



Technische Akademie Esslingen: A Custom Booking Platform for up to 1,000 Courses a Year

“Exceptional Pioneer Work”



For the Technische Akademie Esslingen (TAE), b13 turned a dated TYPO3 site into a custom booking platform. It's connected to TAE's training database, kept up to date through b13's Evergreen Service, and watched over by Mail Queue.

The Technische Akademie Esslingen grew out of the Radio Club Esslingen in 1955. Today, the registered association runs 800–1,000 seminars, courses, and conferences a year, plus part-time degree programs and a vocational school. “Often, it's our technical depth,” says Robin Renz, head of marketing and communications, about why people choose TAE. “We have very specialized seminars that you won't find in this form anywhere else.”

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About TAE

99% of TAE's training customers are companies. The person who picks a seminar is often not the one who books it: participants send the link to HR or purchasing, who place the order. So TAE wanted a shopping experience people know from their private lives—without customer accounts.

 We want to give web users the e-commerce experience they know from everyday internet use—but without having to register. 

— Robin Renz, Head of Marketing and Communications, TAE

The Challenge: A Dated Site and Long Waits

TAE has used TYPO3 for around 20 years. For a long time, a one-person agency maintained the site, until the work outgrew that setup. “When there were bugs or things needed changing, we often had very long waiting times,” Robin remembers.

The old site also looked dated. TAE wanted a fresh design, better usability, and new features. With such specific requirements, staying with TYPO3 as a flexible system was the logical choice —along with finding an agency that could make changes quickly.

Key Outcomes at a Glance

HOLISTIC SOLUTIONS

Built Beyond Standard Modules

Shopping cart, reviews, waitlists, and credit card payment—all built for TAE. There was no standard TYPO3 module for any of it, so b13 developed each feature around how TAE's customers book.

CUSTOMIZED CONNECTIONS

Connected to TC Manager

Bookings flow **straight into TAE's training database**, and course data flows back to the website. Seminar pages build themselves from that data. Additional tools were also connected with their TYPO3 instance.

USER-FRIENDLY EXPERIENCE

Booking Without Accounts

800–1,000 events a year, bookable like in a web shop but without registration. That fits how companies book: participants pick a course, HR or purchasing places the order.

AUTOMATED PROCESSES

Every Email in View

Mail Queue works as an **early warning system** for outgoing email. Three out of four stuck emails turn out to be typos, which the team now fixes and resends from the backend.

EDITOR-FRIENDLY EXPERIENCE

Two Upgrades in One Year

With Evergreen, TAE moved **from TYPO3 v12 to v14** in 2026. Costs were known at the start of the year, and the only notable issue was fixed in two days.

ENJOYABLE COLLABORATION

Fast, Fair Partnership

A **fixed price** for the relaunch and quick turnaround on new ideas, like a native LinkedIn embed for conference pages. "I've never had anyone tell me: that's not possible."

Why b13?

Roland Bach, then head of electrical engineering and IT at TAE, had followed b13's work for Bosch on Deepfield Connect and recommended the agency. After a first conversation with b13 founder David Steeb, two things stood out to Robin: b13's deep TYPO3 expertise, including TYPO3 project lead Benni Mack, and a fixed price for the relaunch. "Our website was very complicated, and there was more work than anyone saw coming," says Robin. "I think both sides treated each other really fairly."

The values matched, too. "You can feel this passion for your own topic at b13 and TYPO3," Robin says. "I've never had anyone tell me: that's not possible, we can't do it." That fits how b13 likes to work: with clients who bring new problems, and with clear agreements that hold.

 I've never had anyone from b13 tell me: that's not possible, we can't do it. 

— Robin Renz, Head of Marketing and Communications, TAE

The Solution: Pioneering Work, Step by Step

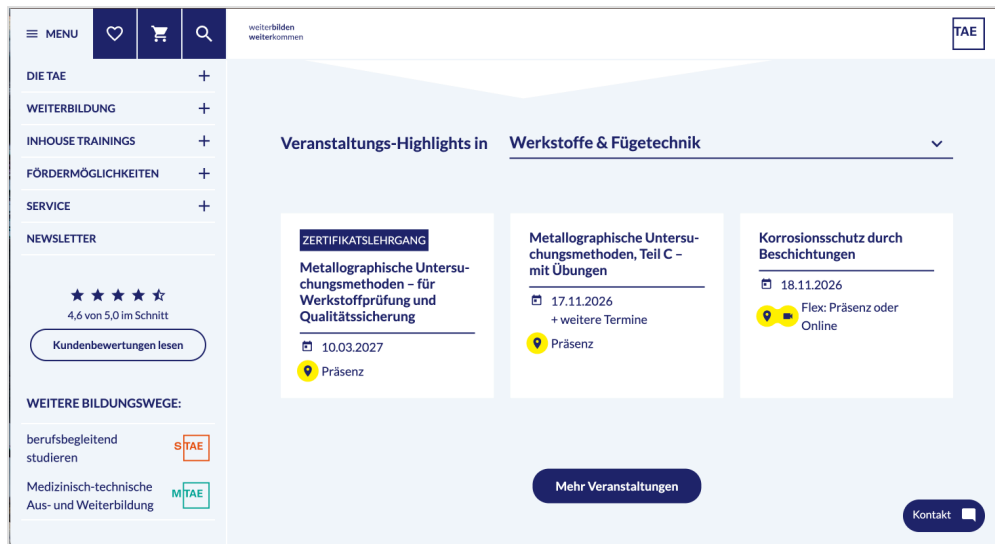
TAE came to b13 in 2020. b13 took over the existing TYPO3 site, rebuilt it on TYPO3 v10, and completed the relaunch with TAE in 2022. First, all existing features moved over one to one. Then new ones followed step by step:

- A shopping cart booking flow, replacing a simple data entry form
- Public reviews, similar to what people know from Amazon
- Waitlists for full courses
- A “guaranteed to run” status once a course reaches its minimum number of participants
- Credit card payment, including the quarterly vulnerability scans required by the payment provider
- A custom two-way interface to TC Manager, TAE's training management system by Softdecc
- A content element that embeds LinkedIn posts natively on conference pages, so visitors can like and interact with them

“For many features, it was pioneering work, because there was no standard TYPO3 module you could just plug in,” says Robin. For David Steeb, who leads the project at b13, that's the appeal: “TAE's website talks to several external tools for courses, dates, and texts, with event series and in-person, online, and hybrid formats. No standard module covers that—and that's exactly the kind of challenge we like.”

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— David Steeb, Founder of b13



Event highlights by subject area on the TAE website.

Mail Queue: An Early Warning System for Every Email

When an outside mail server failed repeatedly, bookings were always saved—but newsletter sign-ups and reviews quietly stopped going through. “We only found out when the booking team said: no bookings came in today—that’s unusual,” remembers Niklas Pahl, Marketing and Communications Specialist at TAE, who manages the website. So David suggested Mail Queue, which makes every outgoing email visible.

🚦 Mail Queue also works as an early warning system. 🚦

— Niklas Pahl, Marketing and Communications Specialist, TAE

“Mail Queue also works as an early warning system,” says Niklas. It also catches typos: since customers don’t log in, nobody tells them when they mistype their address. “In three out of four cases, it’s a typo in the email address,” says Robin. Now Niklas corrects the address and resends the email straight from the backend. “Now we have the full picture whenever a technical problem comes up again,” Robin says.

Date	Subject	Recipients	Status	Attempts	Next attempt / sent	Last error	Actions
17.03.2026 10:12	Password reset requested	j.doe@example.com	queued	2	17.03.2026 10:22	Connection to smtp.example.com:587 timed out	Send now Discard
17.03.2026 10:08	Order confirmation 10042	a.miller@example.com	queued	1	17.03.2026 10:13	421 4.7.0 Service temporarily unavailable, try again later	Send now Discard
17.03.2026 09:54	Invoice 2026-0417	accounts@example.com	failed	5		550 5.1.1 Recipient address rejected: user unknown	Send now Discard

Page 1 of 1

Configuration: retries up to 20 attempts with backoff (1 min - 4 h), sent entries kept 30 days, failed 90 days (14 days with attachment payload), alert after 30 min undeliverable, webhook configured, ops email configured — see Settings —
 Extension Configuration → mail_queue.

made with by b13

Mail Queue in the TYPO3 backend shows the status of every outgoing email.

Evergreen: v12 to v14 in One Year

With b13's [Evergreen service](#), TAE moved from TYPO3 v12 to v14 in 2026. “With Evergreen, we know the costs at the start of the year and can plan for them like a subscription,” says Robin.

During the v14 upgrade, the review form briefly showed an error. “We solved that within two days and didn't lose a single review,” Niklas says. “When you build something new, it rarely works the first time. But because we iterate quickly with b13, problems always get solved fast.” The upgrade also paid off for him as an editor: “With the v14 upgrade, the backend is much clearer and much more user-friendly.”

Results

TAE sees the impact in a modern booking experience, features that didn't exist before, and problems that are now visible and fixed quickly. “When we need changes, new features, or design elements, b13 can deliver them relatively quickly,” says Niklas.

What's Next?

Several concepts and features are planned for 2027. “I can see plenty to do with b13 in 2027,” says Niklas.

The partnership also reaches into the [TYPO3 community](#). TAE has already hosted TYPO3 Camp Stuttgart at its academy—a natural fit for an organization that brings industries together at its own conferences. “It was a really nice event, and I'd be happy if it took place here again in the future,” says Robin.



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