

PARTNER PORTAL DEVELOPMENT FOR A SAAS COMPANY DELIVERING TICKETING AND FAN ENGAGEMENT SOLUTIONS TO PROFESSIONAL SPORTS AND ENTERTAINMENT

Client Problem/Opportunity

Background:

Our client, a leader in technology solutions for the sports and entertainment industries, developed a series of fan engagement offerings and unique ticketing solutions for various live entertainment partners and events, including professional and university sports teams. However, the burden of activating these specialty offerings fell on them straining their operational capabilities and restricting their client's ability to manage how the offerings were made available to the teams, concertgoers and the fanbase.

Solution

The Partner Portal was developed to give their clients more autonomy and control over their offerings to fans both in planning and in execution on gameday. From the various products offered, including student ticketing, subscription ticketing, last minute tickets, season tickets and seat upgrades to a variety of fan experiences such as locker room tours, running out of the tunnel with your favorite team, on field pictures, sideline access, attending post game press conferences, merch bundles and much more, the clients' operations teams were able to create new fan experiences, add inventory, set pricing, adjust descriptions

and post-purchase instructions, validate purchases, troubleshoot, and assign seats all from the platform. This enhancement drastically reduced the need for constant communication between both operations teams leading up to and during sporting events or concerts.

In addition to being able to fully manage their fan engagement programs and ticketing products, the platform included realtime reporting functionality with visual displays that allowed the team to monitor each program's performance by event. Furthermore, the customers' ops teams could add or remove varying levels of access to team members depending on their roles. The Partner Portal was instrumental in both empowering our client's customers and also alleviating the operational burden of its own employees, especially during the chaos of gameday.

Implementation

The solution was built by a team of 3 including a tech lead/architect, a full stack developer and a front-end developer. Our team proceeded to build the prototype of the application based on our client's requirements to help them determine the final set of requirements which led to the development of the fully functional Partner Portal under an agile team assignment.

