MCCA wins innovation award for its open-source event management system, ShowBiz
One-of-a-kind program in the convention and meetings industry streamlines operations

The Massachusetts Convention Center Authority (MCCA) and its consultant, Boston-based Optaros, have been named winners in the 2009 Red Hat and JBoss Innovation Awards contest. The award recognizes the MCCA's open-source event management system called ShowBiz, which was designed and implemented by the MCCA and Optaros and went live in December 2008.

"When we started this project, we set out to build a solution that would benefit not only our employees, but also our customers, service providers and eventually the greater Boston community," said James E. Rooney, executive director of the MCCA. "Together we've created an innovative event management system made specifically for our needs that can grow with us well into the future. The MCCA is honored to receive this award."

ShowBiz has streamlined operations at the MCCA by transforming business process flow and eliminating the need for inter-office mail and the consumption of huge amounts of paper. The program, which now supports 90 percent of MCCA business, allows employees to spend more time focusing on customer service and event support.

The program is unique in the meetings and convention industry and could one-day be marketed by the MCCA to other venues. Because the program was built with open-source programming, it can grow and adapt to a number of future uses.

The MCCA competed for the award with some powerful American and foreign businesses, including Geico, Verizon Communications, Whole Foods Market, Allianz Australia Limited and Ecommerce Inc., all of whom won in other categories.

About the MCCA
The Massachusetts Convention Center Authority (MCCA) (www.massconvention.com) owns and oversees the operation of four facilities - the Boston Convention & Exhibition Center (BCEC), the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, Mass., and the Boston Common Garage. Over the past five years, the MCCA has generated $2.4 billion in economic impact from the events it has brought to Boston
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About Optaros
Optaros (www.optaros.com) delivers each client a tailored roadmap of Assembled Web solutions to achieve business objectives. Clients are able to engage and transact with target customers anywhere online, increase business agility through assembled software, and save money through the pervasive use of open source software. Optaros serves more than 100 clients including Neiman Marcus, Smart Bargains, Rue La La, Nestle, Travelocity, The New York Times, Sony Pictures and Swisscom.

About the Red Hat and JBoss Innovation Awards
The Red Hat and JBoss Innovation Awards, now in their third year, are designed to recognize the outstanding use, innovation and extension of Red Hat and JBoss solutions by Red Hat customers, partners and the open source community. The awards were announced at the Red Hat Summit and JBoss World, co-located this year in Chicago.

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