

IBM Performance 2011

Smarter Decisions. Better Results.



Tele Ticket Service

Bringing Ticketing Insight as a Service

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16 November 2011

Take-aways for today:

1. Business Analytics is a game changer.

2. Cloud-based solutions allow you to focus on your core business.

Lunch



Tele Ticket Service

25 years ago...



Tele Ticket Service

Today : Market Leader in Full Service Ticketing

The challenges of ticketing?



€ ??
€28?
€ 36?
€ 41,5?
€ 37?

€ ??
€28?
€ 32?
€ 25?
€ 26?

€ ??
€28?
€ 22,5?
€ 17,5?
€ 20?

How can we decide on the right price?

November 2012

Z M D W D V Z

How can we decide on how many shows we think we should organize?

2 3

4 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25



Not to underestimate the impact during fast-selling events, requiring split-second decisions.



- U2:
 - How to achieve double revenue in a U2 concert?
- Urbanus:
 - Can we create a hype to maximize value? What price will support that hype-creation?
 - Evolution from 2,5 tickets to 4 tickets per order...



Tele Ticket Service is Belgium's leading full service ticketing company (est. 1986).

Delivers a technologically advanced ticketing platform for:

- Concerts & Events
- Pro League (Soccer)
- Fairs & Exhibitions

Tele Ticket Service wants to take the next step in delivering added value to customers using Numius Platform Services, a private cloud solution for Business Analytics.



Tele Ticket Service

Changing the game with Managed Predictive Analytics



2000 seats?

4000 seats?

5000 seats?

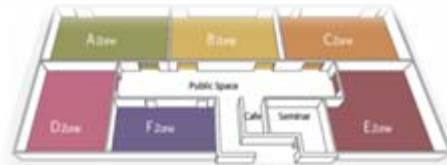
How can we decide on the nr. of seats per type ...
and the nr. of types? Can we make them flexible?

Can we define a flexible and agile pricing scheme for event-tickets, just like airlines do today?



Customer Segmentation to run targeted marketing actions

- Find reasons why people attend concerts
- Understand ordering and attendance behaviour
- Isolate causes for Buy/No-Buy decision
- Combine causes to form segments
- Determine likelihood and succesrate of segments
- Perform correct marketing actions
- Ex Post analyses of marketing action effectiveness



Information about the exhibitors



Survey data



Fair data, investment, nr. of visitors, duration, fill rate, ...



Internal structured data; CRM, Finance, budgeting, fair planning, ..., information

Information is everywhere...

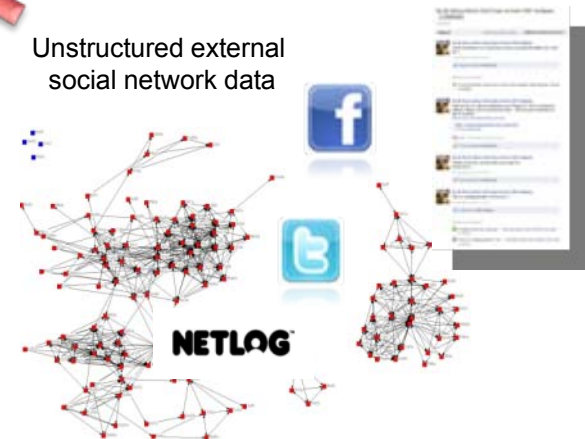
More & more will be available through Cloud services...



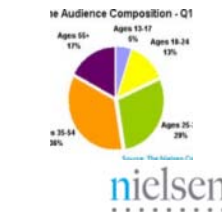
Visitor intell and behaviour, scanning data, ...

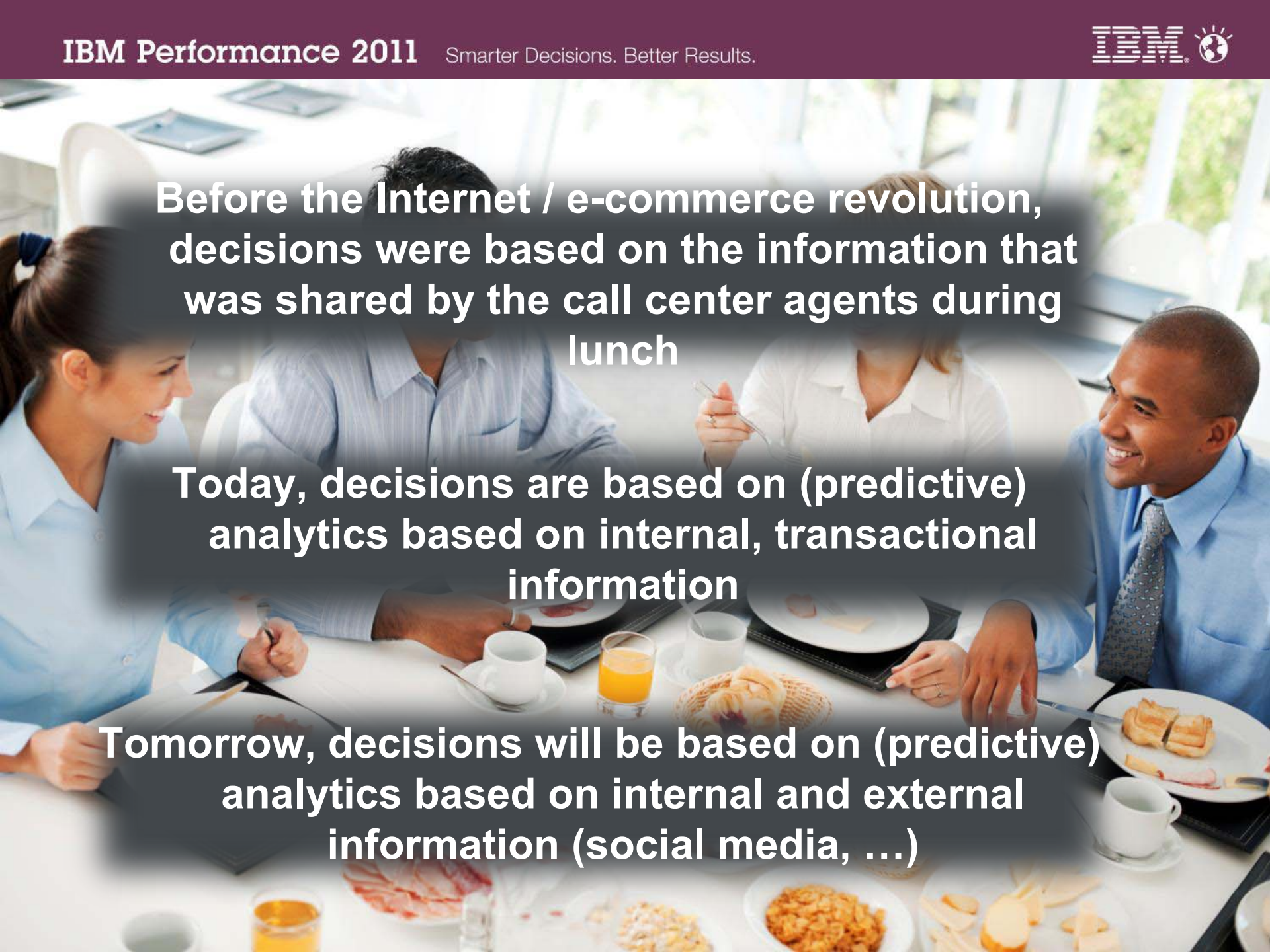


Unstructured external social network data



External market data



A group of four business professionals (three men and one woman) are seated around a table in a bright, modern office setting, engaged in a meal. They are dressed in light blue business attire. The table is set with white plates, glasses of orange juice, and coffee cups. The background shows large windows with a view of greenery outside.

Before the Internet / e-commerce revolution, decisions were based on the information that was shared by the call center agents during lunch

Today, decisions are based on (predictive) analytics based on internal, transactional information

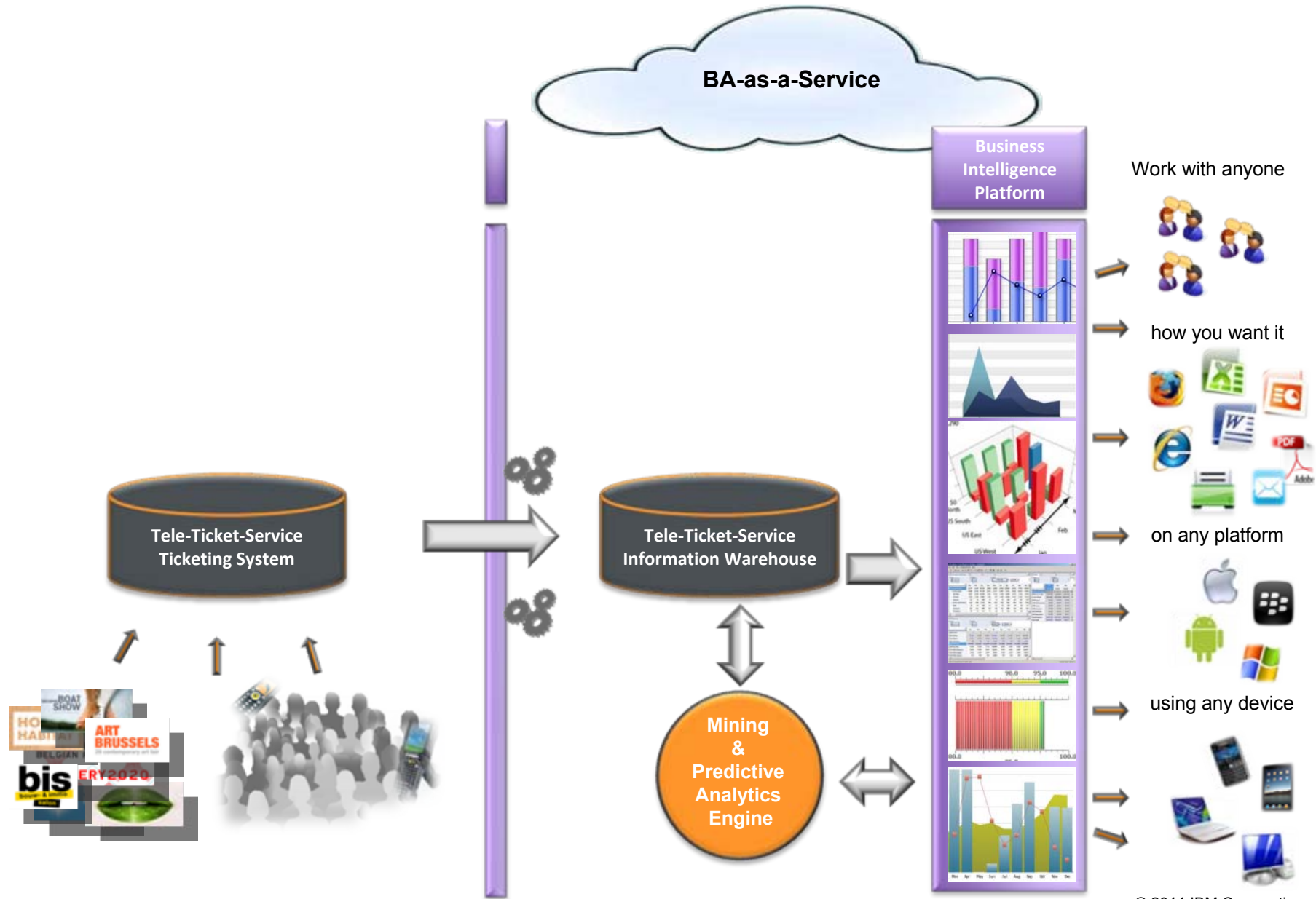
Tomorrow, decisions will be based on (predictive) analytics based on internal and external information (social media, ...)

Tele Ticket Service and Numius Platform Services

Choosing for a Business Analytics Cloud Solution

**Focus on your
core business**

**“Search Engines” will become “Answering engines”.
These will be built in the Cloud.**



FLEXIBLE

COST EFFECTIVE

numius

PLATFORM SERVICES

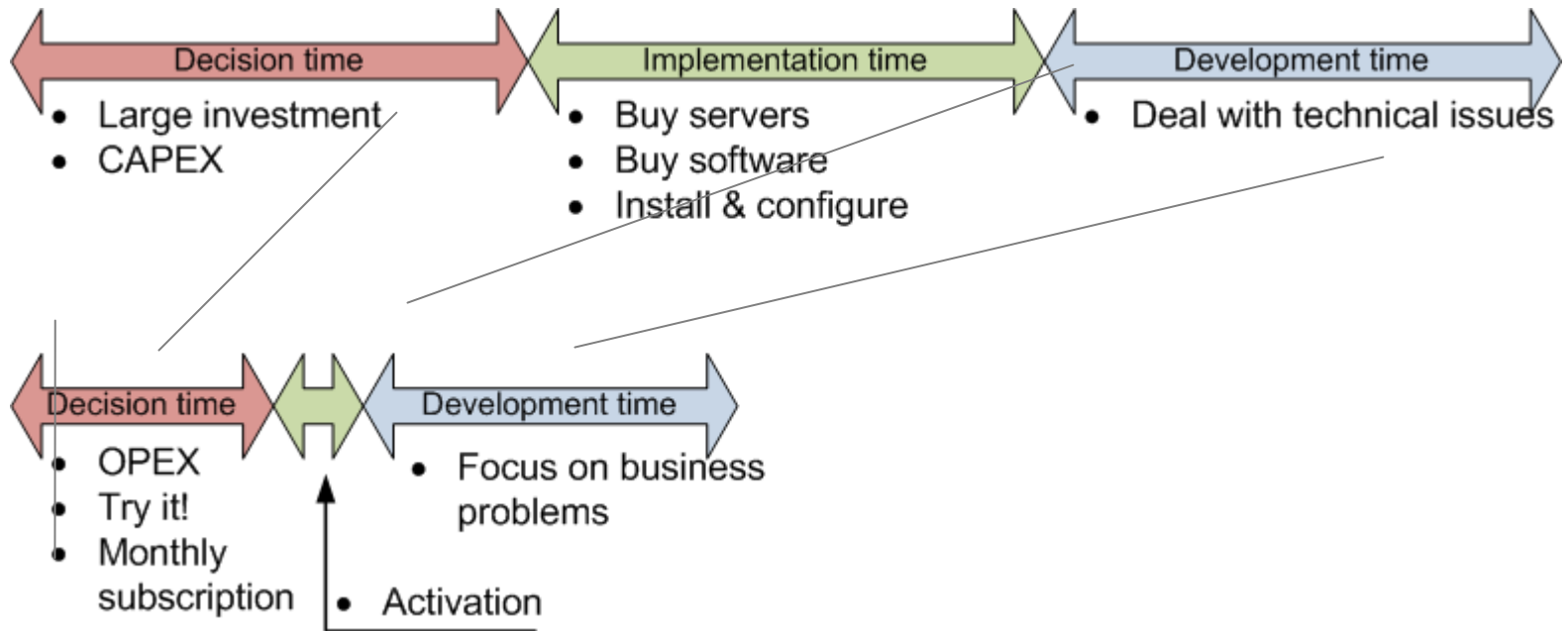
SECURE

FAST PERFORMING



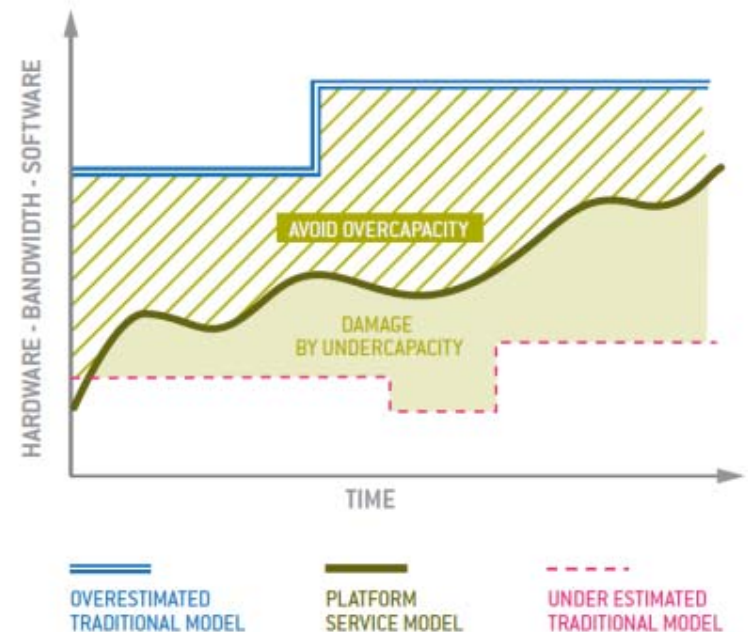
**The Solution...
Numius Platform Services**

Speed to market



When is BA-aaS relevant?

1. Fast deployment
2. OPEX, not CAPEX
3. Uncertainty about usage pattern
4. Fluctuating BI needs



Tele Ticket Service

Some Results

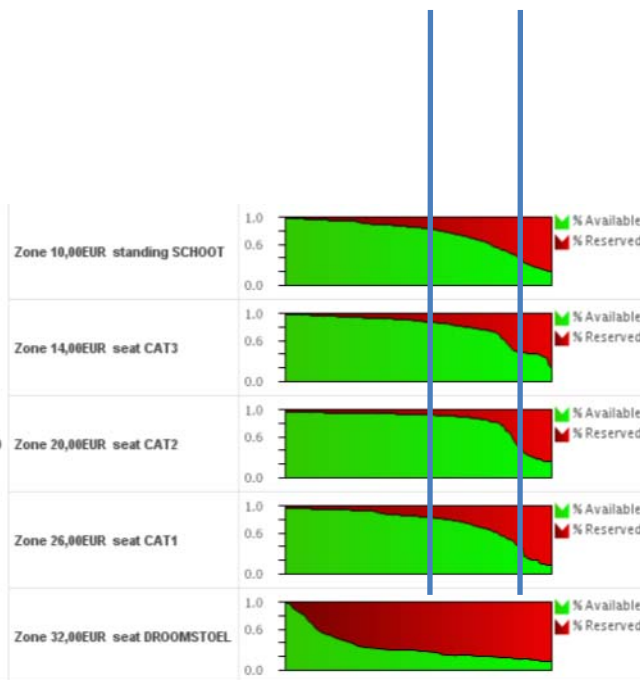


- Best-Seat-in-the-House
 - Sells faster in 2010
 - Has become more expensive
- Category 1
 - In 2010 fewer ‘last minute’ sales
- Category 2
 - Stable over 2 years
 - **Price is correct**
- Category 3
 - Sells less in 2010
 - **Make them cheaper**

2009 VS 2010 / Pricing of Tickets

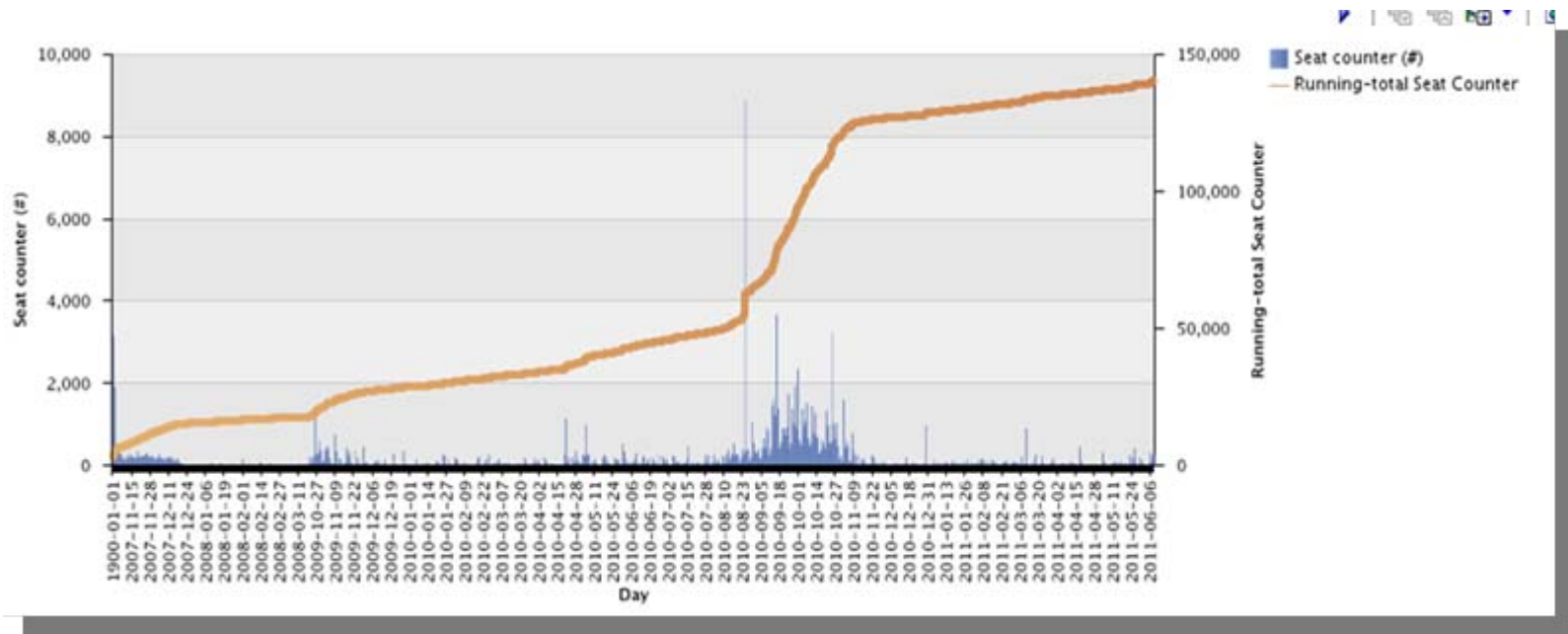
Show 2010 / timing actions

- Category 1-3 decide late to buy
 - Give early bird discount
 - Start selling later
- “Best-seat-in-the-house” momentum fades as general seating becomes available
- No category “sells out”
 - Category 3 closes with largest proportion of free seats.



Reservation evolution graph

- Cumulative overview of reservation behaviour.



Segmentation using IBM SPSS

CUS_ID & EVT_DESC

File Generate Preview

Model Settings Summary Annotations

Sort by: Support % 148 of 6223

Consequent	Antecedent	Support %	Confidence %
Night of the Proms Antwerpen 201...	Night of the Proms Antwerpen 2009 = T	68,339	52,752
Night of the Proms Antwerpen 201...	Clouseau, De Laatste Ronde = T	10,658	82,353
Night of the Proms Antwerpen 201...	Clouseau 10x10 = T	10,345	72,727
Night of the Proms Antwerpen 201...	Marco Borsato, Wit Licht = T	9,404	70,0
Night of the Proms Antwerpen 201...	Clouseau, De Laatste Ronde = T	8,777	89,286
Night of the Proms Antwerpen 201...	Night of the Proms Antwerpen 2009 = T	7,837	84,0
Night of the Proms Antwerpen 201...	Clouseau 10x10 = T	7,837	84,0
Night of the Proms Antwerpen 201...	Night of the Proms Antwerpen 2009 = T	7,837	84,0
Night of the Proms Antwerpen 201...	Marco Borsato, 3Dimensies = T	7,21	91,304
Night of the Proms Antwerpen 201...	Clouseau 10x10 = T	7,21	91,304
Night of the Proms Antwerpen 201...	Clouseau, De Laatste Ronde = T	7,21	91,304
Night of the Proms Antwerpen 201...	Marco Borsato, Wit Licht = T	6,583	85,714
Night of the Proms Antwerpen 201...	Night of the Proms Antwerpen 2009 = T	6,583	85,714
Night of the Proms Antwerpen 201...	Marco Borsato, 3Dimensies = T	6,27	95,0
Night of the Proms Antwerpen 201...	Night of the Proms Antwerpen 2009 = T	6,27	95,0
Night of the Proms Antwerpen 201...	Clouseau 10x10 = T	6,27	95,0
Night of the Proms Antwerpen 201...	Clouseau, De Laatste Ronde = T	6,27	95,0
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Night of the Proms Antwerpen 201...	Marco Borsato, 3Dimensies = T	6,27	95,0

PROBABILITY OF "CONSEQUENT" HAPPENING WHEN "ANTECEDENT" HAS HAPPENED

WHICH % OF CLIENTS HAVE "ANTECEDENT"

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Get a free lunch...

www.numius.eu/freetrial



Questions ????