



Cloud Venue

The 'ultimate' ticketing solution for the arts, events and sports industries. Unforgettable moments start with an Advanced Ticketing solution

CLOUD VENUE

Cloud Venue

Advanced provide a web ticketing application (Cloud Venue) allowing you to sell, distribute and manage your ticketing from anywhere, at any time. Ideal for handling advance ticket sales by phone, web or face to face, we provide a totally secure and fully managed system.

Client >

The National Trust

Sector >

Charity

"Using the latest technology from Advanced allows visitors to buy tickets easily and reduce any unnecessary waste on administrative costs, so that every pound spent on National Trust events really counts."

The National Trust

Cloud Venue manages your ticketing more efficiently and gives your customers a simple, secure way of buying tickets in advance at their convenience. Our systems feature integrated marketing tools to help you get to know your customers better and drive ticket sales.

Advanced Ticketing

Advanced is a leading supplier of ticketing, CRM and membership systems to the sports, arts and live events industries.

We aim to understand your challenges and goals and are committed to providing our customers with the support they need.

Customers

Cloud Venue is used by a wide range of sports, arts and live events, including: The National Trust, Greenbelt Festival and Swindon Wildcats Ice Hockey.

Advanced Ticketing Solutions

Scalable to your requirements, you can sell tickets through outsourced call centres or other third parties without extra investment in hardware and software and you will remain in total control of your ticketing and your brand.

Advanced Ticketing provide a cost effective advance ticket sales and marketing solution.

Ticketing

- > Match, concert and event ticket sales
- > Online & face-to-face sales
- > Telephone sales
- > Email ticket confirmation
- > Membership scheme management
- > Loyalty scheme management
- > Fulfilment options
- > Unlimited users

Sales and Marketing

- > Responsive Technology
- > Customer relationship management
- > Marketing campaign management
- > HTML email and SMS marketing
- > Merchandising
- > Cross-selling and promotions
- > Finance and reporting
- > Customised reporting
- > Revenues direct to your bank account
- > Your complete website

Responsive technology

Cloud Venue is fully mobile responsive, meaning the site reacts to whichever device the customer is viewing the website on, whether its PC, tablet or mobile the site will respond to provide the best user experience for that platform.

Online & Face-to Face Sales

The solution can incorporate face to face ticket sales at the box office, as well as online giving you complete flexibility and making it the perfect solution for any occasion.

Your Complete Website

The Cloud Venue solution is not just a ticket selling platform, it can act as your complete 'event' or 'venue' website. It's easy to add range of new pages such as 'About Us' to create your full online website, therefore reducing costs on 3rd party companies.

Cloud Venue

Telephone sales

Telephone operators log in to the secure Cloud Venue interface and process bookings. Because access is via the Internet, operators can be based at a remote call centre or temporary booking office. Links can be added to the system giving the operator additional information including terms and conditions notices, event FAQs and seating plan guidance.

Reserved Seating

Create seating areas and seating plans to enable the sale of reserved seats. These seats can be offered to the customer on a best seat basis or the customer can choose their own seats. Your operators can also select seats directly from the plan.

Control of brand, fees and inventory

With Cloud Venue, control is maintained over every aspect of the consumer experience. The booking pages will reflect your website branding and you can choose what booking and postage fees to charge customers. Once they have entered their personal details you exclusively own that data for future use.

Cash flow benefits

All credit, debit card and PayPal transactions are paid directly into your bank account. Advanced Ticketing's charges will be settled separately through monthly invoices on Direct Debit.

Fulfilment

A choice of fulfilment methods for your different tickets and items. Define as many options as are needed. Thermal tickets can be printed directly from the system for post or collection. Offer customers the option of print-at-home barcoded tickets, which can be scanned for redemption at event using a USB or wireless scanner (optional extras).

Speed of set-up and making amendments

We will support the initial set up of your tickets in Cloud Venue. With direct access to Cloud Venue through a secure web browser in your office, home or on the move, you can quickly and simply make changes to inventory, pricing or promotions.

Cross-selling

Encourage purchase of additional events through crossselling.

Products can be recommended so that when one product is selected, another product is automatically offered to the customer based on customer preference.

Promotions

Customers can enter promotion codes to receive discounted prices or preferential availability to your inventory.

Membership

Sell membership packages to new and existing customers. Issue them with a username and password, and offer them member privileges, including preferential pricing or availability once they are logged in. New membership schemes can be created and people encouraged to sign-up to them online for free. Register interest and have their personal details remembered for future convenience.

Questionnaires

Additional information can be gathered from customers as they buy using feedback questionnaires. These can be made optional or mandatory and asked of all customers or just those who buy specific products.

The Complete Start to Finish Package

Working with our partner Ticket Zone we now offer the full end to end service so any ticketing worries are a thing of the past. We will manage the whole process, taking away any strain and giving you time to focus on the other areas of your event. Services offered include:

- > Call centre sales
- > Ticket fulfilment and dispatch
- > Cross product selling
- > Outbound calls
- > Site services at events

More information

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