

# UNIVERSITY OF TENNESSEE, CHATTANOOGA

## SEATADVISOR PRODUCT: SABO UNIVERSITY



### SABO University

UNIVERSITY OF TENNESSEE uses SABO - a powerful & feature rich web based ticketing system to manage all aspects of their venue from the box office to the marketing department.

University of Tennessee at Chattanooga is a university located in Chattanooga, Tennessee. The university, often referred to as UTC or simply "Chattanooga" (especially in reference to collegiate athletics), is one of three universities and two other affiliated institutions in the University of Tennessee System. The University will use The SABO integrated ticketing, fundraising, and customer relationship management (CRM) and access control solution.

"We have been researching all of the available ticketing and database systems for the past year, and SABO's web-based easy to use system is the one that meets our needs," said Ken Kapelinski, Director of Sports and Entertainment at the University of Tennessee. "We are in the very beginning stages of a marketing campaign. SABO's seamless view of our customers and clients, coupled with endless management tools convinced us that now was the time to make the jump."

Using SABO's integrated, single database solution, The University of Tennessee will have access to ticketing, fundraising, marketing tools, CRM and access control functionality allowing all departments to manage their operation from one live, real-time system.

While the venue has a core focus on ticketing they make extensive use of all the ancillary facilities at the venue to provide a richer customer experience. The SABO system provides the data management and analysis tools necessary to improve relationships with existing customers, and marketing tools to attract new ones.



### Organization Profile

UTC is home to the blue and gold Mocs – a fierce presence in NCAA Division I Athletics...but that's not all. The campus also facilitates a variety of other events such as Disney on Ice, The Harlem Globetrotters, Monster Truck shows, rodeos, concerts and more. Not to mention the Universities' first rate Music Theatre and Dance departments. UTC uses SABO to manage each campus department selling over 200,000 tickets per year.



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Ken Kapelinski,  
Director of Sports &  
Entertainment at the  
University of Tennessee

## CASE STUDY - UNIVERSITY OF TENNESSEE

### Implementing the solution

“University of Tennessee is a great example of an organization dedicated to getting the most out of our system,” said SeatAdvisor Europe MD Hugh O’Morain. “They’ve realized it’s not just about ticketing anymore. They work with many groups, and have many different departments within their organization. Replacing the multiple systems they currently use to manage marketing, fundraising and ticketing initiatives with one unified system will be vital to their success.”

University of Tennessee is one of the first sports venues in SeatAdvisor’s ever-growing client list, and joins, The Knockhill International Racing Circuit, The Del Mar Race Course and The Bendigo Schweppes Arena among others.



### About SeatAdvisor

SeatAdvisor provides a fully integrated ticketing, customer relationship management, and fundraising software system for the sports, arts, live event and family attraction industries. The SABO web-based system has been built on the latest technology, for entertainment industry professionals.

At the core of this powerful solution is a single, real-time view of the customer’s data across all organisational levels, combined with business intelligence analytic tools that will ultimately deliver more revenue and profits. SABO currently serves clients in America, Europe and Australia, including: The University of Chattanooga, The Schweppes Centre, Knockhill Racing Circuit and Del Mar Thoroughbred Club

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Brent Miller,  
SeatAdvisor CEO/President

### For Further Information:

You might also like to watch some video demonstrations of our system or to download further case studies. Here you can see an online presentation about SeatAdvisor and the SABO ticketing system. Go to the following link and make sure you have Flash Player 8 as a minimum loaded on your PC (please type the address reference exactly as it appears, including the capital letters). [http://www.seatadvisor.com/DEMO/SABO\\_presentation\\_new/player.html](http://www.seatadvisor.com/DEMO/SABO_presentation_new/player.html) Seat Advisor has offices in the United States, Europe, and Australia.