

NEWC - TICKET SOLUTION FOR FOOTBALL CLUBS



SMART TICKET SOLUTIONS FOR DANISH FOOTBALL CLUBS SAVES TIME AND INCREASES LOYALTY

In collaboration, Delfi Technologies and NewC solve the need for an efficient management of tickets and access control that links online and physical channels together. The solution contributes to increased loyalty at DBU (The Danish Football Association) and football clubs in the Danish Super League.

Today, new technology is making it possible to digitize more and more areas with the ambition of being able to save time while creating a coherent experience across different channels. This also applies to the football clubs, which are increasingly working to gamify and digitize the customer experience for fans and sponsors - all to make the journey for fans and visitors better and more interesting.

One of the areas that is being working with is the ticket management and the access control at football matches. Both DBU and several football clubs in the Super League have

chosen the company NewC, as a partner in ticket systems and loyalty experiences, as NewC works strategically to improve the fan experience - a collaboration that Delfi Technologies is a key part of, says Tim Berggren, who works with Business Development at NewC:

- Although our focus today is primarily on digital solutions, our collaboration with Delfi Technologies allows us to link together the need for online and offline presence in the football clubs. We use ticket printers from Delfi Technologies as an important component in our ticketing system and it allows us to offer a service-oriented and cohesive experience that ultimately benefits football clubs, fans and visitors.

INTERNATIONAL AMBITIONS

Delfi Technologies is a European supplier of barcode solutions that, like NewC, also has its primary focus on digital systems. However, there is still a general need to fuse the digital world with the physical across all industries, and the collaboration with NewC is a good example of just that.

At NewC, they are not only working with customers at a national level. The company uses leading international technologies to customize the loyalty experience in large,

as well as smaller, football clubs. Therefore, there is also a growing interest from international football clubs looking at how the Danish football clubs work effectively with ticket systems and access control.

- As of right now, our primary customer segment is in Denmark and Sweden, but we also experience a great demand from



abroad in general, which draws inspiration from how we work with the technology here in Denmark. So, you can say that we have international ambitions, and we are ready to expand our presence and help more foreign clubs, says Tim Berggren.

ABOUT NEWC

NewC offers solutions within loyalty and e-money, as well as ticket and access control to Danish football clubs. NewC can supply all components of the digital strategy for fans, sponsors and stadium operations - including ticket solutions with leading functionality in access control, accounting, loyalty, e-money, advanced season ticket options, hospitality, live monitoring, reporting, and smartphone solutions.