecracer.com](http://www.tecracer.com) or get in touch at [sales@tecracer.com](mailto:sales@tecracer.com).

