# SecuTix

**SecuTix for sports, clubs and arenas**

# Maximise ticket sales, accelerate season ticket renewals and build fan loyalty through personalised offers

SecuTix 360° lets you maximise ticket sales, accelerate season ticket renewals, and build fan loyalty through personalised offers. SecuTix offers a white label ticketing engagement platform delivered as a service. It is designed to help sports ticketing and marketing professionals take control of ticket distribution and deliver an outstanding fan experience.

## Deliver an Unparalleled Fan Experience

At SecuTix, our commitment is not only to help you sell your offers directly to your audience(s) and across any channel, but also to let you collect fan data and leverage a 360-degree understanding of your audience to design and promote personalised offers. Because you own and understand your fan data, you are able to use this insight to create personalised offers that result in incremental revenues and further engagement opportunities that convert one-off visitors into loyal fans and season ticket holders.

SecuTix 360° is an enterprise-class ticketing software solution that combines ticketing and CRM in one unified platform delivered as a service. Our technology gives you the freedom to choose the best ticket sales process, together with a digital marketing tool to engage with your fans at all steps of the ticket purchase journey.

SecuTix 360° is delivered as Software as a Service in the cloud, which means no infrastructure or maintenance costs. By moving the sales process online, SecuTix 360° frees up your operators and your sales teams from back office tasks and allows them to spend more time on building a fan-centric strategy.

With SecuTix 360°, you'll have an all-in-one solution to:

• Manage ticket sales across any channel (box office, internet, mobile)
• Boost B2B sales and increase hospitality revenues
• Attract a wider audience and generate brand loyalty
• Deliver a modern fan experience across mobile and digital channels
• Reduce operational costs and improve operational agility



**Ticketing · Engagement · Platform**
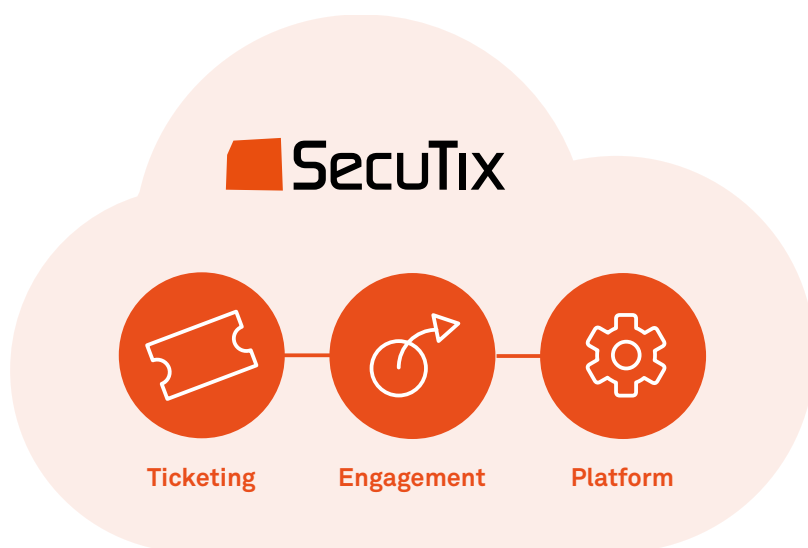
## SecuTix 360°: The Ticketing Engagement Platform

- **Ticketing**
  Our core ticketing features are tailored to your specific needs and designed to support your ever-evolving offers in the digital age.

- **Engagement**
  The combination of CRM, customer service, analytics and digital marketing creates a 360-degree view of your audiences.

- **Platform**
  Our open SaaS platform is designed to integrate with sales automation solutions, other ticketing solutions and third-party digital applications.

# How do we help ticketing and marketing professionals in the sports industry?

## DELIVER A MODERN EXPERIENCE ACROSS DIGITAL AND MOBILE CHANNELS

**_ Your catalogue is only one click away**
Display and sell every item in your catalogue on the internet, including complex products such as season tickets, merchandising and additional services.

**_ Seamless experience**
Deliver a seamless experience to your fans across all points of sale (ticket shop, box office…) and any type of device (phones, laptop, tablet…). All personalised offers are available across all devices without any information loss or disruption in the user experience.

**_ 100% digital native**
E-ticket, m-ticket, RFID card, online purchasing via the mobile app: Let your fans choose their preferred delivery format for their tickets before the event so they don't have to queue. Through App purchase, your fans can buy additional services directly at your venue during the event.

**_ Immersive seat map**
By simply rotating their phone, your fans will see panoramic images just as if they were in the stadium. Do your customers struggle to choose between different areas in the stadium? With two clicks, they will be able to compare the view from several seats simultaneously. An immersive experience that will keep on surprising them, even when they're buying a season ticket.

**_ PeakProtect**
Guarantee continual availability of your ticket shop at all times, even during peak sales periods.

**_ Leverage social media to build your community**
Let your fans share their purchase with their friends on social networks (Facebook, Twitter) and gain access to a broader audience.

**_ Attract the Z generation**
Sell your catalogue on your web site and your mobile application, deliver paperless tickets (e-tickets, m-tickets…), reach out to your fans through push notifications and enhance social media integration.

## ATTRACT A BIGGER AUDIENCE AND GENERATE BRAND LOYALTY

**_ Data-driven fan insights**
Turn the "ticket purchasing moment" into an opportunity to collect data about your fans and visitors. Use meaningful business KPIs (average basket value, returning rate…) to segment your audience and discover new products and experiences to create. Identify the relevant pool of customers to target for your next loyalty campaign.

**_ New services available online**
Exceed your fans' expectations by offering a range of services on the internet, such as printing tickets, reselling tickets, access to special deals and promotional offers.

**_ Resale marketplace**
Support ticket resale through a secure and controlled environment and reduce the risk of black market transactions. Position your resale marketplace as an attractive new benefit to your fans.

**_ Combined offers**
Design innovative packages that combine tickets, merchandising products, visits, parking, VIP services, food and drink. Then sell them online.

**_ Loyalty programs**
Identify returning visitors and offer them special online deals such as membership cards, season tickets and priority seat reservations. Treat your season ticket holders with additional seats at discounted rates. Give priority access to your members.

**_ Online season ticket renewal**
Season ticket renewal is a business critical event. Make it a smooth process! Give your fans the option to renew online from the comfort of their home rather than coming to your box office during opening hours. By letting your fans renew online, not only will you improve their customer experience, but you will also free up your staff from time-consuming back office tasks.

## They work with us already

**Sports, clubs & arenas**

UEFA
Euro 2016
Saracens
The Open

Stade de France
Stade Océane
La Havre AC
Lausanne Hockey Club

# How do we help ticketing and marketing professionals in the sports industry?

## MANAGE TICKET SALES ACROSS ANY CHANNEL

### _ Be independent
Gone are the days when you had no choice but to rely on mainstream agents to sell tickets for your games and events! SecuTix 360° lets you bring your ticketing function in house and take control of your distribution channels. You are free to decide the best sales channel from your web site, box office, B2B partners, agents, sponsors or your call centre.

### _ Boost your sales on the internet
SecuTix 360° has been designed from the ground up to help you maximise your revenues on the internet. By opening an online/mobile ticket shop in addition to your traditional physical box office, not only are your products on sale 24x7, but you also project an image of modernity.

### _ Omnichannel ticketing
Allow your fans to use their favourite engagement channel (phone, online ticket shop, laptop…) to purchase their tickets and seamlessly access the special offers that you have tailored for them.

## BOOST B2B SALES

### _ First-class B2B services
Give each of your corporate partners a dedicated ticketing space on your site and let them manage the distribution of their ticket quota autonomously (booking, deferred payment, group ticket printing, pricing…).

### _ Hospitality services
Diversify your revenue streams by selling hospitality services that attract both B2B customers (Skybox) and individual consumers (VIP seating areas).

## REDUCE OPERATIONAL COSTS

### _ Time savings
Reduce the time spent by your operators on back office tasks by moving some sophisticated operations online, such as season ticket renewal.

### _ All in one tool
Take advantage of one unified tool to manage sales from ticketing, merchandising, visits, food and drink, and then build special offer packages.

### _ Configure your offers in a few clicks
Configure your new season in a few clicks by duplicating existing products, prices and/or competitions from the previous year.

### _ Campaign automation
Wish a warm welcome to a new season ticket holder, send targeted promotional offers, a happy birthday card, or a reminder to print tickets before the game. This type of campaign can be easily automated. Since our e-marketing module is natively integrated with ticketing, you can immediately measure the return on investment of your marketing campaigns.

### _ Open platform
Plug your favourite digital application in to SecuTix 360°and enhance your application with best of breed functionalities provided by SecuTix' technology partners. (enterprise CRM, access control systems, 3D maps, merchandising, fraud detection, accounting systems etc.)

### _ Reporting
Monitor your sales performance and other business KPIs through personalised reporting.

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| **15** | **125** | **~30** | **1,500** | **1,2M** |
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| years of experience in ticketing | client sites across Europe | Million tickets processed yearly | tickets sold per minute at peak | Euro revenue generated via marketing emails |

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## About SecuTix

SecuTix helps organisations boost ticket sales and enhance audiences' experience before, during and after events. Our product, SecuTix 360°, is a cloud-based platform that combines ticketing and marketing functionality, and is offered as a white label SaaS service. Used by the largest sport clubs and stadiums, live entertainment businesses, and leading museums and cities across Europe, SecuTix manages the yearly sales of approximately 30 million tickets. Among our customers are Opéra National de Paris, UEFA, Centre Pompidou, Aspro Parks, Saracens FRC, Paléo Festival, Musée Picasso Paris and more. A daughter company of the ELCA Group, SecuTix has a local presence in Switzerland, France, Spain, Germany and the UK.

## Contact us

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