DIGITAL SMARTER
London Theatre Direct

API’s For Better Ticket Selling
Mark Bower

Business Development Director

• Ticketing since 1987
• Venues, Promoters, Publishers, Agency.
• Joined LTD in June 2016
London Theatre Direct

• About Us
  • Established 1999
  • First to Sell tickets online
  • Forefront of Ticketing technology
  • 17m tickets
  • Strong B2C and B2B business

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Digital Business Transformation

Challenges

- *Industry – little appetite to change*
- *Producer/Venue/Ticket Provider*
- *Allocations and Manual Processes*
- *Inefficiency = Lost Sales, Customers & Revenue*
Digital Business Transformation

Digital Transformation Goals

- Embrace API Technology
- Find a partner (TIBCO/Mashery)
- Disruption in The Marketplace
- Reduce Process, Costs
- Increase Seat Availability
- Increase conversion – better customer experience
- Increase revenues
- Generate ticketing partnerships
- Further improve our positioning in the industry
- Access everyone of the 333k tickets available every week in London
Technology Environment

PREVIOUSLY

SEATS → THEATRE

PHONE
EMAIL
FAX
...

AGENT 1
AGENT 2
AGENT 3
AGENT 4
AGENT 5

CUSTOMER

MULTIPLE WEBSITES WITH LIMITED OFFER
Technology Environment

NOW

ALL SEATS IN THEATRE

FULLY AUTOMATED API

AGENT 1
AGENT 2
AGENT 3
AGENT 4
AGENT 5

WEBSITES WITH SEATING PLAN WITH FULL AVAILABILITY

CUSTOMER
London Theatre Direct + TIBCO Partnership

• **Partnership:**
  • It was essential that the solution was robust, scalable and easy to use.

• **Timing:**

• **Platform:** Onboard a new partner in two hours - offering white label website, up and running, with all ticket availability; seat maps, etc.
  • Security
  • Delivering high volumes
  • Ease of use
  • Stability and reliability
  • Delivering a superior customer experience with better conversion and higher basket value
The Current Environment

**Business Assets**
- Seat availability
- Theatre maps
- Tickets

**API Provides access to business assets**

**Applications**
- Apps created using the API
  - Drive B2B partnerships

**End-Users**
- Better customer experience

**TIBCO Mashery Helps LTD Manage Their APIs**

**Developers**
- Use the API to create apps
  - Increased revenue and reach
Positive Business Outcomes

- API management lets London Theatre Direct swiftly onboard partners
- Frees up technology and IT teams to focus on core competencies
- Partner self-service reduces costs
- Helps maintain control and drive more revenue through an API powered network

- Fast Partner Onboarding
- Lower Costs
- Increased Focus
Win Win For The Entire Ecosystem

- **Customers** – better buying experience
- **Theatre** – more seats sold
- **Producers** – longer running productions
- **London Theatre Direct** – increase revenue; customer loyalty
Technology Achievements

API TO API

THEATRE
BOX OFFICE SYSTEM
API

LTD
WEBSITES
B2B SOLUTIONS
API

CUSTOMERS

PARTNERS
Technology Achievements

- Enables API to be immediately deployed to multiple servers – combining own data centres and cloud services
- Protects our servers from being overloaded
- Zero downtime deployments for upgrades
- Easy to track performance problems
- Match strict SLA criteria for partners
- Less risk in exposing our API to the public
- Basic protection against overload and DDOS
Future

What’s Next for the Business?

• New Partnerships – Travel
• Expansion In UK
• Opportunities in other countries
• Other Ticketing verticals