



Motor show offers visitors ticket in the fast lane with Motorola e-ticketing solution



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Company Overview

The Victorian Automobile Chamber of Commerce (VACC) is a non-profit association operating in the Australian states of Victoria and Tasmania. It aims to represent all motor industry and related businesses, promoting members' business interests in a fair market place.



Each year VACC manages the organisation and ticketing of the annual Melbourne and Brisbane International Motor Shows. The Melbourne Motor Show is the largest indoor event held in Victoria, and since 1996 has been hosted at the Melbourne Exhibition Centre. It occupies the full 30,000 square metre centre and the 8,000 square metre concourse. On average, more than a quarter of a million patrons visit the show each year.

The Challenge: Outdated, manual and time-consuming ticketing process

Tickets for the motor shows have traditionally been purchased and processed manually. Patrons would arrive at the event, queue to purchase tickets, and then queue again to enter the venue. VACC had no way of capturing ticket data, such as the type of tickets purchased or what time of day tickets were processed.

VACC wanted a solution that could improve the experience for patrons through reduced queuing time and one which would provide tangible and accurate data about ticket usage.

Peter Wright, IT manager of VACC said, "Due to the enormous volume of people that pass through our doors, VACC wanted to fast track attendees into the event wherever possible.

"We were also keen to get an insight into our customer demographics and behaviour, such as how many family and/or concession tickets are purchased for certain times and days, and what times people attend the event."

Customer Profile



Company

Victorian Automobile Chamber of Commerce (VACC)

Location

Victoria and Tasmania, Australia

Industry

Hospitality

Products

MC70 enterprise digital assistants (EDAs) and WS2000 wireless switch infrastructure

Solution

All the event tickets include a unique barcode, which is scanned upon entry by the Motorola MC70 devices with 2D optical bar-code readers. The scanners then link directly into a Motorola WS2000 Wireless Switch to create a real-time e-ticketing solution.

Benefits

- Increased data collection for post event analysis
- Decreased queuing time for attendees
- Improved OH&S
- Increased efficiency
- Overall cost savings

The Solution : Motorola's wireless infrastructure and MC70 EDAs with barcode scanners

VACC went directly to Motorola to develop a solution for e-ticketing at its events.

"We approached Motorola because they had a reputation as the market leaders for barcode scanners. We needed a system that could handle large volumes of tickets and communicate seamlessly across the 800m between the exhibition centre doors. The system needed to be rugged and reliable as we just can't afford to leave patrons stranded outside the show while we repair the system," said Wright.

The online purchasing portion of the new e-ticketing system was developed in-house by VACC. The tickets include a unique barcode, which is scanned upon entry by the Motorola MC70 devices with 2D optical bar-code readers. The scanners then link directly into a Motorola WS2000 Wireless Switch to create a real-time e-ticketing solution.

"Motorola helped us put together a solution that was really easy to set-up," added Wright. "It's as simple as taking it to the venue, and plugging it in. What's more we can use the same solution for the many other events we run."

"The support Motorola provided was second to none when we first set up the system in Melbourne. We were pleased to find the same level of support in Queensland, during the set up for the Brisbane Motor Show."

The Benefits : Improved efficiency, increased data collection and overall cost savings

The integrated e-ticketing solution has resulted in a range of benefits for VACC and patrons attending its events. The significant benefit for patrons is the ability to self-print bar-coded tickets from home or work. This provides quicker and more convenient access to the event.

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Additionally, the ticketing system can capture valuable information, such as patrons entry times, ticketing types, and preferred entry points, meaning VACC can analyse statistics and use them to plan for future shows.

"By knowing which doors patrons prefer to use when entering and exiting the event, we're able to assign a value to the different stands at the event. This means we can charge for display space according to its exposure level," said Wright. "We can also identify slow times for the show, and develop marketing activities, such as off-peak discounts to increase attendance during these periods and reduce load during peak times."

Another benefit of the e-ticketing solution comes from online marketing opportunities. Online bookings provide an option to receive information via email about other events. This means that VACC and its sponsors can send newsletters and information relating to similar events.

"The Motorola solution has provided many benefits that we didn't think about initially," said Wright. "For instance, bar-coding the tickets have assisted VACC in health and safety regulation compliance. The ticketing system scans and monitors security passes for event organisers, exhibitors, and sponsors, so an accurate number of people inside the venue can be confirmed at any given time. This is vital as Occupational Health & Safety requirements place a limit on the number of people permitted inside the venue at any one time."

Also the MC70 mobile computers can be used to send text messages to our staff, such as reminders that the event is closing in half an hour, or to be on the look out for certain people."

Future plans for system expansion

Looking to the future, VACC plans to expand and evolve its e-ticketing solution. Next year it hopes to bar-code and track every single pass issued to patrons and event staff at both the Melbourne and Brisbane Motor Shows. VACC also has plans to upgrade the solution by taking advantage of evolving 3G technology.

"VACC is currently trialling the new Motorola rugged 3G MC75 EDA and hopes to upgrade its hardware later this year. We are also looking forward to the development of Motorola's 3G technology, which could eventually mean that we don't need to set up the wireless infrastructure at all," concludes Wright.



MOTOROLA

Motorola Enterprise Mobility business, 10th Floor, 432 St. Kilda Road, Melbourne, Victoria 3004, Australia
Sales: +61.2.9882.8934 General: +61.3.9862.7000 Fax: +61.3.9862.7001 enterprise.au@motorola.com
www.symbol.com.au

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