

# Smart football club

- improve your ground security
- revolutionise the way you manage your loyal supporter base
- generate significant additional revenue streams

Our highly secure contactless smart cards and back office software use cutting-edge technology to deliver:

- simplified and streamlined ticketing
- access flow control at every turnstile
- enhanced supporter security
- effective loyalty schemes that really encourage spending on club products
- increased transaction volumes in the ground
- built-in flexibility to expand the scheme over time



**FortressGB**

The smart systems integrator

# Smart football club

Using highly secure microchip technology, we provide football clubs with a user-friendly but extremely effective range of applications which can be loaded on their smart season ticket card.

## Why?

- maximise supporter loyalty by making the football and match-day experience as exciting and involving as possible
- enhance supporter security
- encourage supporter expenditure inside the ground
- incentivise early attendance

...The Smart football club scores on all these points!

Using highly secure microchip technology, we provide football clubs with a user-friendly but extremely effective range of applications which can be loaded on their smart season ticket card. These could include:

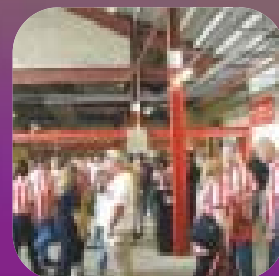
- smart ticketing and access control
- cashless purchasing
- off-site purchasing
- club resource management
- innovative loyalty scheme
- betting
- lottery
- family card system with 'sub-cards'
- integration with the club website

There's almost no limit to the combinations of applications that can be loaded on a card – the choice is yours.

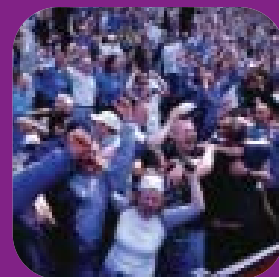
## How?

Every football club is different, so we tailor our smart card solutions to the specific requirements of each club. The modular nature of our smart card solution means you can start with a single application and build up your ideal system over time. It's simple too: our back office software and hardware can integrate to existing systems, and are designed to be self-managed.

Fortress GB smart cards are so secure that they comply with UK banking standards. This means you can introduce cashless purchasing through our e-Purse application, both inside and outside the ground, with complete peace of mind.



# innovative applications



## Access Control

Fortress GB's advanced contactless access control system integrates with your existing turnstiles, mechanical or electrical, to provide maximum throughput of supporters in the shortest time while maintaining high levels of security.

Using their secure contactless smart season cards, all supporters need do to enter the ground is to wave their card in front of the contactless card reader installed in the turnstile. Thus enabling the club to enjoy great cost savings by having unmanned ticket booths.

The innovative "block list" feature, which is integrated to the system, can alert club's supervisors whenever known trouble-makers attempt to enter the ground.

Fortress GB access control solution for stadiums is not only easy to operate and requires low maintenance, but also highly reliable, allowing the club to operate smoothly in the event of communication or power failure.

## Ticketing

The smart season card can replace both season ticket and one-off ticket sales. Smart season cards are loaded with all match, stand, turnstile and seat information at the start of the season. The same card is then used through the season, and also can be used over the next seasons. Cup game tickets can also be loaded on the card. Single tickets are sold through traditional outlets, by telephone or through the Internet.

A smart season cardholder who cannot attend a match, can re-sell his ticket to the club, which then removes the ticket for that match from his card. The club can re-sell the ticket, better managing its resources and making higher profits.

- convenient to carry and use
- long lasting – saving yearly production costs
- impossible to forge
- can block trouble-makers from ground
- easily replaced if lost or stolen

## Loyalty Schemes

Loyalty points are awarded for purchases made by the smart season cardholder in the club's retail outlets, in selected local shops and through the club's website. The card is automatically credited with the points, which can then be set against the cost of purchasing further club-related merchandise.

The loyalty scheme stimulates additional customer traffic and encourages higher spending as well as tightening the connection between the club and its supporters, who feel they received value for their continuous support. Collected points can be redeemed wherever the club chooses – in the ground, at club merchandise stores and at participating stores. Points can be redeemed on their own or as a part of the bill, in conjunction with money.

Card holders can view their loyalty points balance through the internet.

## The cashless stadium

Imagine cutting cash-handling costs to zero, dramatically reducing theft and fraud while encouraging higher spending and achieving faster transaction times.

Fortress GB's Smart football club can deliver exactly that. The e-Purse application enables each card to carry e-money or a credit line. Fixed and portable smart card readers are installed at points of sale both inside and outside the ground. Supporters can use their card to pay for anything from a programme to team strips for the entire family! The card can also be used for purchasing in vending machines, for video games and is also perfectly suited to betting, as electronic certificates confirming each bet is issued.

Lost or stolen cards can be blocked, and the balance left on them can be transferred to the new card issued.

## Family Cards

Each smart season card can be designated the 'parent' card for a number of additional 'sub-cards', which can be issued to children and other close family members. The authorised cardholder simply transfers loyalty points and e-money from the parent card to the sub-cards, which can then be used like a regular smart season card. The parent cardholder thus remains in complete control of family spending at the club. Spending becomes easier for all family members. They can shop at the same time, but they don't have to visit the same stores together; in this way they save time and miss none of the match-day excitement.



## Stadium Resource Management

The Smart football club offers many benefits for the club, as well as supporters. Issue each staff member with a smart card, and they can use it to gain access to restricted areas, to car parking, to register their attendance and to pay for meals. The cards can also be used to monitor stock withdrawals in club retail outlets, thus increasing management control and reducing fraud.

# further benefits

- **Powerful marketing database**

The Smart football club is configured to deliver and maintain a comprehensive supporter database. Every card use is recorded, enabling the club to have an up-to-date attendance report during the match and an accurate profile of its fanbase: a formidable marketing tool.

- **Integration with the club's website**

By attaching a simple card reader to a stadium kiosk or a home PC, the smart season card can connect directly to the club's website, without the need to log on to the internet. This much-simplified access system has the power to increase website traffic substantially.

- **Additional revenue streams**

Fortress GB's unique bank-approved clearing facility means that the card can be also used outside the club at selected local retailers. Such transactions can earn the club commission from the retailer.

There are almost no limits to the ways in which the Smart football club could change the way your club does business. If you like what we've got to say, call us for a no-obligation discussion of how the Smart football club can benefit you.



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