

Overview

Web-Based Sales Terminal makes it easy to manage tickets via remote outlets and external call centers. This powerful sales tool is intuitive to use, easy to manage and makes selling tickets through other organizations simple.

Get Started Fast

The Web-Based Sales Terminal enables the sale of ticket inventory from PCs connected to the Internet. Using an Internet Explorer browser and built-in SSL security, the web-based terminal eliminates the need to manage special networks. Because Ticketmaster, Irvine hosts the supporting systems, you can normally be up and running in days without significant new investment in software or networking services.

Easy To Use

Whether your sponsor has a relationship with a retail outlet, or you would like another organization to handle some or all of your phone orders, the Web-Based Sales Terminal makes getting started simple. The familiar browser interface makes it easy for any retail operator to sell tickets with just a simple orientation.

Solution Applications

1. Open an outlet channel with a retailer

Working with an existing sponsor or retailer located in your target market, you can use the Web-Based Sales Terminal to enable employees at a partner organization to sell tickets via the Internet. The web-browser interface also makes it easy for the partner organization to manage its own employee logins and permissions, as well as real-time reporting at the employee, store or outlet organization level.

WBST Benefits

- Sell more tickets quickly via the web
 - o Outlets
 - o Call Centers
 - o Mobile ticket sales counters
- Expand usefulness beyond outlets, including box office express sales
 - o Sell multiple item types
 - o Returns
 - o Will Call
- Reduce costs with electronic ticket delivery

2. Improve customer service during on-sales

It can be a challenge for venues to fully staff and equip a call center when ticket sales for a hot concert or playoff games flood the phone lines. With the Web-Based Sales Terminal you can add capacity as needed via in-house resources or at an outsourced call center to quickly sell out that event. The Web-Based Sales Terminal's intuitive interface eliminates the need for extensive operator training and makes it easy for you to quickly sell out your events with the aid of temporary help.

3. Set up mobile ticket sales counters

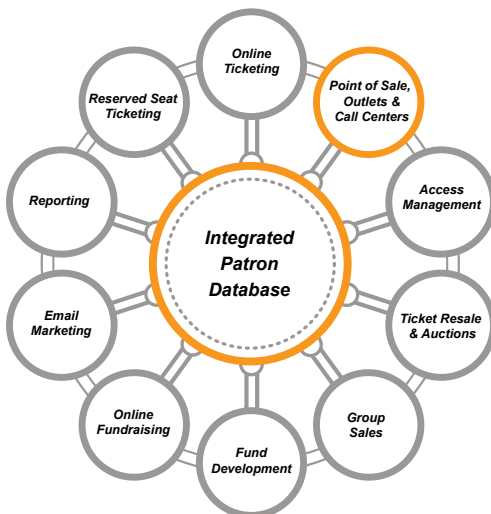
Web-Based Sales Terminal enables you to temporarily sell tickets at strategic locations such as the front of the bookstore during the first week of each school year, or at the mall during the Christmas holidays. Because the Web-Based Sales Terminal needs only an Internet-connected PC and includes built-in network security, these locations become viable, high-potential sales scenarios. If you have an Internet connection, you have an instant point of sale.

Ticket Sales Features

- ▶ Ability to sell: Singles, Combos, Miscellaneous Items, Gift Certificates, Donation Items, Access Passes
- ▶ Additional seat searches: Combos, Multi-event
- ▶ Advanced sale functions for season ticket sales: pro-rate, not assign seats, deferred payment
- ▶ Customize order data collected on cart screen
- ▶ Configurable patron screen in a sale: 3rd party specific, quick entry, full patron data

Payment, Delivery, and Confirmation Features

- ▶ Accept multiple payments on one order
- ▶ Deliver tickets to: BOCA, Laser, Print at Home, Magstripe
- ▶ POS solution: cash drawers
- ▶ Will Call pick up of orders from all sales channels
- ▶ Return and refund of all WBST orders



Paciolan
5171 California Ave
Suite 200
Irvine, CA 92617

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