NürnbergMesse Optimizes Guest Access with EasyLife 365 Collaboration

Company Overview

NürnbergMesse is one of the 15 largest exhibition companies in the world. It organizes trade fairs in the fields of Building & Construction, Electronics & Security, Process Technology, Retail & Consumer Goods and Social & Public at the Exhibition Centre Nuremberg and worldwide. Exhibitors and visitors benefit from its international network and customized exhibition concepts.

Location
Nuremberg (Germany)

Industry
Services, Events

Solution Overview

Problem Solved
Managing and securing guest access within the Microsoft 365 environment, which led to potential additional work in coordinating and managing a large number of external identities.

Solution
EasyLife 365 Collaboration

Enabling Partner
Workoho GmbH

M365 Produkte
Teams, Entra, SharePoint and Other enterprise apps

NürnbergMesse faced challenges managing guest access in its Microsoft 365 environment, struggling with complex and time-consuming onboarding processes for guest accounts.

Seeking a solution to streamline and simplify these processes, they turned to the IT consulting firm **Workoho GmbH** and its partner, EasyLife 365.

Challenges

For NürnbergMesse, guest accounts not only needed standard access to Microsoft 365 resources but also required targeted access to specific resources—beyond standard access if necessary. This differentiation of guest accounts had to take place during creation and not afterwards.

A naming structure for guest accounts was required for better identification of external users. It needed to clearly show who the guest was and from which company or context they originated.

Additionally, it was necessary for the company to define who invited which type of guests, when, and under what conditions, and who was responsible for managing the guest accounts. These accounts also needed to be integrated into the existing MS Teams structure to continue utilizing established policies and workflows.

Solution

NürnbergMesse implemented **EasyLife 365 Collaboration**, leveraging especially the guest user management features. EasyLife 365 Collaboration provides the necessary tools to take control of guest access within their Microsoft 365 tenant, ensuring both efficiency and security. The key features are:

- **Guest User Management:** Control over guest access through optimized onboarding and offboarding, ownership tracking, customizable policies, regular access confirmations and automatic clean-up of inactive accounts . These features are tailored to the different application areas within NürnbergMesse (e.g. from an organizational responsibility or structure-specific security perspective).

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- **Lifecycle management:** Automatic management of the entire lifecycle of Microsoft 365 resources, from creation to cleanup, to ensure consistent compliance and reduce administrative effort. This adaptability extended to NürnbergMesse's specific requirements, achieving improved user-friendliness (e.g., with regard to timing and dependencies).

- **Access Reviews:** Regular reviews and updates to user permissions, file sharing, private channels, and team memberships to maintain security and compliance.

- **Restructuring of Access management for Enterprise Apps:** No need for additional accounts to grant guests access to different enterprise apps.

- **Auditing and Compliance:** Enforce compliance policies, including controls for file sharing, team ownership and guest access.

Results

With EasyLife 365 Collaboration, NürnbergMesse not only secure guest access, but also improve overall governance and increase operational efficiency and control over their Microsoft 365 environment.

- **Enhanced Guest User Management:** NürnbergMesse structured its guest account types into 15 specific user groups, both internal and external, delegating responsibilities to respective sponsors.

  The workload for creating and managing guest accounts shifted from IT to end users, reducing the time required to create guest accounts from an average of one day to just a few minutes.

  Predefined data structures now provides clear visibility of each guest's identity.

- **Improved Efficiency Through Automation of Authorizations:** The streamlined onboarding process and consistent management of guest rights significantly reduces the administrative workload for IT staff. Time-critical and technically complex processes are standardized and efficiently connected.

- **Reduction of Resources:** The number of internal accounts are reduced, leading to significant cost savings.

- **Increased Security:** By controlling and regularly checking the validity of guest accounts, NürnbergMesse minimizes the security risks associated with unauthorized or inactive guests.

- **Compliance and Control:** Customizable policies ensure that guest access is always in line with NürnbergMesse's compliance requirements and guarantee a secure environment for collaboration.

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With the IT consultants at Workoho and the team at EasyLife 365, we've found two long-standing partners who have provided us with expert support since the beginning of our journey into the Microsoft 365 world. They understand our specialized requirements, and together we have seamlessly integrated EasyLife 365 Collaboration into our existing environment.

We were particularly impressed by the integrated life cycle management of guest access. It enabled us to establish clear responsibilities and transparency with shorter process durations even during the implementation phase.

We greatly enjoy working with Workoho and EasyLife. Both partners take the time to understand our needs and implement them in a user-friendly way. This has enabled us to make guest access management efficient, secure and user-friendly right from the start.

Benjamin Pawelzik, IT Expert, NürnbergMesse

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Workoho helps companies to use the full potential of Microsoft 365 technologies, Azure Cloud technologies and Microsoft Entra to optimize their workflows.

E EasyLife 365

EasyLife 365 transforms the way you collaborate within the Microsoft 365 environment. Our suite of innovative apps ensures your digital workspace is organized, secure, and compliant.

CHAOS