

**nofomo**

**TICKETING PLATFORM & APP**

# NOFOMO IS YOUR GUIDE TO EVENTS IN SAUDI ARABIA



## Live ticket updates

Opening hours information, Terms & conditions update, Assigned VIB box number.



## Innovative authentication system

Customers can choose their preferred authentication method. Our system intelligently merges accounts with the same email address, reducing confusion and eliminating duplicate accounts.



## Improved ticket sharing capabilities

Using NOFOMO app, Using distribution portal, More customer information



## Better communication channel

Communication channel for all festival visitors, PUSH notifications, Event changes, Festival promotions, Emergency

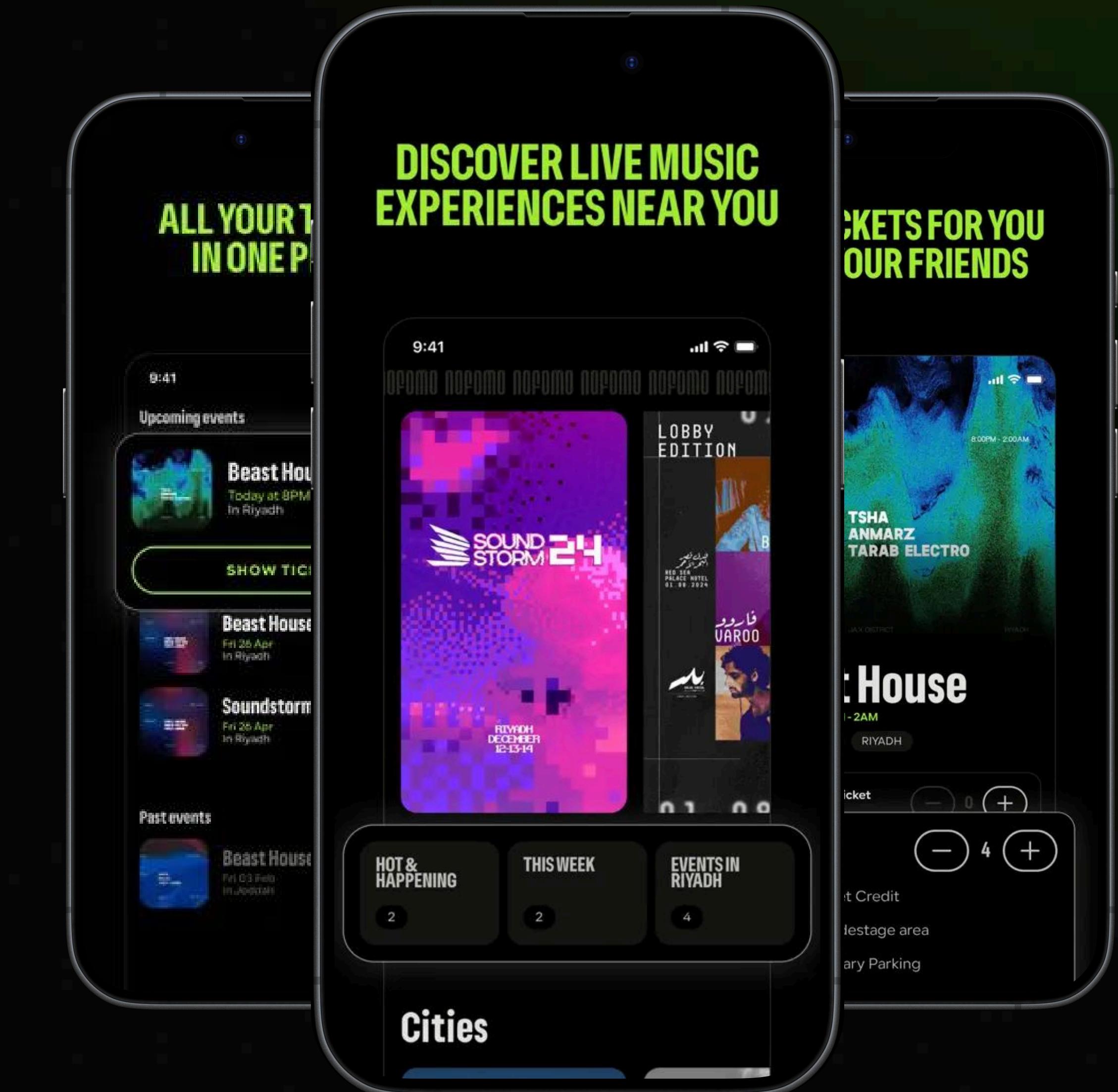


## Reduce number of fake tickets

Dynamic QR code, Disable screenshots, Display QR code X days before the event, Different colors for ticket types, Animated background

## OUR COMMITMENT

To revolutionize the regional & global ticketing experience, allowing you to focus on your event while we handle the full ticketing operation.



# OUR VALUE PROPOSITION



---

Our ticketing platform provides a comprehensive solution for event organizers, ensuring smooth and efficient management for events of any size.



---

We offer white-label solutions, enabling you to brand the platform as your own and deliver a consistent experience for your customers.



---

Our robust and secure platform ensures the safety of your data and transactions, providing peace of mind for both organizers and attendees.

# OUR SOLUTION



Core ticketing engine



Access control



Staffing

# CORE TICKETING ENGINE

# ADMIN PLATFORM **Features**

## **Core ticketing engine**

Tools for creating and configuring events, including dates, times, and locations.

## **Ticket Setup**

Options to define various ticket categories and pricing tiers.

## **Order Management**

System for capturing and managing customer orders, tracking status and payment.

## **Customer Information**

Capture and manage customer details, including contact information and purchase history.

## **Inventory Management**

Real-time updates on ticket availability and reservations, allowing resellers to manage their inventory effectively.

## **Ticket Ownership**

Track and edit ticket ownership details, including transfers and updates.

## **Refunds and Exchanges**

Tools for processing refunds, exchanges, and cancellations.

Vouchers and Discount Codes: Create and manage promotional codes and vouchers for discounts or special deals.

## **Seated and Unseated Events**

Manage reservations for seated and unseated tickets, including seating charts for assigned seating.

## **Reporting and Analytics**

Detailed reports on ticket sales, revenue, and attendance to track and evaluate the performance of events, including attendance and financial metrics.

## **User Permissions**

Manage roles and permissions for admin users and staff.

## **Integration with External Systems**

Connect with CRM, marketing tools, and other systems for streamlined operations.

# WEBSITE INTEGRATION **Features**

## Website Integration

Captures orders from the website and stores them on the admin backend, ensuring seamless order management and synchronization between the front-end and back-end systems.

## Cart Option with User Account Management

Enable users to manage their cart and track their purchases through personalized user accounts.

## Transaction Processing

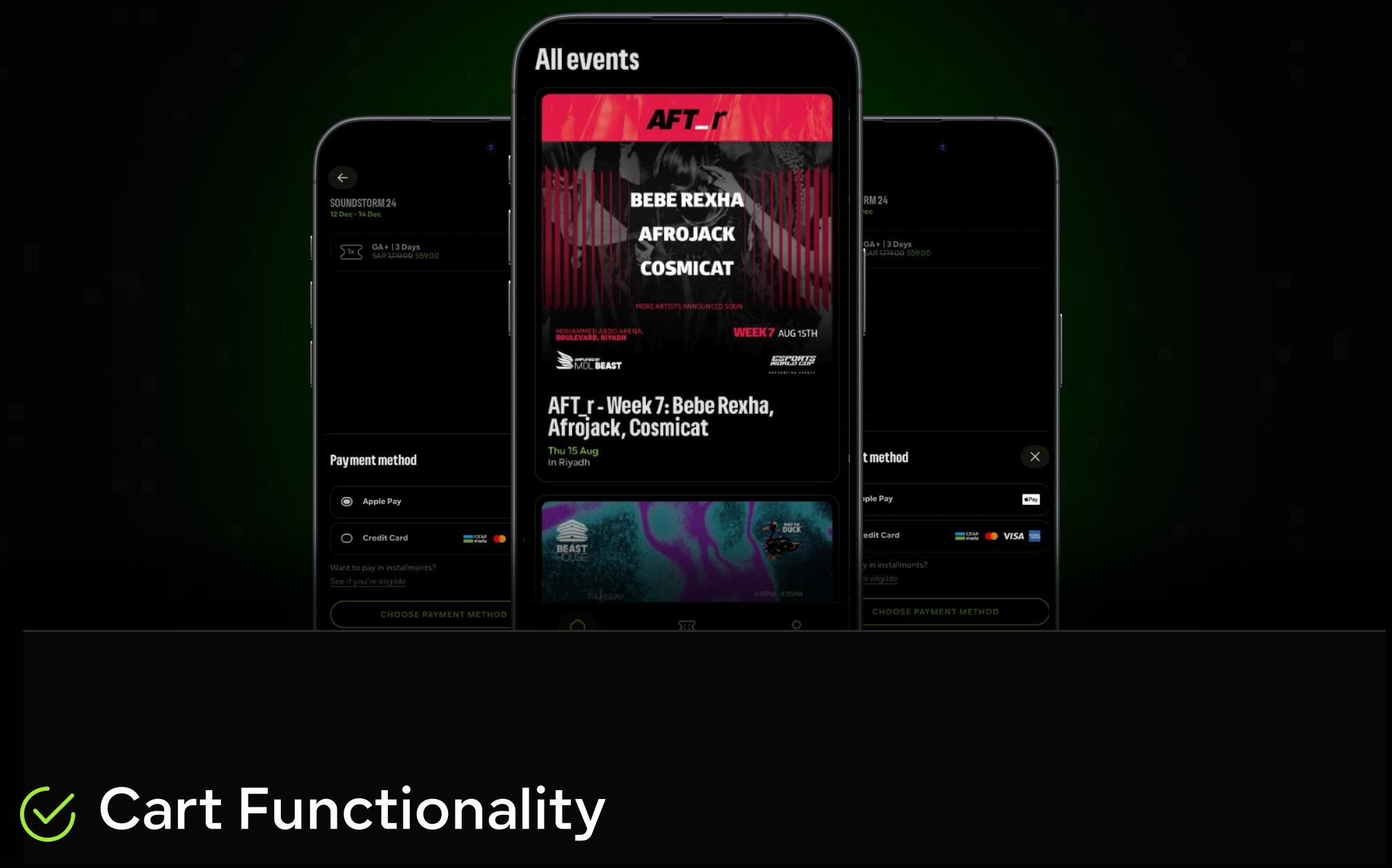
Secure processing of transactions through integrated payment gateways.

## Acceptance of Payment Methods

Support for various payment options, including Apple Pay, Visa, MasterCard, MADA and AMEX.

## Installments Option Using Tabby

Offer flexible payment plans with Tabby, allowing customers to pay in installments.



## Cart Functionality

Support for managing cart items and allowing modifications before finalizing the purchase.

## Integration with Data Systems

Connect with a data layer, Customer Data Platform (CDP), and marketing automation tools for enhanced data management and targeted marketing.

## Promotional Functions

Features for creating and managing vouchers and discount codes to attract and retain customers.

# ACCESS CONTROL

# ACCESS CONTROL **Features**

## **Barcode/QR Code Scanning**

Tickets issued with unique barcodes or QR codes that can be scanned at entry points.

## **RFID**

Radio Frequency Identification (RFID) enable contactless ticket verification.

## **Integration Capabilities**

to enhance efficiency and security by synchronizing entry systems with ticketing data, ensuring accurate and streamlined access management.

## **Real-Time Monitoring**

Continuous monitoring of access points to manage crowd control and identify potential issues.

## **Attendance Reports**

Detailed reports on attendance numbers and patterns

## **Multi-Venue Support**

Ability to manage access control across multiple venues.

## **Multi-Zone Support**

Ability to manage access control across multiple zones (GA, VIP, etc...).

## **Customizable Solutions**

Tailored features to meet specific needs of different events or organizations.

# STAFFING

# ACCESS CONTROL Customer care unit

## Back-End Ticket Management

Complete backend system for managing tickets with controlled access.

## CRM Integration

Fully integrated customer care unit with CRM for effective ticket /card resolution.

## Staffing

4 full-time resources and 1 dedicated supervisor

## FAQ & Training

FAQ setup and team training for efficient customer support

## Dedicated Special Number

Unique phone number for customer inquiries.

## Bilingual Service

Saudi bilingual team providing support in Arabic and English.

## Call Center Operations

Available 7 days a week, from 11 am to 11 pm on weekdays and 1 pm to 1 am on weekends.

## Communication Channels

IVR, WhatsApp, and Meta Chatbot for call center interactions.

## Social Media Support

Customer care through direct messages on all social media platforms.

## Dedicated Email

Specialized email address for customer support inquiries.

# STAFFING Patron services

## Gate Ticket Scanning Agents

On-site personnel who manage ticket scanning at event gates, ensuring smooth and efficient entry for attendees while verifying tickets for authenticity and validity

## Ticketing Resolution Agents

Dedicated staff who address and resolve any ticket-related issues or inquiries, including troubleshooting access problems, processing refunds or exchanges, and providing support for ticketing discrepancies.

## Event Supervisors

Supervisory staff overseeing the operations of ticket scanning and resolution agents to ensure adherence to protocols and efficient handling of any issues that arise.

## Training and Quality Assurance

Regular training for all staff to ensure high standards of service, along with quality assurance measures to maintain efficiency and effectiveness in handling patron interactions and ticketing matters.

## On-Site Technical Support

Technical experts available to address any issues with ticketing systems or scanning equipment during the event, ensuring minimal disruption to services.

## STAFFING **Patron services**



UP TO 200  
MEMBERS PER EVENT



BILINGUAL TEAM  
(ARABIC & ENGLISH)



TRAINED TECHNICAL  
TEAM



TICKETING EQUIPMENT  
RENTAL AT ANY  
EVENT SCALE

# ADDITIONAL SERVICES

# ADDITIONAL SERVICES **Reseller integration**

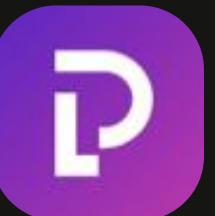
## API Access

Provide APIs for resellers to seamlessly connect with the ticketing backend, enabling real-time data exchange and management



## Order Management

Integration for resellers to capture and process orders, with data synchronized to the main ticketing backend for consistency.



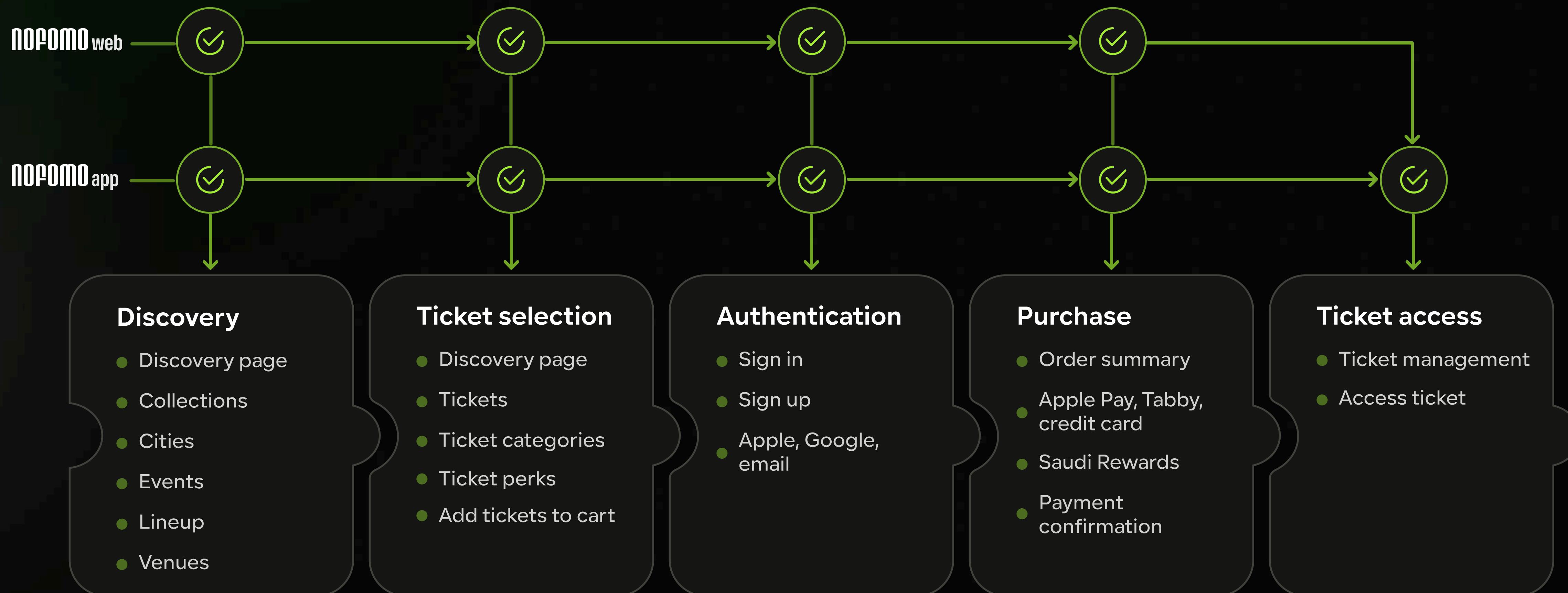
## Support and Training

Provide resellers with support resources and training materials to help them effectively use the integration and manage their operations.



# PLATFORM TO **DISCOVER**, **PURCHASE** AND **ACCESS** OUR TICKETS

MDLBEAST tickets are purchased on the NOFOMO website and app [mdlbeast.com](http://mdlbeast.com) will redirect to NOFOMO.



# THANK YOU!