

Wi-Fi Enabled Digital Ticketing for Sports Venues

Digital ticketing and mobile entry is a critical use case for the new normal of live sports, and the heightened operational and fan experience challenges sports teams and their venues face.

New and Elevated Demands Surrounding Live Sports

The future of live sports events has unquestionably changed, and in a big way. This change has elevated existing digital demands sports teams and their venues previously faced as well as introduced new demands central to successfully hosting fans in their venues moving forward.

Existing, Elevated Demands



Strong and Reliable Connectivity



Mobile Support and Interaction



Operational Efficiency and Frictionless Experiences



Ensure Data Security

New and Emerging Demands



Health and Safety



Touchless Transactions



Crowd Management and Flow



Event to Event Venue Cleanliness

Digital Ticketing and Mobile Entry: An Essential Requirement for Sports Venues

With these demands shaping the future landscape of live sports, certain digital use cases will be essential in successfully hosting fans in sports venues. Digital ticketing and mobile entry is one of those use cases.

Already a growing initiative for many sports leagues and teams, digital ticketing directly addresses many of the elevated and emerging demands sports venues must overcome.

- **Reduces Physical Contact:** with digital tickets, fans access the venue by scanning tickets on their mobile device, reducing another physical touch point and supporting the health and safety of fans (and staff).
- **Improves Operational Efficiency, and Cost Savings:** digital ticketing creates a more seamless entry into a venue, saves businesses substantially on the cost of printed physical tickets, and reduces the opportunity for ticket fraud.
- **Strengthens Fan Insights:** with printed tickets, sports teams are challenged to track and identify exactly who is attending their games. With digital ticketing, sports teams have nearly 100% fan visibility. Valuable information for customer CRM, fan segmentation, remarketing campaigns, and more.
- **Enhances Mobile Investments:** digital ticketing allows sports teams to align and optimize the adoption of new/existing digital investments, specifically fan-facing game day applications, which digital ticketing can easily integrate into.
- **Increases Convenience:** digital tickets allow fans to easily transfer purchased tickets to another fan, and reduces friction points when entering a venue. In general, it better aligns with their mobile-centric preferences and behaviors.

Technology Requirements to Enable Digital Ticketing

How venues deploy and support digital ticketing is nearly as important as the use case itself. Without the necessary technologies to enable it, the aforementioned benefits of digital ticketing will not be realized, leaving fans and staff frustrated with the experience and lack of results.

To successfully support digital ticketing, venues must leverage an IT networking solution. A purposely designed and deployed in-venue network provides:

- **Robust Wi-Fi Connectivity:** digital ticketing requires strong connectivity to operate properly; for fans, a seamless experience means staying connected (with sufficient bandwidth and capacity) to access the ticket on their devices. From a business standpoint, ticket scanners always need to stay online and operational to maintain a smooth traffic flow and help with loss prevention.
- **Reduce Number of 'Offline' Scans:** loss prevention, or when a digital scan isn't processed effectively, is an important deliverable for digital ticketing. If a scan isn't processed or a scanner sees a drop in service, the information sent back to the central ticketing database is potentially inaccurate.
- **Intelligence into Mobile Trends:** sports venues can leverage network-driven analytics to better understand in-venue trends to improve the experience in the future, including how many fans connect to the Wi-Fi network (and what the quality of experience), the adoption percentage of native game day applications, and any interruption or drop in service.

Why Work with Extreme Networks

Extreme Networks' dedicated Sports and Public Venues business unit has a laser focus on designing and deploying IT network solutions to meet the specific demands of venue environments, now and in the future.

We work with customers across professional sports, collegiate athletics, racing venues - forming true partnerships with our customers to enable their critical use cases like digital ticketing.



Wi-Fi to Ensure Device Uptime



APs that Maintain Venue Aesthetics



Vast Experience with Major Ticketing Vendors



Mobile and Application Analytics



Dedicated Sports/Venues Team