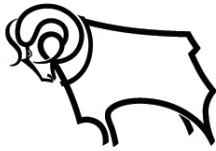




# SPORTS

## TESTIMONIAL



Derby, UK

The Derby County Football Club plays at the 33,000 all seated iPro Stadium and selected TopTix Sport after a detailed tender review process during the early part of 2014.

### Challenge

Manage ticketing, corporate and customer profiling activity from one central database which includes a powerful reports engine and a new on-line ticketing solution which works hand-in-hand with the club's main websites.

### Results

Match day sales increased from 10% of on-line sales prior to working with TopTix to 61% inside the first 12 months of our new partnership.

"SRO<sup>4</sup> delivers a powerful rules engine that has transformed the way in which we set up events in the system and manage sales periods to determine who can buy when, and via which sales channel such as Ticket Office and the website. Our full programme of home league games can be set up and configured at the beginning of the season with relevant pricing, promotions and when fans can buy all configured to automatically apply across the calendar via ticketing office and on-line. That means we can be much more effective with our planning across the season."

Brandon Furse, Head of Ticketing, Analytics and Technology

