



A complete online ticketing solution,  
tailored to match your needs.

## **Implementation**

### **1 - System Specification**

This is the first and phase and hugely important, as you will determine with us what essential features the system must include in order to be implemented. These requirements will be clearly agreed and documented prior to the start of development to ensure there is a fixed end point to the first version of your booking system.

### **2 - System Development**

This is where we take the specifications and build your tailored booking system. This process should take 4-8 weeks. It is the completion of all the features agreed in the System Specification that triggers the end of the development phase and the beginning of Client Testing.

### **3 - Client Testing**

After you have agreed that the system delivered is as specified, a period of rigorous testing is required. Ideally this will be done by actually using the system 'live' in your normal company environment to ensure that all aspects are fully tested and working. You may wish to do this testing while running in parallel with your existing system so that there is full redundancy and operators feel more secure. Full training will be given to operators with detailed documentation provided. Needless to say full unlimited support is available from us at this time.

### **4 - Final Revisions**

The testing process will inevitably give rise to some changes to the system specification and design but these should hopefully be minor. Once the system is completed and tested we agree a minimum contract period for the system to be used, typically 3 years. A switch-on date is set and the system's 'live' status is extended to the general public.

### **5 - Monthly Management**

You will have complete day to day control over event and promotion details, ticket availability, customer database and site traffic reports. The system will 'self-generate' a regular invoice detailing all ticket sales for the previous period with amount due paid by online transfer directly into your company account.

### **6 - Support**

This proposal is essentially a partnership. Financially it works best for us if it is working best for both you and your customers and we therefore have a vested interest in making sure that everything is running smoothly all the time. To this end we provide unlimited telephone and email support in the early stages of use. Moving forward we are happy to attend regular meetings if necessary to discuss site developments to continually improve the online ordering process.



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## Outline

- A complete online booking system for simple one-day events or multiple events with multiple running times per day
- Multiple ticket type support (Adult, child etc)
- Fully secure online payment processing
- All page design and necessary artwork included
- Ticket stationary designed and printed to your requirements (tickets, wallets & envelopes)
- Ticket printer provided with on-site maintenance

## General System Features:

- Full multi-currency support
- Full multi-language support
- Unlimited events and ticket types (Adult, Child etc)
- Importing / exporting routines
- Full event searching available in your store
- Gift certificates (either electronic or printed)
- Create offer codes to give discounts on orders
- Suspend store quickly and easily should you need to
- Full backup and restore system built-in
- "Recently viewed" features allows your customers to quickly go back to products and sections they have viewed
- Show associated products on the cart page, taken from all associated products of products in the cart
- Users Online feature

## Web-Based Administration System:

- Quick and intuitive interface - more like an application than the web!
- Unlimited administration accounts
- Includes full logging of actions on administration accounts, including failed login attempts
- Administration accounts can be disabled at the click of a button (apart from administrator account)
- Ability to restrict areas of administration and actions to certain accounts
- Variety of different features to keep your system secure

## Ticket Quantity Management (Events/Scheduled Services):

- User selectable Ticket Type for each event (Adult, Child etc)
- Each type of ticket is added to the basket individually
- Available Places control with email warnings at low level trigger levels (can be set individually for each event).
- Automatic event SOLD OUT messages for customers
- Cross selling and up selling facilities
- Events can be turned on or off at any time quickly and easily
- Do a final ticket check before checkout alerting the customer to any ticket availability problems



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### **Repeat Customer Account Facilities**

- Full order history
- Address books
- Wish Lists & 'send to a friend' capability
- Ability to setup customer types for site-wide discounts or special discounts
- Option to force account opening when checking out

### **Order Management**

- Full order management
- Order status tracks orders throughout entire life
- Multiple order status to show exactly what stage the order is at
- Receipt printing
- Full order searching
- Bulk ticket printing facility
- Full order editing and order creation in the administration system. Add/remove/update products on orders, change order details, shipping, tax and discounts.
- Option for customers to send gift tickets to 3<sup>rd</sup> party addresses.

### **Affiliate System**

- Manage your affiliate program effortlessly
- 2nd Tier Commission support
- Setup different affiliate groups with different commission levels
- Commissions either by percentage or fixed amount
- Affiliates have access to administration system with statistics etc.
- Highly configurable, enabling you to tailor your affiliate system
- Upload banners for the affiliates and limit those to only certain groups
- Payment due reporting
- Full transaction adding/editing/deleting
- Tailor the affiliate account fields to suit your needs.
- Send newsletters to affiliates

### **Reports & Statistics**

- Full reporting system for orders
- Full log system which tracks pages viewed, sections viewed, products viewed etc.
- Analyse abandoned carts
- Log reports including: browser, referrer, views by day etc.
- Log search terms your customers are entering and see how many products and sections those terms found

### **Emails & Newsletter System**

- Fully customisable email templates for all emails sent from the system
- Optional HTML versions of all emails
- Complete newsletter manager for creating & sending newsletters to customers
- Send newsletters to sub-sets of your full mailing list, e.g. only those with a certain account type.