



## The Hub Solutions Events & Venues

The Hub provides club, festival, venue and event operators with a single digital platform to transform the customer experience. The Hub connects all contactless touchpoints on an end to end user journey and remotely manages many services, including public transport, car parking, access control, ticketing, ordering, payment and communications. This connectivity simplifies the management of the user experience, lowers costs and enables effective operations in a new Covid-19 impacted world. The Hub event management platform offers a unique range of new business solutions and is set up to provide:

- seamless customer journeys to enhance fan choice and convenience.
- customers with a contactless, cashless and more personalised experience tailored to meet social distancing requirements.
- an array of powerful digital tools to empower operators, re-configure core processes and thus transform customer experiences.
- connectivity that integrates world-class solutions across all digital devices and customer touchpoints.
- open, cloud-based, and secure architecture equipping operators with an agile, low-cost entry point.

By connecting and integrating all digital customer touchpoint's The Hub provides a unified, convenient, cashless, and more personalised experience. We can issue tickets in many forms from paper through to mobile and wearables, providing operators with the ability to manage access, and personalise communications with attendees before, during and after an event. Also, with EMV smart tokenisation The Hub can enable a range of pre and post-event revenues that can revolutionise the club, festival, event and venue management business case.

### **The Hub 'One Smart Event Management' Platform**

The Hub Platform can be used to deliver interconnected customer experiences resulting in shorter queues, faster transactions and throughput as well as a more enjoyable experience. The Hubs' unique mission control dashboard provides the local operator with a 24/7 real-time ability to manage all transactions and monitor all operational performance remotely. This enables them to then run clubs, venues and events more profitably whilst exceeding customer expectations.

The Hub platform is used to remotely manage any hardware device and networked touchpoint using a mission control. This is possible as it is an open 'plug and play' middleware platform with multiple interoperable software engines that enable any user-facing application across any digital channel. The solution is based on an open technology platform based on a Java Spring Framework and Amazon (AWS) cloud-based infrastructure. All users share a 24/7 real-time centralised control that acts as a personalised dashboard to the individual user as well as a full enterprise central dashboard for operators.

# The Hub event management solutions



## 24/7 mission control dashboard:

Core to The Hub is a permission-based, central control mission control dashboard which remotely manages 24/7 any networked device and touchpoint. This mission control also can analyse performance and processes in real-time. The mission control is used by help desks as well as all involved management. At the same time, users can also be given access to control their account details which can define and then automate a unique personalised service.



## Analytics and performance:

Any data that is processed through The Hub can be included in any bespoke analysis or report. Most businesses will set Key Performance Indices (KPIs) and The Hub can create KPI driven analytics and performance reporting 24/7 and in real-time. Bespoke diagnostics can be invaluable and ultimately provide unique insights where others cannot.



## Venue Staff management:

The Hub can separately register all employees to provide 24/7 monitoring and remote management of staff. This would be separated from the mass ticketing solution. Recently we have added a staff health and safety solution to The Hub with a mobile ID capability, inclusive of Covid-19 status.



## Fan-based CRM and loyalty:

The Hub provides capabilities to register, communicate and manage VIP and loyalty programmes, including ticketing, access control and payment in an integrated digital wallet for members and guests. All data collected provides the ability for The Hub Platform to personalise and reward loyalty. This is a core objective of all fan-based activity run by The Hub and we are enabling fan zones as VIP areas within events and venues on a global basis.



## Account-based membership and ticketing with personal ID for certification:

The Hub offers secure online and over-the-air customer registration and account set-up. During registration, we begin the process to personalise the account to enhance the customer experience. Using The Hub this includes not just registration but recurring and future use on account.



## Ticket issuance and tokenisation:

The Hub has issued over 40m tickets over the last decade and remotely managed a variety of ticket form factors from plain paper to plastic magnetic stripes, barcodes or QR codes. Over the last 10 years, these form factors have rapidly become smart tokens e.g. contactless EMV chips embedded in wristbands. The Hub can also issue any form of smartphone ticket and we are currently issuing QR coded certificates for COVID-19 immunity as part of a bundled ticket and readable certificate.



## Access control readers and validation:

The Hub remotely manages contactless readers which are used to ID validate the ticket. Having been through a period where paper ticket dominated we are now in an era where the future is smart contactless and even ticketless tokenisation such as wristbands with contactless chips in them. Given that the Hub both issues devices as well as manages the readers all data goes back into the mission control. This provides The Hub with the ability to personalise the experience and optimise operations.



## Any hardware remotely managed securely:

The Hub is agnostic to any hardware used for payment, access or ID. This allows clients to choose the best value hardware to run their business and to own the data from it. The Hub ensures all data and devices are secure using a variety of encryption techniques as well as physical security that meets such things as EMVCo and PCI DSS payment standards.



## Location-based content including dynamic pricing:

The Hub can remotely manage location-based promotions as well as dynamic content on either big or small mobile screens. This can then be used for entertainment messaging, notification and advertising. We can even remotely manage dynamic pricing and capping for traders to support a tailored, flexible price to maximise revenues on site.



## On-site retail trader services:

The Hub integrates point of sale (POS) and hand-held devices to provide tailored ordering, purchasing and payment services, including click-and-collect. The Hub works with operators to provide real-time performance insights to maximise the value of the retailing estate.



## An operator run payment platform:

The Hub is bank accredited to process EMV issuance and payments. It can handle both Open (EMV) and Closed-loop systems as well as offer a full range of fintech services. Although disappearing fast, The Hub can manage cash but is increasingly focused on being a gateway to contactless tokenisation and payments. This includes smart card and mobiles using payment wallets such as Apple and Google Pay as well as our digital wallet which empowers fans with a single mobile application including payment.



## Virtual Events:

The Hub can run virtual events through any digital channel. These come in many forms, but we have created a virtual template that can be re-used for and incorporates all aspects of online entertainment as well as eCommerce. Any access by viewers can be registered and any interaction logged to personalise the experience and stimulate online transactions. We have set up a unique virtual events eCommerce solution for mobile and www with Mastercard which reduces operator master merchant fees significantly.



## Health and Safety at work:

During the COVID-19 crisis, The Hub quickly built three plug-in mobile apps and re-configured their platform. In this solution, we include the issuance of a picture based QR coded mobile certificate indicating passed antigen, antibody and/or vaccination results. This now has an additional eight new plug-in apps including these certificates that are being offered to all operator HR departments managing the safe return of their key workers. This is essentially an adaptation of The Hub ID suite of smart ticketing and therefore can be included as a part of the smart ticket issuance. We are delighted it has recently received an Innovate UK grant.