TICKETINO White Label

Use state of the art technology under your brand – and at the lowest price!
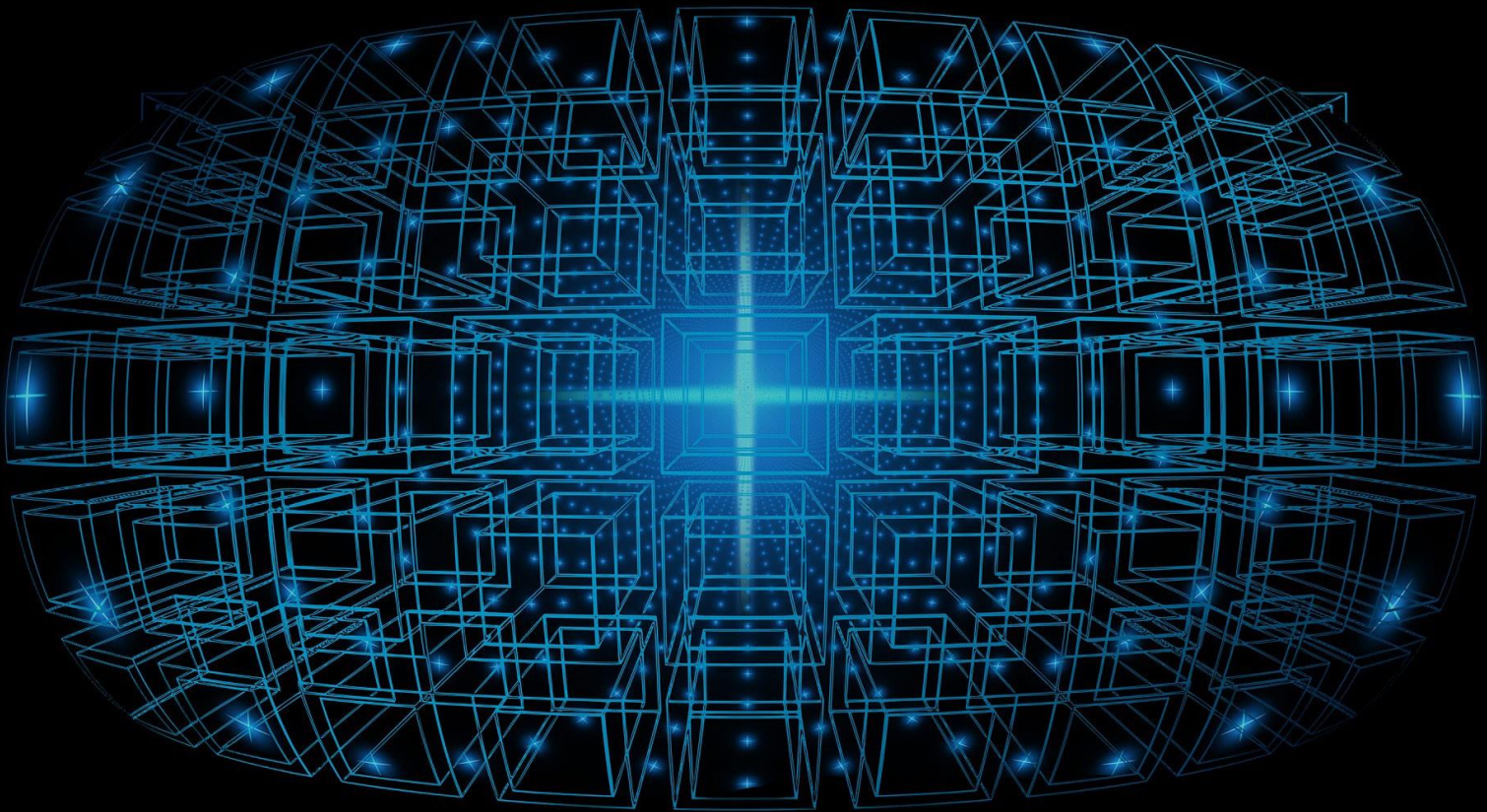
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1. What is a white label ticketing system?

Imagine getting your own fully functional, multilingual ticketing system including a web shop, platform to upload your event, back office, admission control software, and everything that goes with it, practically overnight. But that is not all! The system works across borders and is currency independent. If requested, you'll also receive access to a well-operating support department, a 24/7 call center, a network of physical points of sale, and an automated collection system. Furthermore, you'll profit from unbeatable conditions on all common means of payment.

This was unthinkable a few years ago. Developing a ticketing system was expensive and the implementation costs were time-consuming, failure-prone, and labour-intensive. However, things are different today. In-house developments are being replaced by Software as a Service (Saas), and acquisition and operating costs are largely eliminated thanks to a cloud-based software. TICKETINO, compared to its competitors, even goes one step further.

TICKETINO White Label does not only offer a web shop with your own brand, but also a complete all-inclusive solution with all processes, systems, employees and expertise, which you need for your successful ticket sales.

2. What are the advantages of a white label solution?

The use of the TICKETINO White Label system has the following advantages compared to in-house developments and competitive offers:

- ✓ Time to market
    - Start your business in a few weeks
- ✓ Implementation costs
    - Don't spend millions on own developments
    - Don't waste time with a poorly functioning system
    - Don't tie up your funds in unnecessary infrastructure
- ✓ Operating costs and maintenance
    - Benefit from unbeatable fee models
    - Save costs on third-party software and licenses
    - Benefit from automated product developments
    - Save yourself the trouble of negotiating with payment providers and use all common means of payment at top conditions
- ✓ All-inclusive solution
    - Outsource all processes and focus on your core business
    - Access a well-operating team and tried and tested processes
- ✓ State of the art technology
    - Use an always modern and coherent system
    - Don't worry about security and privacy protection
- ✓ International ticket sales
    - Offer your customers a multilingual buying process
    - Sell tickets regardless of currency, event venue or location of the end customer

Thanks to TICKETINO White Label you can fully concentrate on your core business. Don't waste valuable resources developing and currently maintaining a software solution, save on fixed costs and high operational expenses, don't tie up your funds, and solely concentrate on processes that you mastered and which will help bring you and your business to the next level!

3. Which target group is best suited for a white label solution?

Thanks to comparatively low implementation costs or fixed costs and attractive fee models, the TICKETINO White Label System is the first choice for a wide range of target groups. These include among others:

Existing ticketing companies
Are you running a ticketing business using outdated software? Is your solution no longer secure, user-friendly, and moreover no longer up to date? Are there major investments pending for the development or acquisition of a new system, which are threatening your return? In that case TICKETINO White Label is exactly the right software for you! Design your own shop with your brand and your corporate identity, transfer your events to a modern, user-friendly and above all secure system and benefit from all the features of the TICKETINO system, distribution network and back office.

Publishers / media companies
Do you own a publishing house or operate a media company? In that case the market entry into the ticketing business can open up new and interesting business areas for you. Ticketing and the provision of media services are complementary services by their very nature. In addition to media placements, you can offer your organizer customers the handling of ticket sales or respectively support your ticketing customers with your media services in their event marketing. Furthermore, you'll have events that provide particularly interesting content for your readers, and in addition, TICKETINO White Label offers you the ideal platform for the cost-effective handling of your own events.

Amusement parks and other locations with continuous operation
Are you an operator for an amusement park, a museum or a location with continuous operation and entrance fees? Then you can use the TICKETINO Application Programming Interface (API), which offers a user-friendly surface to integrate your own shop solution. Individual box office systems, admission control software (with or without hardware connection), ticket vending machines or own points of sale can be tailored exactly to your needs and programmed according to your corporate identity. In addition, TICKETINO's API is open, which means that apart from TICKETINO's development team your own developers as well as external providers can build on it.

Startups
Do you want to enter the ticketing business in a new market? But you neither have the budget for your own system nor do you know the necessary processes for successful ticket sales? If so, TICKETINO offers you an all-round carefree package with which you can immediately get started, even with little funds! Thanks to the modular structure you are not only using the TICKETINO system, including your own shop with your look and feel, but can also outsource all processes that are not part of your core business or which you can't or don't want to manage at beginning. In addition to the technical aspects, this also includes organizer and end customer support, payment processing, ticket sales via call centers and physical points of sale, transaction processing and dunning. The TICKETINO system is especially suitable for developing markets, thanks to its multilingual and currency neutral features.

Individuals with access to the market (agents, sales agents, bookers, etc.)

Do you have market access to events or artists? Because you are, for example, either a booker or operate in a market that has insufficiently been tapped in terms of ticketing. In this case TICKETINO White Label is the all-inclusive solution that will help you achieve your goal. Outsource all processes to trained event professionals and focus on what you do best: customer acquisition. The highly competitive white label fees offer you interesting return opportunities with minimal investments and, of course, minimal risk.

Festival organizers / organizers with large ticket volume

Do you organize events with a large ticket volume, have special demands on your system or are tired of paying horrendous fees to use an external and impersonal system? Then the TICKETINO White Label platform or a custom ticket shop can be of interest to you.

4. Which features does TICKETINO White Label offer?

TICKETINO's system is a perfectly coordinated in-house development – from the creation of the event and ticket sales to admission control and box office. Great importance was attached to intuitive user guidance during the conception of the system, which allows you to understand it immediately and without major training effort. In addition, the self-service platform also stands out for its flexibility. Customers of your white label solution can activate events and start the presale by themselves and without personnel expenditure on your part. Among other things, the system includes following features:

- ✓ Event activation on the self-service platform within minutes
    - Create your events in less than 3 minutes
    - Let your event organizers create and activate their own events via event organizer login
- ✓ Seat-specific ticket sale
    - Seat maps generated by specialized TICKETINO employees
    - Guest placement via drag & drop
- ✓ Free choice of payment methods
    - Invoice
    - Immediate transfer + SEPA direct debit
    - Credit card
    - Paypal
    - Twint
- ✓ Ticket sale across national borders
    - Currency-neutral platform
    - Multilingual system
- ✓ Presale via all common channels

- Multilingual online ticket shop
- Nationwide network of over 1,000 points of sale in Switzerland and Germany
- Activation of own points of sale at the push of a button
- 24/7 call center

✓ Various possibilities for admission control and box office
- ScanApp for IOS and Android, if requested under your brand
- Professional hand-held scanners
- Browser client
- Box office systems
- Badge printing
- On-site registration

✓ Flexible promo code features
- Discounts
- Promotions
- Voucher events
- Free tickets
- Subscription features

✓ Tailor-made implementation possibilities for your events
- Iframe
- Organizer ticket shop
- Booking module
- Facebook ticket shop
- Buttons / event links

✓ Detailed evaluations and marketing controlling
- Implementation of Google Analytics and Facebook Pixel on shop and event level
- Extensive statistics
- Complete access to your event and ticket buyer data

5. Which processes can be outsourced?

TICKETINO White Label has a modular design and is therefore particularly flexible. Depending on your needs and requirements, you can outsource almost all processes (apart from customer acquisition and ticket buyer marketing) to specialized employees or simply use the technical infrastructure.

TICKETINO White Label Modules
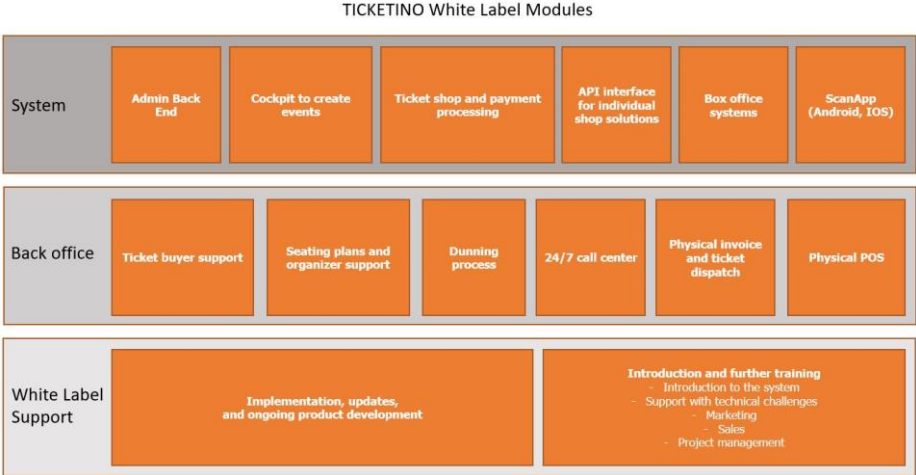
The amount of the White Label service fee varies depending on which modules you use.

6. How can I earn money with a white label solution?

The TICKETINO White Label service fee is designed in a manner that even at the highest service level it is far below the market price for ticketing processing. Included in the fee are, among other things, transactional costs (credit card fees etc.), usage of the system (incl. continuous development and maintenance) and depending on service level also ticket buyer and respectively organizer support, physical invoice and ticket dispatch, dunning, physical points of sale and a 24/7 call center for ticket purchases by phone.

The extremely competitive fees allow you a corresponding surcharge up to the customary market-based ticketing fees.
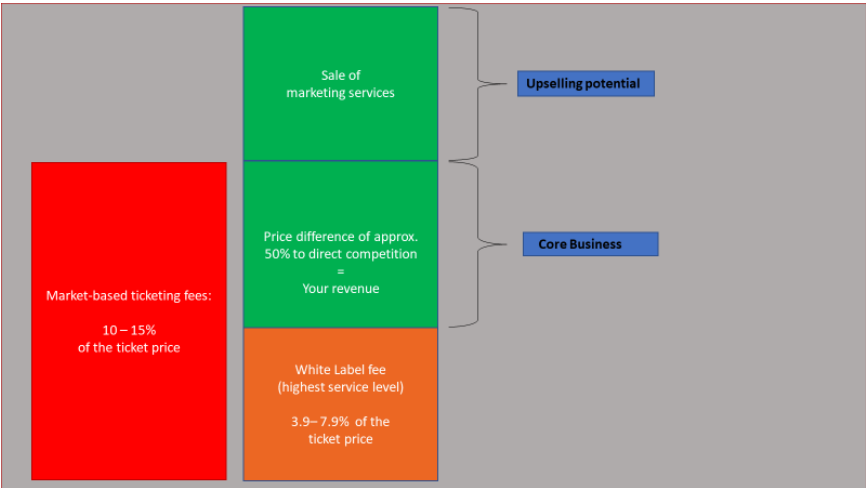
7. What are the factors of success, what do I have to provide?

In order to run your own successful business with TICKETINO White Label, you'll have to meet the following two factors:

1. Access to the market
The most important factor for success is access to the market, respectively to events or event organizers. In the ideal case you're already meeting this requirement, because you run a ticketing business with your own but outdated system or a third-party system, or because you organize events with sufficiently large ticket volumes. However, it is also possible to launch a startup, for example in a developing market with potential or to open a new business segment (diversification) if you operate a media company or similar.

2. Some capital
The TICKETINO White Label software distinguishes itself with a short time to market. Depending on your personal requirements you can start your own ticket sales with the software, just a few weeks after contract closing. In addition, your fixed costs for the implementation are very low. Please note, however, that development costs are expected depending on requirements for special solutions or for custom ticket shops programmed on TICKETINO's API. Depending on your business model you should also set aside sufficient budget for customer acquisition and marketing geared towards ticket buyers.

8. Which software solution is right for me?

In addition to a white label system, TICKETINO also offers a variety of innovative and user-friendly software solutions for every ticket volume. The following decision tree can help you choose the most suitable product for you. Please don't hesitate to contact us if you have any questions or if you are unclear about our products.
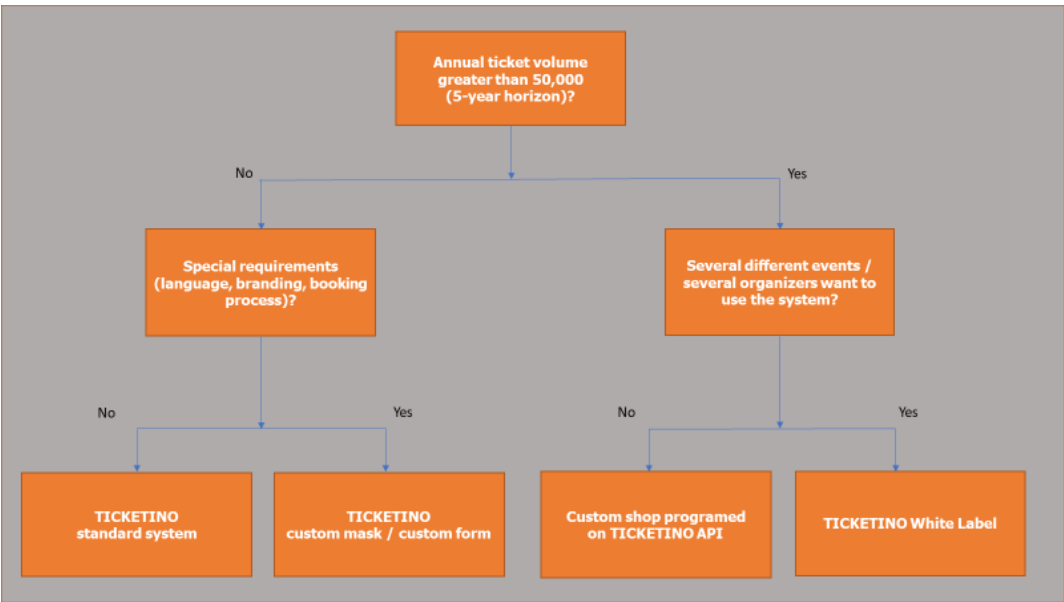
Our specialists will be happy to advise you by email (marketing@ticketino.com) or by phone (0041 43 500 40 96).

9. How can my solution look like specifically?

There are already TICKETINO systems in use in several European countries. At https://www.ticketino.com/ you can view our standard software solution and test it extensively after prior agreement.

You can find custom TICKETINO solutions for example under following link:

https://customforms.ticketino.com/de/Forms2019/TuricumGinLab (Switzerland)

or under:

https://www.circle.events/ (Germany)

Existing White Label solutions can be found, for instance, under:

https://www.vr-entertain.de/entertain/event/live/

Additionally, the TICKETINO system offers a user-friendly programming interface (**A**pplication **P**rogramming **I**nterface (API)), on which a completely individual shop solution can be programmed on, if required. This can be executed by your own developers, an external service provider or by TICKETINO's developer team.

Existing in-house developments by our customers can be found here, for example:

https://www.theater-rigiblick.ch/spielplan/kalenderansicht

10. I'm interested, what are the next steps?

TICKETINO offers appropriate and, if required, tailor-made solutions for every ticketing need with a ticket volume ranging from 1 – 10 million. The easiest way is to book a non-binding and of course free consultation, which includes a product demo with our specialists. In a personal conversation we can specify your requirements and find the right software solution for you - guaranteed!

Contact us at marketing@ticketino.com or by phone under 0041 43 500 40 96.

Visit us in person in our office in Zurich or book a telephone appointment with our customer consultants right here.