



RocketRez

**Imagine a platform
that lets you focus
on the experience.**



rocketrez.com

All-in-one cloud ticketing with a single source of inventory

Tour and Attraction companies derive revenue from many sources. Online tickets, in-person sales, food and beverage, private events and photos must all be measured and managed to streamline operations, grow revenue and increase profit margin.

Operators rely on software to manage their multi-faceted businesses - but in 2021 and beyond, the value-added capabilities of your software are expanding rapidly. Many challenging questions business owners ask themselves can now be addressed by software:

- Am I operating efficiently? How do I know where to change course if I'm not?
- Am I using all available sales channels to drive revenue? Which channels are lagging in ROI?
- Am I taking advantage of cross-selling opportunities? What is my Average Order Size?
- Am I pricing for peak profitability? How does the market react to different price points?

In a competitive industry with many different facets, you must be able to break down the traditional organizational silos of operations, accounting, sales and marketing to make great big picture business decisions – and gain a competitive advantage.

At RocketRez, that's all we think about. How to solve more of your challenges, across the full scope of your business, to earn a strong return on your investment - every day.

What does "all-in-one" really mean?

No more wrestling with multiple applications to run your business. RocketRez provides a comprehensive platform that gives you everything you need in one easy-to-manage system. Operators can easily add functionality as their business dictates.

How is RocketRez different from other providers?

RocketRez combines the broad functionality of a custom, large enterprise on-premises software system with the hands-off, fully connected experience of a cloud-based point solution. Data is tracked across the entire platform, making it easy for operators to run reports and analyses to better understand their sales and profitability.

Our software architecture provides our customers with advantages across all departments and business functions. Let's take a closer look at the unique benefits that all-in-one provides.



Ticketing & Capacity Management

Single source of Inventory...always

Easily build timed and ticketed event products with live inventory counts sold on all channels. At any given time, system admins can override pricing based on time/date down to the product and ticket type.

RocketRez also provides general admission ticketing, which can serve as open validity tickets. Time and date parameters are easily set inside the system to ensure guests are admitted in designated timeslots.

Admission control features like rapid scanning and live ticket validation come standard in the system.

Sell through various sales channels in real time, at all times, such as front gate admissions using a touchscreen POS or Self-Serve Kiosk. For visitors more accustomed to phone sales, our Cloud POS can be accessed from any tablet, laptop or computer to easily transact on behalf of the visitor. Email templates with your logo and brand standards can be set up to email the invoice alongside their timed ticket upon purchase completion.

Third party sales are very easy to manage by providing a dedicated portal with access to product and rates that you decide. Product images and descriptions are loaded also available through the partner portals for ease of use.





Point of Sale

Retail, Food & Beverage, Ticketing

Our cloud based, touchscreen Point of Sale is modern, easy-to-use and fully adaptable to a mobile POS on a tablet.

Quickly and easily switch between Ticketing POS to Retail and Food/Beverage POS all within the same screen. When updating, we provide an update on our servers and you are prompted with a quick 'Update Now' button on your terminals.



Example of real custom kiosk setup by RocketRez

Key functionality of RocketRez POS proposed:

- Unique Barcodes per Product
- Screen lock after non-use
- Easily edit orders on screen
- Mobile POS – Wi-Fi or 4G
- VAT – Product & Transaction
- Scan PLUs
- Manage Discounts
- Visitor Data capture
- Bundle retail and tickets
- Scan Memberships
- Gift Card Sales
- Look up orders easily



Photos of our touchscreen and desktop-friendly Retail POS layout

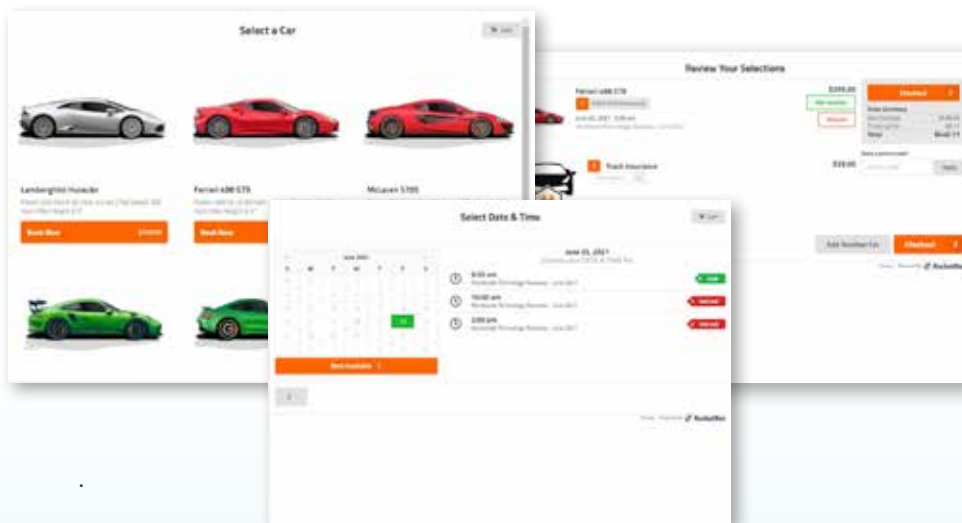


Online Reservations

Attract more visitors and book them faster and more efficiently

RocketRez enables you to sell timed tour tickets, retail products, memberships, and gift certificates online. You can sell merchandise, add-ons and upsell items right on your website. RocketRez offers customizable web engines that make it easy for consumers to navigate your website and finalize the transaction, avoiding abandoned carts and lost sales opportunities. Our system allows you to design your ticket buying process – for speed, or data capture purposes.

You can change this on-the-fly, and experiment with different processes to fit your business goals throughout the year. System Administrators have the ability to load customized content to each web engine, including tour descriptions, high-res images, after purchase messages, electronic receipts, and email content.



Need website changes or a new website?

We can help.

Upsell retail products, memberships or guidebooks right in the booking flow. Collect vital visitor information that automatically stores in your RocketRez CRM database. Deliver branded tickets and booking confirmations via email.

Easily enroll visitors in marketing automations for additional upsell opportunities. Provide a modern e-commerce experience with our shopping cart style webstore. You can even set up abandoned cart emails to nudge visitors to purchase their cart.



Third Party Sale — Distribution

Real-time inventory sold through your partners.

Work with global resellers to promote your tickets. Connect your inventory live with the most shopped online travel agencies around the world.

Work with local and regional B2B partners by giving them a unique portal to book into your live ticket inventory. Easily manage rates and availability at the partner level.

RocketRez tracks which tickets have been redeemed and produces a live report per partner of redemption data and other key metrics.



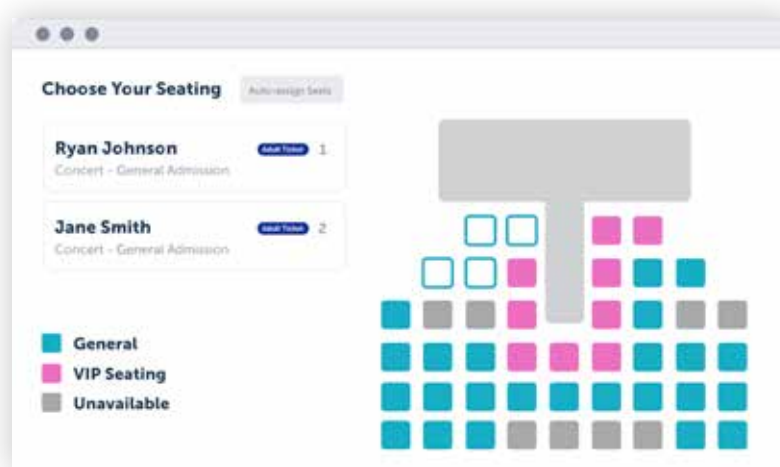


Custom Seat Maps

Making it easier to fill your seats

Visual Tools for Seating

Now customers can see what the view looks like from any section of your experience. Preloaded images over a section of seats will give your customers that extra bit of comfort that they have selected the right seat for them.



Automatic Socially Distanced Seating

This feature has become even more relevant during a global pandemic ensuring social distancing. Our seating algorithm has the ability to automatically separate groups based on local distancing regulations (usually 6 feet).

Manual Reseating

Sometimes it is better to have the ability to move reservations around to maximize revenue. Our seating algorithm will take care of maximizing seating arrangements based on a normal set of rules, yet for the times you need to override it, you can now manually adjust the seating in the back-end.



Group Booking

A robust group booking and contracting module.

With RocketRez you can easily manage group sales in house and online. RocketRez allows clients to create an unlimited amount of group rates, group sales web engines, contacts, and contact groups to help manage your group bookings. RocketRez offer CRM capabilities which helps RocketRez visitors automatically manage client rates, track sales, manage store credit, assign billing terms, reporting and much more.



Detailed Customer Accounts



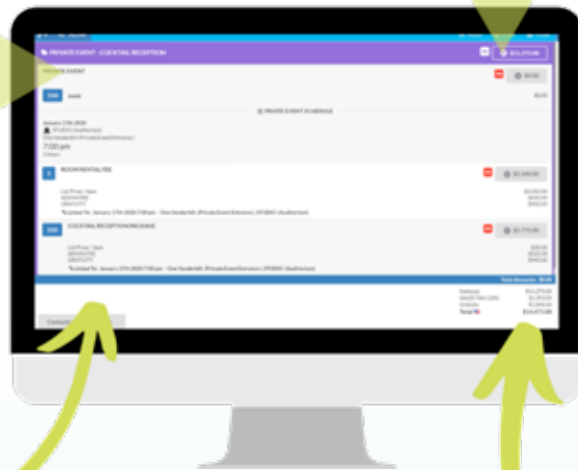
Set Automated Communication



Easily Re-book Customers

Contract Management

- Send Quotes
- Wait/Hold Venues
- Save templates



Venue Management

Sell by Venue, Room or Whole Estate



Set custom payment schedules

25%

50%

25%



Dynamic Pricing

Fixed, Time-Limited Resource

Dynamic Pricing on RocketRez can be enabled directly in the platform or through an integration with Digonex.

RocketRez dynamic pricing allows you to set specific price change rules based on both time and demand.

Price Override Editor

General Price Banding Applies To

+ Add

	Adult	Youth	Senior	Child	
30 Days Prior to event					
1st Rule: 30 Tickets	\$80.00	\$75.00	\$80.00	\$70.00	[-]
2nd Rule: All Remaining	\$90.00	\$85.00	\$90.00	\$80.00	
7 Days Prior to event					
1st Rule: All Remaining	\$95.00	\$90.00	\$95.00	\$85.00	[-]
24 Hours Prior to event					
1st Rule: All Remaining	\$80.00	\$75.00	\$80.00	\$70.00	[-]

The price changes occur automatically based on the rules you set. If you have a limited capacity you can set rules to adjust the prices as your venue starts to fill up for a high demand tour, event, or time slot.

Create logic that will update your prices as certain number or percent of tickets have sold. Conversely, if you need to drive more demand, you can set rules to drop your prices as the date approaches.

Dynamic Pricing allows you to test pricing strategies and maximize your revenue on every ticket sold.

Digonex dynamic pricing takes it to a whole new level with industry-leading algorithms to build impactful pricing strategies.



Memberships

Track your most loyal customers

Give your visitors the opportunity to get more out of their visit with memberships. Encourage guests to come back time and time again by providing special rates, VIP discounts, and offers.



Increase your
lifetime customer value
by 4.5x by converting
visitors to members

Allow customers to buy once and visit often by offering multi-use and time-based passes. Maintain flexibility and convenience and offer special perks for monthly or annual members. Monitor remaining uses, and track scans to get an accurate picture of your customers' preferences and needs

Create levels of membership with rate types such as adult/child and more. Link memberships by contact records and track usage throughout the gallery.

Offer automatic discounts at retail and food and beverage outlets using RocketRez. Memberships can be digitally sent via email and accessed anytime on your customer's phone.

Members also get access to an online account on the webstore to access member benefits. Report on member activity and send automate communications when it's time for renewal or with special offers.

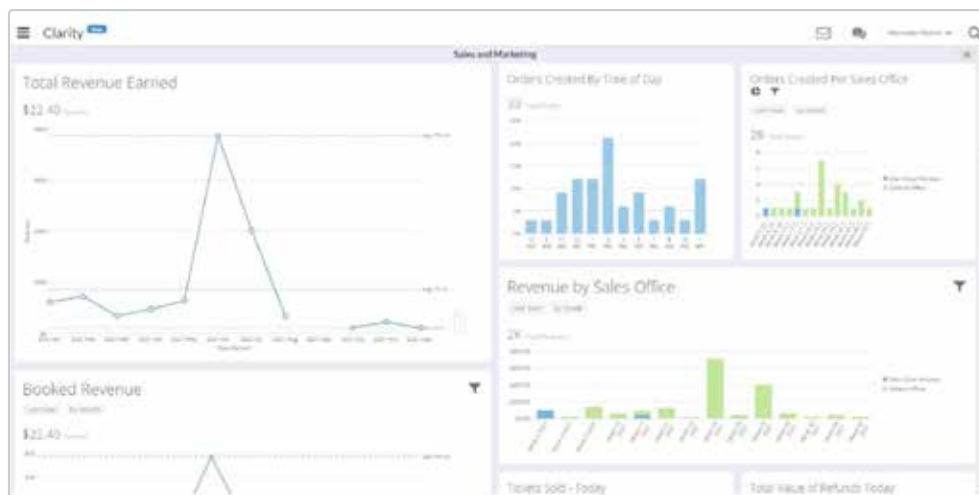


Dashboards, Reporting & Accounting

All the tools needed to track & monitor performance.

Whether it's at a glance or down to the fine details, RocketRez is equipped with reporting capabilities to keep you finger on the pulse of everything that's happening across a multi- faceted operation.

Our Clarity Dashboards provide a bird's eye view of all your most important metrics in one customizable, and beautifully visualized display.



Beyond the Dashboard, we offer Advanced Reporting. Within one reporting tool, users may create their own ad hoc reports, save the filters and parameters they use often, and export data for use in other systems. Data available in this area includes orders, contacts, event schedules, multi-use member pass sales and redemptions, etc.

- GL codes customized by the client, assigned to rates, products, and other items to breakdown revenue into granular detail and to match your own accounting system and Chart of Accounts setup. We also provide segmentation options within GL codes to identify sites.
- RocketRez has a comprehensive offering of basic reporting and highly customizable reports based on specific needs of your business. These reports are quickly and easily exported from the RocketRez platform.
- One "source of truth" for reporting and analysis of results, as opposed to multiple systems and Excel spreadsheets.

RocketRez has some of the most advanced reporting capabilities and features available from any software company



System

Enterprise Security & Performance

Industry leading

Server up-time

99.99%



State of the art servers in locations around the globe.

Queuing

Manages server load, effectively optimizing server performance and putting clients "in line" to book tickets via e-commerce.



Server Load

5,000 RPS

2019 Busiest day

RocketRez processed 17,000 tickets in a 3 minute window.



Bank Grade

2048-bit SSL Certified