

Stadium Management Company selects TALENT Sport



Mission-nearly-impossible: You have six weeks to select a new ticketing system, set it up to cater for four clubs who are moving to a brand new stadium and train a new team of staff in how to use it... all before the busiest day of the season.

The Stadium Management Company has bought the TALENT Sport system to manage ticket sales for the Doncaster Rovers, Lakers, Belles and Athletic Club. But with tight deadlines in place, the heat was on to get the ticket office ready on time.

FOUR CLUBS, ONE NEW STADIUM

It's been an exciting but nail-biting time over in Doncaster. Four clubs - the Rovers, Lakers, Belles and Athletic Club - have moved to a new state-of-the-art 15,000 seater stadium, the Keepmoat.

The ticket sales for all four clubs are now managed by the Stadium Management Company (www.smc-doncaster.co.uk).

In order to manage their ticket sales, the Stadium Management Company set about looking for a software package and after evaluating different ticketing systems on the market, selected TALENT Sport.

Developed by IRIS Software4Sport, TALENT Sport is a ticketing and customer relationship management (CRM) system designed specifically for sports clubs and venues.

The system is used by a wide range of organisations, including Liverpool FC,

Newcastle United FC, Chester Race Company, Bradford Bulls, Natal Sharks, Saracens and Durham County Cricket Club.

Philip Gilliatt, Finance Director, says,

"Buying a ticketing system is a big investment, so it was very important for us to speak to other clubs and select the system with the best references. The feedback we got about TALENT Sport was fantastic and all the clubs we spoke to highlighted the excellent support they got from the IRIS Software4Sport team."

THE HEAT IS ON

With a ticketing system selected, it was now over to IRIS Software4Sport to deliver, however, the deadlines were tight and there were a few obstacles along the way.

The SMC did not select TALENT Sport until November 2006, but the stadium and

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ticket office were due to open to the public on the 17th December 2006.

This left the IRIS Software4Sport team just six weeks to set the system up for the four clubs, get the infrastructure and networking installed at the new premises and train the new Stadium Management Company ticket office staff in how to use it.

To add to the pressure, the SMC's ticket office staff had been newly recruited, so not only did they have to get to grips with using a new ticketing system, they also had to get used to dealing with four sets of match schedules and pricing structures, plus working with each other.

The next challenge was that no-one could get into the new stadium until two days before the doors were due to open to the general public, as it was still being constructed.

This meant that IRIS Software4Sport had



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just 48 hours in which to set up the IT infrastructure and networks then test the system in the new ticket office.

Furthermore, the Stadium Management Company knew that the first day of the ticket office opening would be very busy - the Rovers were playing Huddersfield and Bolton Wanderers on the 1st and 6th January 2007, games that the SMC knew would be sell outs.

So did it all go smoothly on the big day?

OPENING DAY

In the run up to opening day, IRIS Software4Sport successfully trained the staff in how to use the system until they were confident using it.

After a few late nights from IRIS Software4Sport and the SMC staff behind the scenes, the ticket office successfully opened to the public on time to sell tickets for the Rovers and Lakers first games in their new home.

Phil Gilliatt concludes, *"IRIS Software4Sport have really helped us out - it was a very tight deadline we gave them but they managed to get the new system*

put in place in time, set it up to cater for our seating and stadium layout and train our staff - who were all new - in how to use it on time."

"They've also been on site to give us hands on help when we needed it - they have helped us enormously."

ABOUT TALENT SPORT

IRIS Software4Sport provides its integrated ticketing and customer relationship management (CRM) system, TALENT Sport, to sports clubs and venues.

The system is built in a modular structure, so on top of the core ticketing and CRM, clubs can add a range of modules such as automated telephone sales, web sales, marketing, corporate sales and more.

Clubs and venues using TALENT Sport include Liverpool FC, Bradford Bulls, Burnley FC, Saracens, Hull Kingston Rovers, Manchester City FC, Castleford Tigers, Sunderland FC, Leeds United FC, Leicester Tigers, Durham County Cricket Club, Chester Race Company, Natal Sharks and Panathinaikos FC.



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