



Silverstone's customer experience is set for pole position with TALENT Sport

Silverstone Circuits Limited has chosen Advanced's TALENT Sport solution as its new ticketing commerce platform, as part of its goal to deliver a world class personalised customer experience.

SILVERSTONE
Experience is everything

TALENT Sport will now be at the heart of Silverstone's ticketing and CRM strategy for all of its motor sports events. It will also integrate Silverstone's retail, corporate hospitality and membership requirements. The system went live this month.

Silverstone has commercial plans to develop the sporting venue into a leisure and visitor destination. To support these goals, it will use the full flexibility of TALENT Sport to provide a range of visitor packages including ticketing, travel, accommodation and parking options.

TALENT Sport will also cover voucher redemptions, allowing customers to redeem vouchers and upgrade gifts, as well as manage membership packages and promotions.

All online purchases will be available through TALENT's fully responsive website from any device. This will be fully branded as Silverstone's ecommerce site, from which customers will be able to buy anything in one single transaction, making purchasing easy, fast and secure. The

entire solution is delivered from Advanced which operates a 24-7 private cloud hosted solution guaranteeing first-rate levels of uptime and performance.

All customer data will be held within the TALENT Sport solution. Silverstone will use this information to engage with visitors in a more tailored way by building unique customer profiles. This will inform strategies to drive attendance and reward loyalty with targeted and relevant offers.competitors."

"We have ambitious plans for Silverstone to become a destination venue and Advanced proved to be the right partner to meet our needs now and into the future," commented **Michaela Robins, Head of IT at Silverstone Circuits Ltd.**

"Everyone is talking about providing a personalised journey for customers but very few are actually delivering this. We're excited about the opportunity to deliver an unrivalled experience using TALENT Sport, which we believe will play a pivotal role in driving our commercial

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success," she added. "Ensuring Silverstone delivers a world class personalised experience to its visitors was fundamental to the rigorous tender process for its ticketing and commerce requirements. It recognised that having control of its data was key to understanding exactly what spectators want and how acting upon that would drive engagement. This is exactly what TALENT Sport delivers," said **Mark Dewell, Managing Director at Advanced Specialist Solutions.**

"The system's proven and robust technical experience in dealing with the demand for high performance and high availability was also critical to successfully handling the prestigious profile of events held at Silverstone," he concluded.

About Advanced

Through our enterprise and market focused solutions we positively impact millions of people's lives through continually investing in our people, partnerships and own technologies to stay focused on our markets', customers' and their stakeholders' needs.

We enable our customers to drive efficiencies, savings and growth opportunities through focused, right-first-time software solutions that evolve with the changing needs of their business and the markets they operate in.

True partnership is the defining thing that makes us different from the competition.

We pride ourselves on delivering focused software solutions for public sector, enterprise commercial and health & care organisations that simplify complex business challenges and deliver immediate value.

Advanced is a Sunday Times Top Track 250 Company 2015 and was ranked in the Deloitte UK Fast 50 which recognises the 50 fastest growing technology companies in the UK and a winner of the Tech Company of the Year in PwC's UK Tech Awards in 2014.

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