

TALENT SPORT

TALENT Sport is the complete stadium management system, designed specifically for the needs of sports clubs and venues.

The system gives you the tools to manage your ticketing more efficiently, drive sales of tickets, merchandise and hospitality and offer your supporters a speedier, personalised, 24-hour service.



IRIS SOFTWARE4SPORT

IRIS Software4Sport is a leading supplier of ticketing, CRM, membership and accounting systems to the sports industry.

Focused exclusively on sport, we aim to understand your challenges and goals and we are committed to providing our customers with the support they need.

As part of IRIS Software Group, we share the expertise of over 1000 employees worldwide - plus, as an IBM Premier Business Partner and Microsoft Gold Partner, we can offer you the local support and resources you need.

"We have always enjoyed a great working relationship with IRIS Software4Sport. We find them to be knowledgeable about the industry and the issues we face. Over the last twelve months, we have faced a number of challenges as a Club and IRIS Software4Sport has been able to help us throughout."

Liverpool FC

CUSTOMERS

TALENT Sport is used by a wide range of sports clubs and venues, including: Bradford Bulls RLC, Bradford City FC, Burnley FC, Castleford Tigers RLC, Chester

Race Company, Coventry City FC, Crewe Alexandra FC, Doncaster Athletic Club, Doncaster Lakers RLFC, Doncaster Rovers FC, Doncaster Rovers Belles Ladies FC, Durham CCC, Everton FC, Harlequins, Hull City AFC, Hull FC, Hull Kingston Rovers RLFC, Ipswich Town FC, Leeds United FC, Leicester Tigers RC, Liverpool FC, Manchester City FC, Mansfield Town FC, Natal Sharks, Newcastle United FC, Northampton Saints RFC, Norwich City FC, Panathinaikos FC, Rangers FC, Reading FC, Saracens RC, Sheffield United FC, Sunderland AFC and Wolverhampton Wanderers FC.

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At the centre of every TALENT Sport installation is the powerful ticketing and customer relationship management functionality, surrounded by a wide choice of integrated modules. This approach allows

you to select the elements that meet your needs. TALENT Sport supports all of the key business processes of sports clubs and venues, including:

Ticketing

- Match, concert and event ticket sales
- Season ticket sales and renewals
- Online sales
- Automated telephone sales
- Email/SMS ticket notification
- Membership scheme management
- Loyalty scheme management
- Smartcard integration

Sales and marketing

- Customer relationship management
- Customer profiling
- Automated purchase tracker
- Marketing campaign management
- Html email/SMS marketing
- Corporate sales management
- Merchandising & sales order processing
- Retail integration

Finance and reporting

- Financial management and integration
- Reporting



TALENT Sport has proven itself to be a very reliable system for Liverpool Football Club. It has helped us improve the service to our customers and provided a secure and efficient sales channel via the Internet.

Liverpool Football Club



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TALENT Sport has a proven track record in helping sports clubs achieve their business goals:

TICKETING EFFICIENCY

Reduces your ticketing costs and automates time consuming processes.

"Since we started using TALENT Sport, we have finished processing season ticket renewals two weeks earlier than in previous years, whilst reducing temporary staff headcount by ten people."

Rangers FC

CUSTOMER SERVICE

TALENT Sport is designed to help you offer your customers the best level of service.

Your staff can see each customer's history and help them more efficiently, plus you can implement ticket loyalty schemes that are transparent and fair. Automated telephone sales and web sales help you reduce queues and provide a 24 hour service.

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SECURE WEB SALES

With TALENT Sport's Web Sales, you can sell tickets, season tickets and memberships through your website in real-time, STRAIGHT from your ticketing inventory. For your club, this means reduced administration and control over your own ticket sales. For your customers, it means no more queues and the chance to buy tickets 24/7 with up-to-date availability.

"With TALENT Sport, our web sales service is simple to use - the number of people buying online has grown steadily each year."

Saracens Rugby Club

24 HOUR AUTOMATED TELEPHONE SALES

A ticket sales line open 24 hours... with no queues... that runs itself. Make life easier for your supporters AND your ticket office team with Automated Telephone Sales.

"We can now order additional lines whenever it is getting busy. Afterwards, we can switch them off when the queues have gone down. Our supporters can now book tickets 24 hours a day - its a great alternative for people who haven't got access to the website."

Leeds United Football Club

SMARTCARD INTEGRATION

IRIS Software4Sport has worked closely with the leading Smartcard providers to implement smart ticketing and loyalty schemes. Clubs benefit from improved security and customer service, cost savings and increased sales.

"Our new Member Card scheme gives fans automatic access to the ground and means they don't need to queue to collect tickets."

Reading Football Club

TARGETED MARKETING & COMMUNICATIONS

Profile your customer base and target your marketing and communications to the right audience.

"At the start of last season, we mailed key prospects that had purchased tickets during the previous season and were able to attract over 1000 new season ticket holders whilst cutting spend on media advertising. Using TALENT Sport has allowed us to take a far more targeted approach to marketing."

Bradford Bulls

DRIVING MERCHANDISE SALES

TALENT Sport's automated purchase tracking and integration to your retail systems lets you analyse your customers spending habits and spot opportunities.

"Last season, we used TALENT Sport to find our top 2000 store customers. We invited them to the store to buy this season's new strip a day before it hit the shops. The response was phenomenal. £15,000 within three hours of opening."

Manchester City Football Club

CORPORATE SALES

With TALENT Sport, your corporate sales and hospitality team benefit from reduced administration and greater visibility of their opportunities.

"Using TALENT Sport has allowed us to streamline our corporate sales processes and as a result productivity has increased. The team benefit from being able to view up-to-date availability, as well as a history of the customer's purchases and correspondence."

Rangers Football Club

To find out how TALENT Sport could help you meet your goals, please contact the IRIS Software4Sport team at software4sport@iris.co.uk.