

DELIGHTING FANS AT THE WORLD'S MOST POPULAR MUSIC VENUE

Agilysys solutions enable great service and drive revenues throughout The O₂ Arena

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This is a world-class venue and we want a world-class approach to guest experience management. With the help of Agilysys that is what we are achieving.

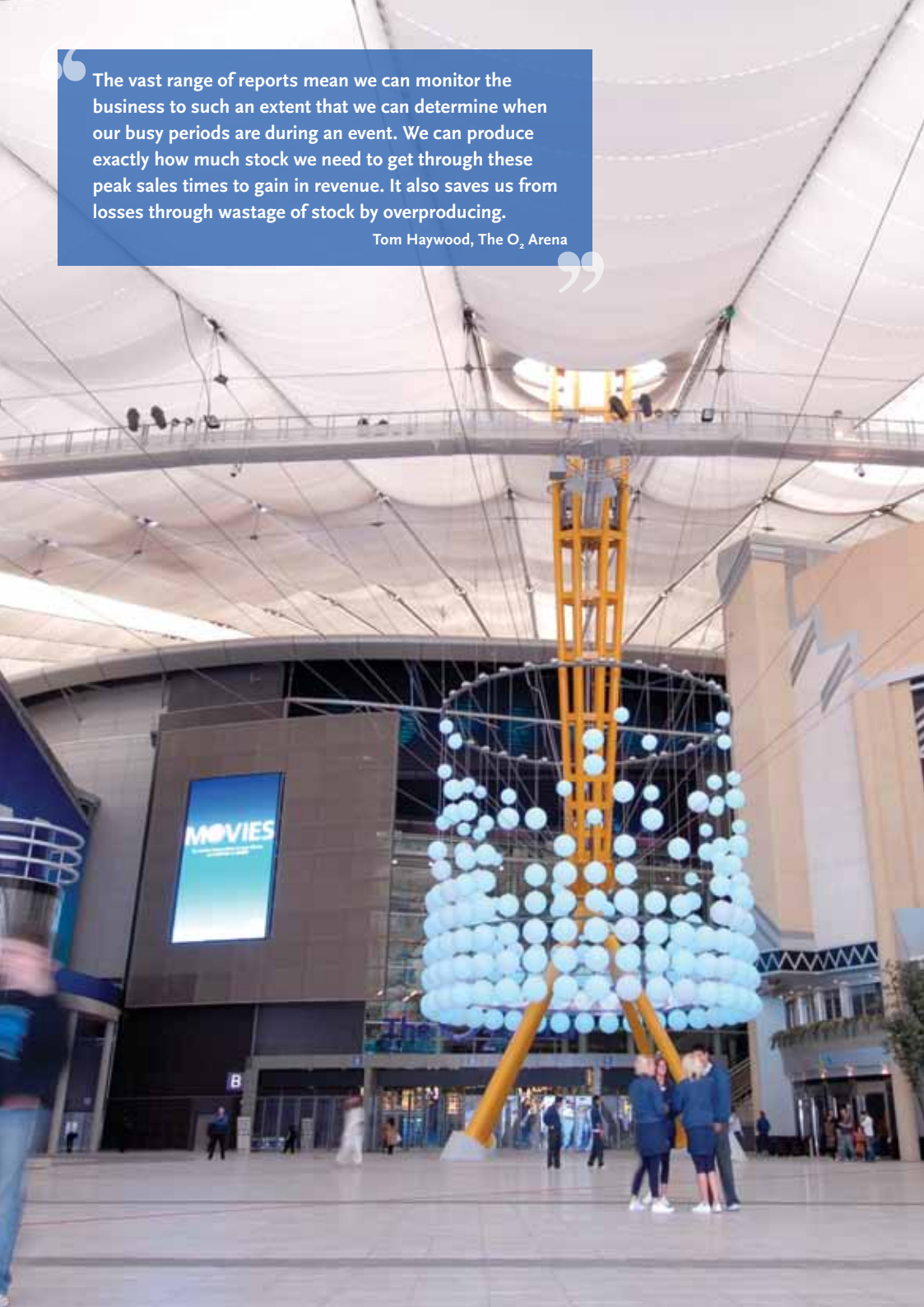
Tom Haywood, The O₂ Arena

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“The vast range of reports mean we can monitor the business to such an extent that we can determine when our busy periods are during an event. We can produce exactly how much stock we need to get through these peak sales times to gain in revenue. It also saves us from losses through wastage of stock by overproducing.

Tom Haywood, The O₂ Arena





The O₂ Arena opened at in July 2007 in Greenwich and, with ticket sales exceeding one million for the remainder of 2007, it officially replaced Madison Square Garden as the world's most popular music venue. Owned by entertainment giant AEG, the site includes a 26,000 capacity arena, a smaller 2,350-capacity live music venue called indigoO₂, an 11-screen cinema complex, exhibition centre and an Entertainment Avenue with 20 units including bars, restaurants and cafes.

Hospitality and foodservice operations are run by Levy Restaurants inside The O₂ Arena and are supported by Agilysys, which implemented its award-winning InfoGenesis Point-of-Sale (POS), Eatec Inventory, Purchasing and Suite Management and mPOS handheld ordering devices. This including implementing the Microsoft SQL solution on IBM SurePOS hardware installed at 266 locations in the main arena. This integrated solution enables service to be far faster, ensuring the financial benefits of having these systems is seen by all. For example, average customer bills/

receipts increased by 10% simply by introducing an extra round of drinks into the set period of selling time available.

AEG particularly liked the solution's openness: its ability to integrate with other systems in key areas such as mobile phone ticketing, events management and staff scheduling.

"The management team at The O₂ and Agilysys believe the speed and accuracy provided by the hospitality POS and inventory solution has played a key part in achieving our goals during events," says Tom Haywood, The O₂ Arena. "Staff are using handheld mobile devices running for quick drinks service within the VIP area as well as integrated WiFi chip and pin devices for payment convenience, thereby eliminating re-keying and improving accuracy with instant payment reconciliation."

A single, flexible and powerful solution

The O₂ is now benefiting from a single hospitality solution that's configured in multiple ways to run across various business

unit: from the arena itself and corporate suites to music club, fine dining, VIP areas, public concessions and now retail – without any additional costly and time-consuming development required.

For example, when the indigoO₂ venue launched a Platinum Membership Card for VIPs, there was a need to remove cash and help make the quest experience even more exclusive. This requirement utilised the GA (generic authorisation) capabilities that already present in the technology; in this way, InfoGenesis POS is highly versatile and empowers the venue to make improvements to the guest experience at no extra cost.

Of course, the benefits of having a fully integrated hospitality solution are extensive in terms of the guest experience. The seamless flow from point of order to settling bills makes a customer's journey through the O₂ not only memorable experience but also fast and easy – and there are a great many customers.

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We were aiming to produce a unique guest experience that Europe has never before been accustomed to. With the help of Agilysys it's been possible to produce more efficient operational and management systems. This integrated solution has helped exceed the already high expectations based on similar American-style stadia.

Tom Haywood, The O₂ Arena

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AEG wanted to enable high customer throughput in all areas. We have between 90 minutes to two hours to serve thousands of customers quickly and effectively and maximise revenue, so we need a reliable system that is simple for users and sophisticated in it's reporting for the management team.

Michael Abrahams, Manager, indigO₂ Bar

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Fast customer throughput

A key factor in AEG's choice of solution was a demonstrable increase in high customer transaction throughput and inherent features designed to help staff manage and deliver exceptional levels of customer service and improved guest experience. Indeed, the ability to access new revenue streams, increase spend per head and shorten the payback period has been achieved whilst the tightening of controls improved efficiency and reduced operating costs. The solution delivers rapid ROI through opportunities to increase spend per head whilst

controlling and in some cases reducing costs.

Moreover, the Eatec inventory and procurement solution from Agyilysys gives suite owners the option of pre-ordering food and drink in advance of an event. Whether it's a business meeting or a family trip to a show, guests know their requirements are being met even before they reach the venue.

Seamless integration between Eatec and InfoGenesis also means the final bill can be settled pre- or post-event, making show day as relaxing as possible for guests. At the same time, the Blue Room venue and VIP lounge

also offer guests exceptionally high levels of service, with the Agilysys mPOS handheld solution meaning service is fast, efficient, highly professional and customer-focused. With staff at the O₂ committed to being front-runners in everything they do, the future holds even more possibilities with more handheld units deployed in VIP suites and lounges to further improve an already great service, and the addition of wall mounted self service touch screen terminals to further extend the service and offering within the suites and boxes. In the concessions areas, meanwhile, the robust and flexible software enables The O₂ to provide nine different types



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of guest offers ranging from confectionery through freshly made pizzas to chilled beers, wines and spirits units.

Customers are served faster because staff need touch no more than two buttons to serve a drink, and it only takes five minutes to train new staff. The system is also highly flexible: when AEG wants to add stock, create new screens, include special offers or add a price structure for a conference, it's easy to make changes. System reports clearly show the post-event stock and sales position and real-time reports are automatically emailed to

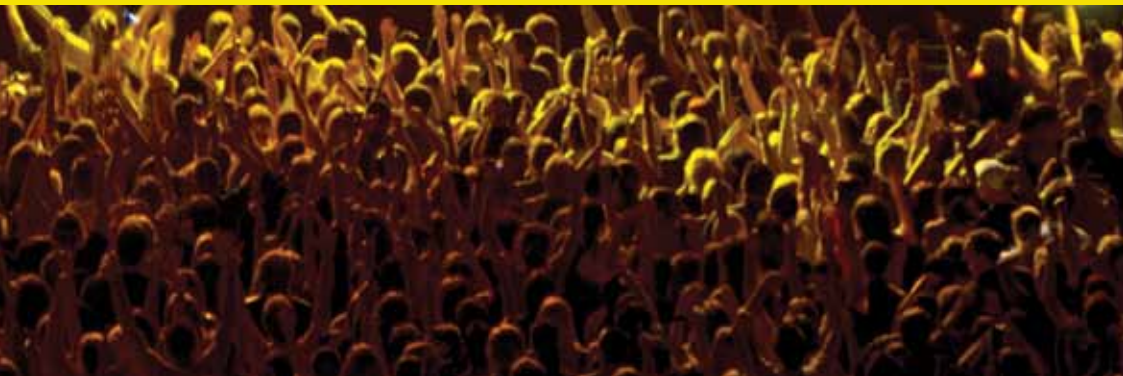
key people – a huge saving on administration time.

A new retail experience

In 2009, Agilysys technology was also installed in the merchandise shop for the brand new 6,500 square metre British Music Experience (BME) exhibition in the O₂ bubble. This is the world's only fully interactive permanent exhibition devoted to popular music in Britain. "We were already using InfoGenesis throughout the Arena and in indigO₂, with the solution working very successfully, so it made sense to replicate that in the exhibition," says Richard Battersby, Head of Business

Systems, AEG Europe. The system went live prior to the BME opening in March 2009 and is working very well. For these retail outlets, however, the system is set-up and configured differently.

"There far fewer terminals than in the arena: we have three in the main retail outlet and a fourth downstairs in a smaller kiosk-style environment," Battersby adds. "And because we are selling merchandise we don't have the same touch-screen approach and instead make far greater use of barcode scanning while some of the items – signed guitars, for example – are individually priced."



Agilysys..

Who We Are and What We Do

Agilysys is a leading provider of innovative IT solutions to the retail and hospitality sector. The company offers proven software, services, hardware and consultation for hotels, casinos, destination resorts, condominiums, cruise lines, stadiums and arenas, and conference centers to streamline operations and enhance guest satisfaction while maximising profitability. Agilysys' hospitality solutions provide unparalleled reliability, functionality, efficiency and control over multiple aspects of operations – from reservations, check-in, point-of-sale and business intelligence, to inventory and procurement management to document management. Agilysys' U.S. corporate headquarters are in Cleveland. We operate extensively throughout EMEA, with a main office in Cheshire, UK and additional sales and support offices through partners across Europe, South Africa and Dubai.

**For more information, call +44 (0)1925 401310;
or visit www.agilysys.com/hospitality.**

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