

Access Management validates tickets and tracks attendance through the use of turnstiles or handheld scanners at each entrance. With Access Management you have the tools to enable customers to fulfill their own tickets online via print-at-home or magnetic stripe delivery. You also have the ability to track attendance, including no-shows, enabling you to tailor marketing and retention programs.

**Admission Control**

Access Management gives you the tools to enable your customers to bypass will call, and quickly enter the venue with their print-at-home ticket or credit card. Meanwhile, Access Management tracks real-time attendance while catching fraudulent tickets at the gate.

**How Access Management Works**

1. Customers purchase tickets online or at the box office.
2. Tickets purchased online may be instantly fulfilled via print-at-home or assigned to a magnetic-stripe card.
3. When customers arrive at the venue, they simply scan their tickets or swipe their card.
4. Tickets are validated and attendance data is captured.

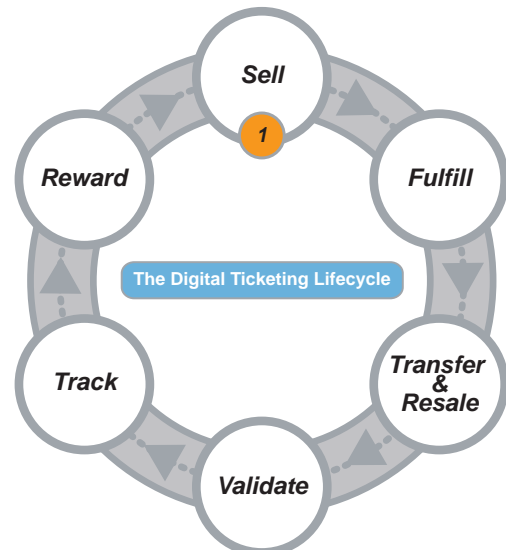
**Access Management: Overview**

*Access Management enables your customers to bypass will call, and quickly enter the venue with print-at-home tickets or magnetic stripe cards. Meanwhile, Access Management tracks real-time attendance while catching fraudulent tickets upon entrance.*

**Enabling Digital Ticketing**

Access Management enables digital ticketing, the complete online movement of tickets. The solution gives you the foundation to add these digital ticketing tools and services:

- ▶ *Ticket Transfers:* A tool that allows customers to transfer ticket ownership to ensure that tickets are used.
- ▶ *Customer Loyalty:* Track customer attendance to encourage and reward behavior.
- ▶ *Ticket Marketplace:* A tool that allows customers to resell tickets on a team branded website.



## Access Management Benefits

### Reduce Printing, Distribution and Labor Expenses

- ▶ Significantly reduce ticket printing and postage costs by enabling customers to fulfill their tickets online via print-at-home and magnetic stripe tickets
- ▶ Replace the counting or weighing of ticket stubs with real-time attendance totals
- ▶ Track entrance patterns in real-time to efficiently deploy staff

### Enrich Your customer Experience

- ▶ Eliminate lines and enable customers to bypass will call by offering instant ticket fulfillment with print-at-home tickets or magnetic stripe cards
- ▶ Catch fraudulent tickets at the gate, eliminating disturbances at the seat
- ▶ Offer online cancel and reissue ticket services allowing customers to conveniently replace lost or stolen tickets

### Capitalize on New Revenue Opportunities

- ▶ Sell sponsorship and advertising space on print-at-home tickets and turnstile screens
- ▶ Discourage ticket counterfeiting by catching all fraudulent tickets
- ▶ Cross-sell future events, merchandise or concessions on print-at-home tickets

### Acquire and Retain New customers

- ▶ Identify no-shows so you may structure marketing programs to encourage attendance
- ▶ Capture new prospective customers through the ticket transfer process
- ▶ Gather data on customer behavior and purchase patterns so you may present your customers with special offers tailored to fit their interests



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