

Case Studies – End to End Ticketing

Client Overview

The client is a racing circuit, which has several race events throughout the year, like Formula One, Moto GP, Motocross, etc. The client has an online presence, wherein tickets for these events can be purchased online.

Business Need

The client needed a system to be developed to:

1. Manage the sales – online & offline
2. Promotions
3. Reporting
4. Intuitive interface to manage the seating arrangement for the entire circuit
5. Ticket design, which was customized for each event
6. Manage the Agent sales

Challenges

1. The system needed to handle around 200,000 ticket sales for each event, for events like Formula One.
2. A visual seating arrangement system needed to be developed to make it easier for the admin and the sales team to handle the sales.
3. The ticket designing needed to be flexible to place the components of a ticket anywhere. E.g. the date of the event, type of event, seat & row number, ticket type, etc.

SABS's Role

SABS studied the current system being used and identified and came up with a solution that addressed:

1. Gaps in the functionality provided by commercial packaged applications
2. Aspects of the business process unique to the business
3. Business processes for which solutions are unavailable in the market

Some key features of SABS's development approach:

1. Predefined methodologies and frameworks
2. Structured and managed requirements definition process
3. Proprietary tools to improve effectiveness of the development process
4. Process-oriented development methodology
5. Strong focus on quality
6. Rigorous program management processes

Benefits

The benefits of this solution include:

1. Faster ticket booking process, since it has a very intuitive interface
2. Closer understanding of business processes has led to continuous, incremental changes
3. The system can handle the complete sales cycle, without having to depend on other systems
4. Irrespective of the race event type, the admin can set the seating arrangement seamlessly