BOS

BEST OVERVIEW SOLUTION

BEST OVERVIEW SOLUTION

Designed and produced entirely in-house, Best Overview Solution (BOS) collects years of experience in the leisure, culture, sports, and entertainment sector, making it Vivaticket group's most advanced ticketing system, and a global benchmark for integrated ticketing and access control solutions.

BOS was conceived to be a global solution, able to seamlessly manage every aspect related to visitor management and the services provided.
Its basic features are integrated with CRM, resource management, food and beverage, merchandising, inventory management and money card functionalities, in addition to a wide range of choice for pricing and promotional strategies.

BOS is constantly updated and improved based on market needs, and the result is a powerful and versatile product that can adapt perfectly to the needs of the largest theme parks or fairgrounds, as well as meeting the needs of smaller venues or even single attractions.

Capable of handling the largest one-day sporting competions, a one-off event with limited duration and massive turnout, and even the everyday management of a large amusement park, it's a global solution offering visitors not only a ticket, but a unique and unrepeatable experience.

ARCHITECTURE

Scenarios

ARCHITECTURE

The BOS system can be installed on local servers as well as in the cloud, without affecting functionalities offered or service levels.

The installation depends entirely on the operational environment in which the system will work, guaranteeing customers the opportunity to choose the solution that best suits their needs.

Both architectures allow you to implement the levels of reliability required:

from simple data redundancy in high-reliability solutions, to the possibility to work offline, and the preparation of complete disaster recovery systems.
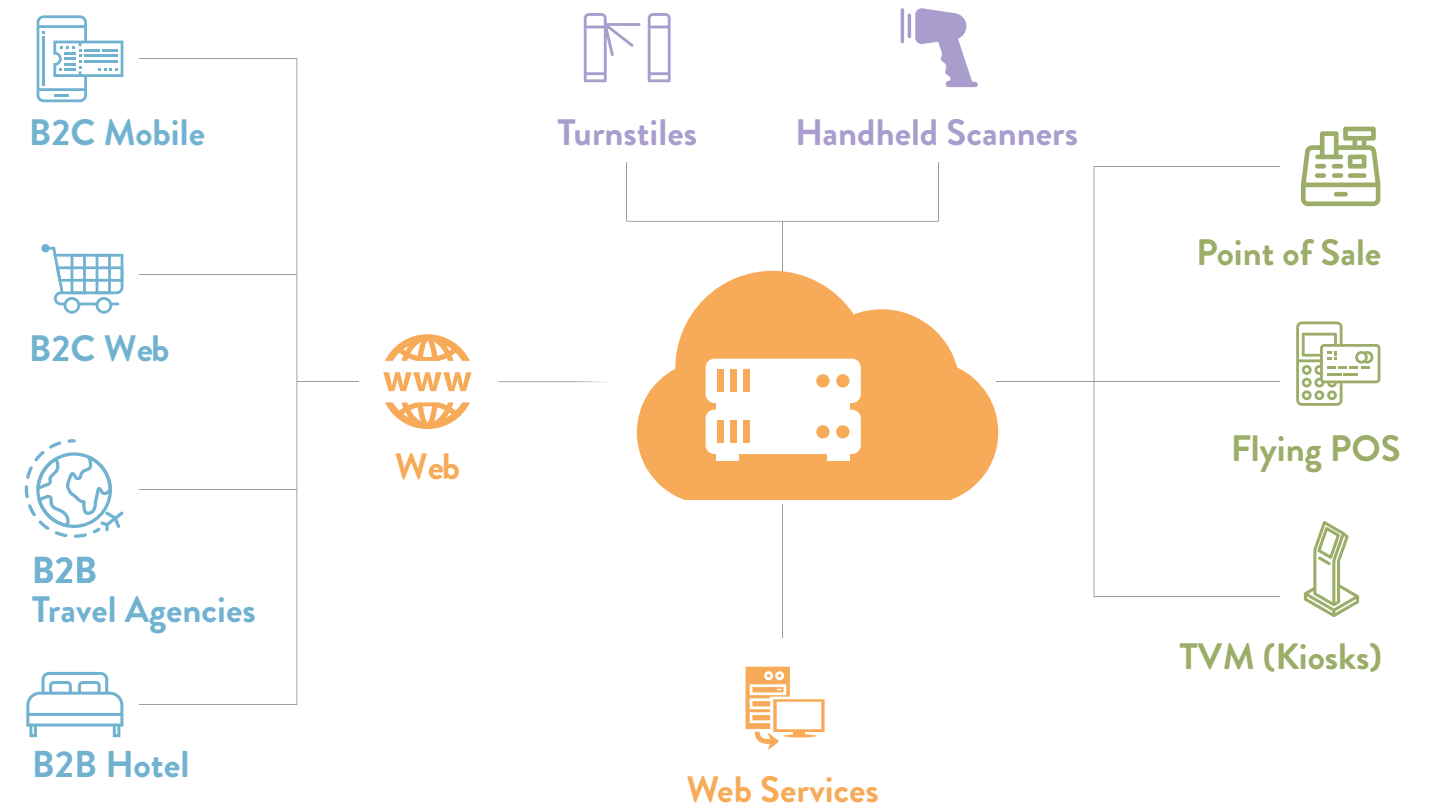
BOS

ARCHITECTURE

Scenarios

Local server

The system is installed directly at the customer's premises; ticketing and access control devices are connected in a local network with the database (LAN or Wi-Fi); B2C and B2B sites can be installed on the local server or in the cloud; integrations with third parties are available given the wide range of web services. This solution provides the best performance in absolute terms and avoids slowdowns or any issue from the network provider.

Cloud server

The system is hosted in a server farm; ticketing and access control devices interact with the server via the web; B2C and B2B sites can reside within the same cloud; integrations with third parties are also available via the Internet.
This solution allows greater portability, enabling the system not to depend on the database's location, in addition to fewer commitment efforts linked to easier server management, as well as lower maintenance costs.
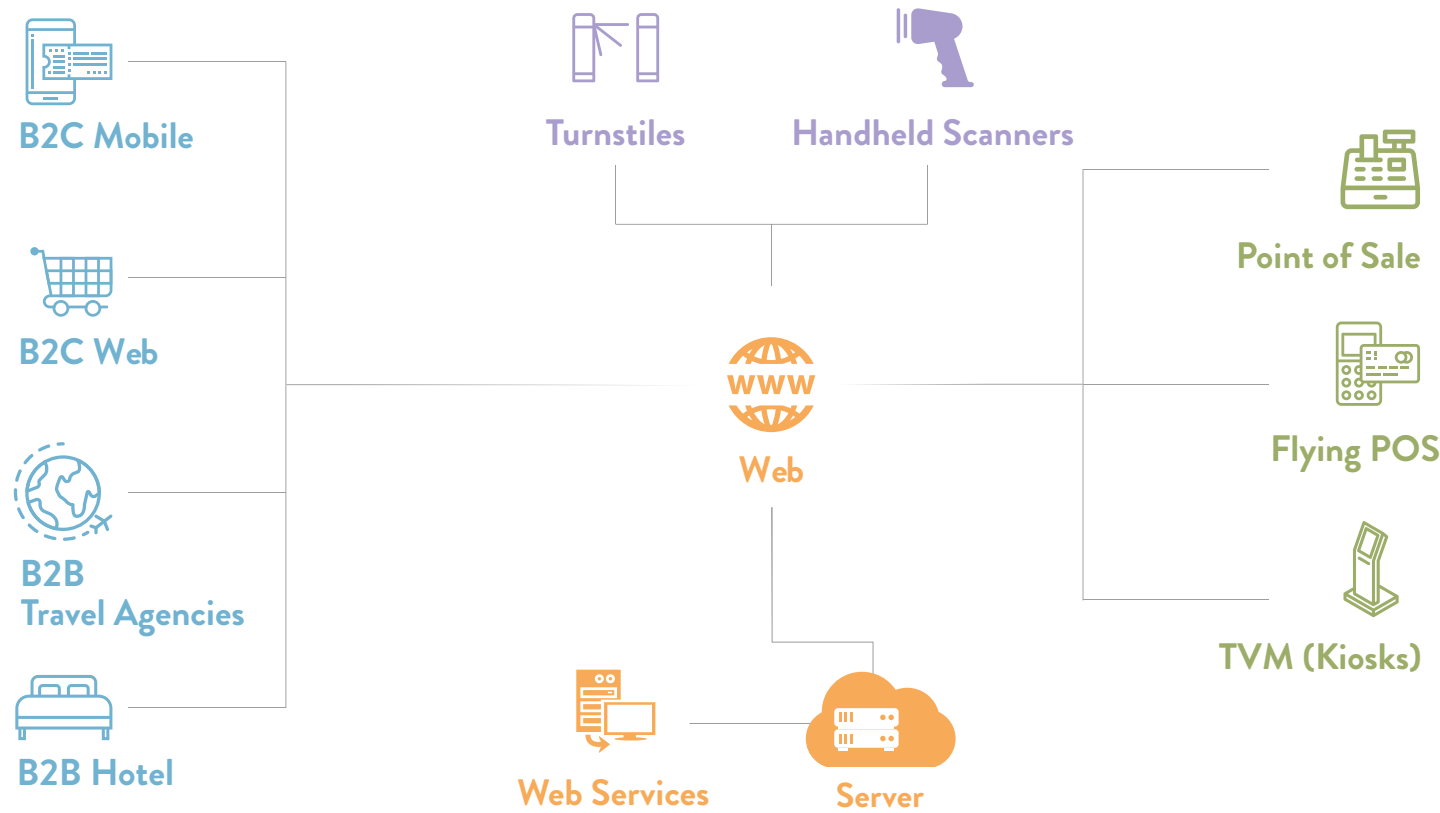
ARCHITECTURE

Local Server

ARCHITECTURE

Server cloud

- B2C Mobile
- B2C Web
- B2B Travel Agencies
- B2B Hotel
- Turnstiles
- Handheld Scanners
- Web
- Web Services
- Server
- Point of Sale
- Flying POS
- TVM (Kiosks)

ARCHITECTURE

Multisite

The multisite functionality, which can be activated on the local server, in the cloud, or with a hybrid solution, allows you to configure, manage and monitor, in real-time and from a single control point, different locations.

This solution permits full customization of clearance levels to access reports, products, configurations and services.

As a result of BOS multisite functionality, our clients can:

- Create products on a single database, immediately accessible for all venues
- Configure and monitor all tickets and access control activities, in real-time
- Set discount and promotional policies, either with single settings or broken down by venues
- Configure with a single operation all accounts and resellers, enabling ticket sales valid at one or more location
- Create service or VIP passes valid at every location

TICKETING

TICKETING

Local Point of Sale

Cash terminals, in addition to basic functions, include some special features:

- **Multi-language:** the system natively supports all fonts and, therefore, any POS terminal can be configured to every language of the world
- **Multi-currency:** management of multiple currencies simultaneously, with its exchange rates, and ability to make payments in different currencies even within the same operation

The operator's login can take place not only by entering passwords but also through optical, magnetic, RFID or biometric readers.

Different levels of user access rights can be configured to the system, based on the operator's role.

BOS

TICKETING

Assisted Sales Process

TICKETING

Accreditation

BOS offers a dynamic process for the selection of products: it is the system itself to choose the correct product, according to the answers provided. The wizard parameters are fully customizable by the client.

Some examples are:

- **Age of the visitor**
- **Number of days**
- **Additional services (parking, etc.)**
- **Additional products**
- **Multiple venues**
- **Fast passes**

This feature speeds up the purchasing process, while helping the operator in the upsell activity, suggesting a precise stream of questions to follow.

BOS includes every functionality required to manage operators' accreditation process, in addition to press officers and VIPs, with no need to purchase additional software or devices.

The system can manage:

- **Fully configurable permission levels for each user access point, area and site**
- **Online accreditation with the possibility to validate the request by the back office**
- **Print badges on all formats currently available on the market (paper pass or PVC, RFID cards, NFC devices)**
- **Verify holder's identity via photographic management (even with online user uploading) and biometric devices**

TICKETING

Seat Assignment

TICKETING

Fan Card

For events with seat assignment required, the system offers the possibility to create customized map.

To facilitate its use, the map can be presented with increasing levels of detail (area, sector, single spot) and modified for each event, both in terms of available seats, and pricing policies.

Sales can occur via manual selection of sections on the map, or thanks to the Best Seat algorithm, which selects the best seat available in the required area.

The choice of manual selection may be made directly by the customer even in the on-site ticket office, via a simple courtesy touchscreen monitor.

The module for the management and issuance of the Fan Card is natively integrated into the ticketing system.
Some of the functionalities available with this feature are:

- Issuance, replacement, termination, block and renewal of the Fan Card
- Balance reporting
- Card purchase in stores or over the web, with hom delivery

The Vivaticket system is the only solution able to bring to use the card right at the moment of its issuance online, allowing the customer to fulfill the purchase immediately, without waiting for the receipt of the physical media.
This online flow encourages impulse buying, even for the games with restrictions.

TICKETING

Reports

The system offers a wide range of preconfigured reports, designed sharing the needs of the major players in the entertainment, exhibition, sports and cultural markets.

Some of the advanced features are:

- The Report Builder Module lets you create custom reports to fully meet specific needs
- Map View provides real-time statistics for sales and accesses, and can be displayed within the venue plant, or in a map including all sites managed by the customer
- Ability to program automatic reports sent via email or text message containing statistics for sales and access, to customizable groups of recipients
- Possibility to automatically import or export data to and from external systems, such as CRM, ERP, etc.
- Integration of Microsoft Power BI, offering a wide range of business analysis tools

TICKETING

Fllying POS

The flying POS is a "wearable" ticket booth, consisting of a tablet and a small belt printer, providing every feature offered by the client ticket booth in a mobile station.

The flying POS offers complete support in dynamic queue management, guaranteeing operations both online and offline while providing immediate issuing of valid tickets giving entrance at the turnstiles.

It is also the ideal solution for selling fast passes directly at the attraction's entrance, for purchasing parking spaces and general up-selling, as well as for carrying out evaluation questionnaires of customer satisfaction.

TICKETING

Ticketing Vending Machine

TICKETING

Ticketing Vending Machine

The proposed automated kiosks for selling are fully customizable in terms of hardware and graphics.

The customer may choose to place the same hardware used for on-site ticket offices inside totems, with obvious optimization of procurement costs, integration and maintenance of the same components, as well as the possibility to use the same support everywhere for ticket issuing.

Customers can also customize the external graphics with their own theming.

The TVM is available for both indoor and outdoor use; the latter, in addition to waterproofing and dust resistance, integrates its own airconditioning system, optimized for both hot and cold environments, in addition to a different management of screen brightness to enhance the experience even in the presence of direct sunlight.

Through the TVM you can manage every BOS function:

- Collection of booked tickets
- Ticket sales and fast passes
- Ticket upgrades (adding days, season passes, etc.)
- Managing Money Card (issuing, credit checking, charging)
- Selling additional services (private lockers, sun-beds and umbrellas, etc.)
- Selling products (Food & Beverage, merchandising)

All menus are multilingual and customizable in terms of graphics and sales flow, in order to optimize the user experience.

WEB AND MARKETING B2C

WEB AND MARKETING

The B2C module allows you to manage every type of event: standard events and its replicas, events on a timetable, events with seating assignments or seat selection, events in the event.

The system also enables management of every type of passes, seasonal passes, open tickets or vouchers.

Through the four modules, you can also integrate the sale of merchandising, food and beverages and all kinds of additional services, such as parking, lockers, audio guides, etc.

All sales sites are responsive, multi-language and multi-currency.
All web pages are fully customizable adopting our clients look & feel, graphics and functionalities to ensure a seamless User Experience.

BOS

WEB AND MARKETING Promotions

The system offers a wide range of features aimed especially at marketing, with the purpose of stimulating impulse purchases on all sales channels (on site POS, TVM, Web Sales):

- Upsell - proposing the customer a higher valued item to replace/integrate something currently in the shopping cart (eg. Upgrade from a day ticket to a two-day ticket)

- Suggestive sell - proposing the customer a product to add to cart to access a particular discount (eg. After the selection of a sandwich, proposing a drink to complete the menu)

- Cross-sell - proposing the customer a product to be added to existing shopping cart (eg. Proposing an integration with audio-guide, merchandising, parking, etc.)

WEB AND MARKETING Promotions

In order to offer a flexible marketing tool, the system ensures maximum freedom in creating promotional and discount policies:

- Quantitative promotions (price cut, 3x2, discount percentages applied) or based on user profile (discounts based on loyalty or VIP cards, age)
- Dynamic creation of packages, through an automatic recognition of shopping cart products, and the consequent application of better promotion

- Dynamic Discounts, the possibility to implement discounts varying based on:
- Day or event times (peak days, the
- most crowded times)
- Residual time to the beginning of the event
- Availability remaining places in the area, in the slot or for the selected event

WEB AND MARKETING Coupon

The system allows the customer to manage a wide variety of coupon codes, an essential tool not only for promotion but also for the management of commercial agreements, sponsorships and partnerships.

It is possible to set up coupon codes:

- Valid for a single purchase, composed of one or more tickets (the maximum number is configurable)
- Usable for a set number of sale sessions (eg. the first 100 customers)
- To be used countless times
- Usable until reaching a maximum number of tickets purchased (calculated by adding all the purchasing sessions activated with that code - i.e. a partner has the right to grant 100 discounted tickets to its employees)

- Usable until reaching a set economic capacity (calculated by adding up the values of purchasing sessions activated with that code - i.e. a partner can download up to €1.000 of tickets)

Each coupon can be associated with a dedicated price list and a specific account for reporting (related to every scenario listed above).

WEB AND MARKETING Reseller Management

BOS provides a totally integrated way to manage its network of outlets, tour operators, partners and resellers, whether they are integrated via web services or making sales through client cash desks, on B2B platforms or using coupon codes. With BOS you will be able to:

- Assign specific price lists per customer, channel, account
- Assign a maximum ceiling for each seller, which may vary by type of collection (i.e. Maximum cap on receipts for cash, no limit for purchases by credit card) or by channel
- Manage the reporting of what has been achieved by each reseller, both in terms of revenues and commissions earned

- Manage entire networks of distributors, setting hierarchical relationships between a reseller and sub reseller, in addition to reporting such relations at an account management level
- Manage B2C sites in private label, whose revenues can be assigned to a particular account
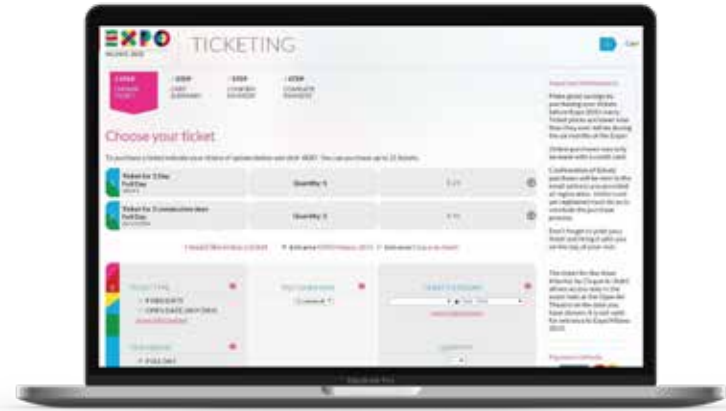
WEB AND MARKETING B2B

Through the B2B module, it is possible to manage, in addition to the full range of functions offered by B2C platform, even those features developed specifically to simplify and improve the trading partner's operation.

- Dynamic management of credit limits, configurable per user, method of payment, promotion or ticket type

- Accurate profiling of each sales channel with the ability to assign different price lists and the possibility to enable or exclude promotions, payment methods, all at an individual user level.

- Customized reporting, directly accessible via the web and fully configurable levels of visibility.

WEB AND MARKETING Web Services

BOS is a "web service oriented" application, optimized for integration with thirdparties and with a wide range of features available via API.

The system is designed to allow a streamlined integration with external business systems such as CRM, ERP, food and beverage systems, as well as offering the opportunity to expand sales networks by interfacing banks, supermarkets, B2C or B2B platforms and external applications for retail sales.

The web services provided also cover the wide range of features accessible using the client: from accounting with coupon management of their reseller, to seat assignment to multisite and multi-event sales.

VIVATICKET

BOS

ACCESS CONTROL

Technology

ACCESS CONTROL

The BOS access control module is designed to adapt to any type of operating environment, through the use of various devices:

- Full height or standard turnstiles
- Handheld, laser or image readers
- Android or iOS devices through the in-house app Gatekeeper®

The system integrates all access control devices on the market, as well as allowing the use of all types of media and technology: linear barcodes, two-dimensional, magnetic strips, contact or proximity RFID chips, NFC devices, biometric readers.

BOS
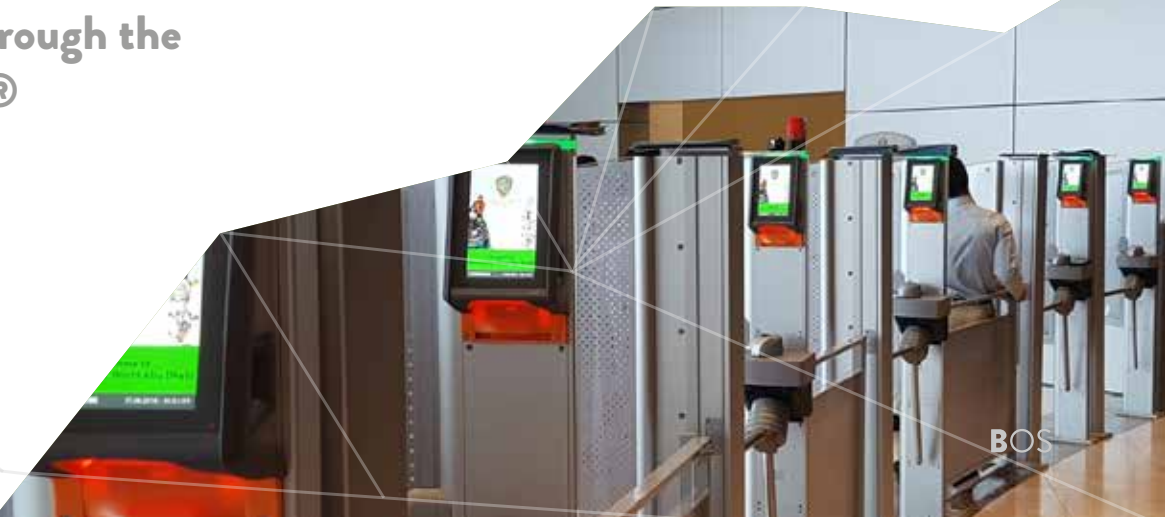
ACCESS CONTROL

Functionality

ACCESS CONTROL

Turnstile POS

The application offers a wide range of features:

- Entrance management, re-admissions, point cards
- Check in / Check out
- Entrance management with time-slots
- 'Anti-Passback' checks, through the introduction of a time delay, but also with photo or biometric recognition
- Management of light signals according to ticket type
- Business groups or families, which enables the correct number of rotations of the turnstile with a single reading of the ticket

Using a screen at the access control, the operator is able to manage multiple activities traditionally reserved for the POS:

- Account information, in order to properly welcome each one of your customers
- Manage the guest profile, upgrading information, changing the user, taking the photo if it is missing
- Basic problem determination, with the complete view of the history of the ticket, from the issue date to the last usage
- Direct upsell, adding new days to an expired ticket, or adding capabilities like fast pass

ACCESS CONTROL

Customer screen

HELLO :)

Installing a customer screen at the access control, the system will allow you to pop up multiple messages

- **Upsell, suggestive sell, and cross-sell to be completed directly at the turnstile, exploiting**

- **also features available at actual POS (cashless features,...)**

- **Specific contents varying according to User profile; eg. a customer accessing the park on its birthday can get Happy Birthday video,**

a welcome message customized with the name of the client, the logo of the company that invited the customer.

- **Contents varying according to validation type; eg. a season pass user can see the days remaining, how many time he has used it, or in case of access denied the specifics of the issue**

ACCESS CONTROL

Mobile App

Biglietto usato il 24/02/16 16:22

Accesso consentito il 24/02/2016

Fully integrated with the access control system, the Gatekeeper® app is available for both Android and iOS devices.

Characterized by a user-friendly interface and a high processing speed, the app allows you to manage all the features described above on a mobile platform, with a distinct advantage in terms of flexibility and optimization from the costs point of view.

The solution is particularly suitable to dynamically manage peaks, in the case of queues, as a backup solution to the occurrence of faults to data or electrical lines, as an access point for temporary installations or in the presence of structural constraints.

ADDITIONAL MODULES

ADDITIONAL MODULES

The Food & Beverage and Merchandising Management modules are seamlessly integrated in BOS, providing the opportunity to access products through all sales channels for tickets and with a free combination with all other services, even without dedicated steps in the sales flow.

This complete integration is the key to maximizing the performance of cross-selling policies, both via the web and on-site.In addition to selling individual products or packages, it also manages:

- simultaneous printing by different devices, allowing you to customize the issuance of receipts and tickets, associating the appropriate format for each product within a single sale.

- automatic sending of orders to the kitchen or to a warehouse clerk, with a dedicated printer the warehouse, with the management of goods

- entering or leaving, movements between warehouses and the ability to configure an alert system for monitoring stock thresholds

BOS

ADDITIONAL MODULES Money Card

Money Card can be managed through BOS both in payment of a balance as well as with early credit refill.

This feature is fully integrated with all BOS modules, thus with a single instrument you can access every service offered;

the Money Card is also the ideal tool to manage the access mode pay-per-ride (payment for every access to every attraction, consumption or ride).

The system manages the Money Card function directly at ticket level with no technological constraints regarding the support: the balance, in fact, can be stored and managed at a central database level, so no need to save the information on the RFID chip.

The module also integrates the functionality required for the return of the remaining credit.

ADDITIONAL MODULES Resource Management

With this module you can handle any kind of "resource": from areas with limited capacity, such as conference rooms or shuttles; staff, such as tour guides or interpreters; down to individual tools, such as chairs, projectors, audio guides.

All these resources can be linked together through configurable and filterable attributes, which enable not only assignments according to simple availability, but also in compliance with the requirements, necessary skills,

minimum skills, knowledge of languages, distance and consequently the time required to make them available, etc.

With resource management, it is also possible to assign to each resource the applied contract model, a maximum number of daily or weekly performance, define the minute break between one event and the next one.

Thanks to the total integration in BOS, the tool is also able to make reservations directly at the Ticket Office for the subsequent tickets collection at the cash desk.

ADDITIONAL MODULES
Content Management Tool
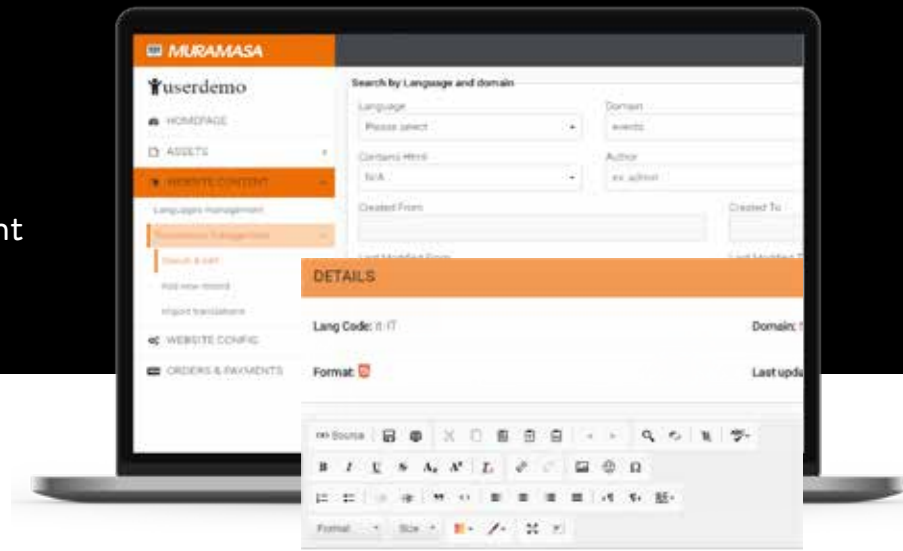
This module allows a complete management of content published within web portals, in terms of graphics and text.

Some functionalities available through this feature include:

- Inserting and modifying by an editor, with a userfriendly

- interface, for all the texts and contents of a website; all labels are editable using I18N codes or images, without the need for XML programming

- Import and export via XML files of all content

- The differentiation of changes for all languages in which you set up the site, including the fallback language

- Uploading images to an internal repository using drag & drop or external source link

- The publication of content and management of the cache refresh for individual pages

ADDITIONAL MODULES
After-Sales Management

Through this feature, you can intuitively and centrally access all the information on the ticketing system, thus managing all its after-sales and help desk activities.

In fact, this module allows:

- Supervise issued orders

- Monitor the status of payments for each order

- Reprint or download tickets

- Reissue tickets with different barcodes in the event of theft or loss

- Automatically forward emails containing the tickets to customers

- Export the list of orders in .csv format

THANK YOU

VIVATICKET