



Case Study: Sports





GLASGOW ROCKS, SCOTLAND

SEATADVISOR PRODUCT: SABO SPORTS

“WE HAVE BEEN RESEARCHING ALL OF THE AVAILABLE TICKETING AND DATABASE SYSTEMS FOR THE PAST YEAR, AND SABO’S WEB-BASED EASY TO USE SYSTEM IS THE ONE THAT MEETS OUR NEEDS.”

*Bruce Cook
General Manager,
Glasgow Rocks*

THE GLASGOW ROCKS will use SABO - a powerful & feature rich feature rich web based ticketing system to manage all aspects of their venue from the box office to the marketing department.

The Glasgow Rocks, Scotland's most successful BBL Pro Basketball team located in the Braehead Arena, Glasgow, will use The SABO integrated ticketing, fundraising, and customer relationship management (CRM) and access control solution.

“We have researched available ticketing and database systems for the past year, and SABO's web-based easy to use system is the one that meets our needs,” said Bruce Cook, General Manager of The Glasgow Rocks. “We are in the very beginning stages of a marketing campaign, and SABO's seamless view of our customers and clients, coupled with the management tools that we can now place in the hands of the many organizations that call The Scottish Rocks home, convinced us that now was the time to make the jump”.

Using SABO's integrated, single database solution, The Forum Waterford will have access to ticketing, fundraising, marketing tools, crm and access control functionality allowing all departments manage their operation from one live real time system.

While the team competes in both cup and league events, their biggest focus is on creating an interactive, fun day out for all the family on game days. The SABO system provides the data management and analysis tools necessary to improve relationships with existing customers, and marketing tools to attract new ones.

Key Facts

Client

Glasgow Rocks

Location

Glasgow, Scotland

SABO Solution

SABO SPORTS

Organization Profile

The Glasgow Rocks are Scotland's only pro basketball team. The Rocks compete in the British Basketball League (BBL) - Britain's top professional league. They have just completed their 10th season in the League, In that time the Rocks are proud to have been BBL Playoff Champions in 2003 and runners up in 2006 and 2007. The Rocks play their home games at the fabulous 6000 seat Braehead Arena.





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Implementing the solution

“Glasgow Rocks is a great example of an organization dedicated to getting the most out of our system,” said SeatAdvisor Europe MD Hugh O’Morain. “They’ve realised it’s not just about ticketing anymore. They work with many groups, and have many different departments within their organization. Replacing the multiple systems they currently use to manage marketing, fundraising and ticketing initiatives with one unified system will be vital to their success.”

Glasgow Rocks is the latest Sports venue in SeatAdvisor’s growing client list, and joins, The Knockhill International Racing Circuit, The Del Mar Race Course and The Bendigo Schweppes Arena among others.

About SeatAdvisor

SeatAdvisor provides a fully integrated ticketing, customer relationship management, and fundraising software system for the sports, arts, live event and family attraction industries.

The SABO web-based system has been built on the latest technology, for entertainment industry professionals.



At the core of this powerful solution is a single, real-time view of the customer’s data across all organizational levels, combined with business intelligence analytic tools that will ultimately deliver more revenue and profits. SABO currently serves clients in America, Europe and Australia, including: The Troxy (UK), The Fires tation (UK), The Alex Theatre (USA) and The Crossing Theatre (Australia)

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For Further Information:

You might also like to watch some video demonstrations of our system or to download further case studies. To see an online presentation about SeatAdvisor and the SABO ticketing system, go to the following link and make sure you have Flash Player 8 as a minimum loaded on your PC.

http://www.seatadvisor.com/DEMO/SABO_presentation_new/player.html

SeatAdvisor has offices in the United States, Europe, and Australia.

SeatAdvisor Europe MD
Hugh O’Morain