



TRAC Admission System

Ticket Revenue and Access Control

TICS (Administrative Application)

- **Event Maintenance**
 - ◆ Define Events that reuse Generic Products with Event Specific Pricing and Capacity
 - ◆ Events may contain Sub-Events with different parameters
 - ◆ Control Product Availability by Event, Date, Time, Days-of-the-Week, POS Area and Security Level
 - ◆ Control Product Redemption by Location, Date, Time, Day-of-the-Week, and Patron Type (All, Adult, Senior, Child, Military)

- **Ticket Maintenance**
 - ◆ Create Ticket/Receipt Layout Templates (independent of printer)
 - ◆ Over 50 Layout Variables available for Templates: Events, Dates, Times, Descriptions, Prices, Discounts, Value, Names, etc.
 - ◆ Customize Point-of-Sale Display Order, Grouping, and Color Coding
 - ◆ Product Categories: Administration, Admission, Carnival Ride, Exhibit, Food & Beverage, Parking, Reserved Seat, Retail
 - ◆ Parameter driven Barcode Generator or Imported 3rd Party Barcodes
 - ◆ Proprietary "Offline" Barcode Validation
 - ◆ Control Default Prices, Taxes, Discount Levels, and Capacities
 - ◆ Create Product Packages, with support for optional components selected during sale
 - ◆ Supports these Entitlement Categories: Entries per Area, Debit Points/Dollars, or Unlimited Timed Access
 - ◆ Supports up to 4 Entitlements per Ticket: including Entries per Area, Debit Points/Dollars, or Unlimited Timed Access

- **Tender Maintenance**
 - ◆ Supports Cash, Check, Charge Card, Coupon, and several Custom Tender Types
 - ◆ Certified Charge Processing with FreedomPay, Authorize.net, Network Merchants Incorporated (NMI), and Shift4
 - ◆ Control Available Tenders and Transaction Limits by Staff Type
 - ◆ Supports Product Exchange as a form of tender
 - ◆ Supports Transfer of Residual Ticket Value to a new purchase

- **Coupon Maintenance**
 - ◆ Valued by Fixed Dollar Amount, Percentage, Product Discount Level, or Product Exchange
 - ◆ Customize application of Coupon: discount *N1* products for every *N2* purchased up to a maximum of *N3*
 - ◆ Control Coupon Access by Date, Time, Days-of-the-Week, Product Type, and Security Level
 - ◆ Application of Online Coupons (Promo Codes) can additionally be limited by Billing City, State, or Zip Code
 - ◆ Associate Coupons with Advertising Entities for Effectiveness Reporting

- **Staff Maintenance**
 - ◆ Customize Staff Types by Security Roles (Role Groups)
 - ◆ Login with Password or Staff Badge Swipe/Scan
 - ◆ Control System Access by Security Level, Limit Level, and Staff Type
 - ◆ Supports various Status settings: Active, Inactive, or Training Mode
 - ◆ Provides Staff Messaging Utility

- **POS Terminal Maintenance**
 - ◆ Separates the Terminal from the Location
 - ◆ Automated Location Detection allows Terminal movement without reconfiguration
 - ◆ Customize Location Names and Grouping into Named Areas
 - ◆ Supports Diverse Peripherals: Ticket/Wristband/Receipt Printer, Customer Display, Barcode Reader, Chip & PIN Reader

- **Survey Maintenance**
 - ◆ Create Questions with Yes/No, Multiple Choice, and Formatted/Validated Responses



- ◆ Control Questions by Date, Time, Days-of-the-Week, Ticket Type and Ticket Security Level
- ◆ Control Question Frequency System-wide and by Terminal
- ◆ Limit Number of Questions per Transaction to a Maximum

POS (Cashier Point-of-Sale Application)

- Login with Staff Id and Password or Staff Badge Swipe/Scan
- Connect Securely over LAN, WiFi, or Internet with Authentication and Authorization built into the protocol
- Supports strategy to automatically identify a Terminal's Location
- Supports Offline Sales with our "Sometimes Connected" proprietary architecture
- Transactions are synchronized with the Server once network is restored
- Flash Drive may be used to collect Offline Transaction records
- Simple Sales Interface, Graphics Based. Keyboard, Mouse, or Touchscreen may be used in any combination
- Single Touch Sale is supported (great for high volume such as Parking Lots)
- Retail, Food & Beverage, General Admission, Limited Capacity, and Reserved Seating products are supported
- Supervisor Access for Refunds, Reprinting, Additional Ticket Types, and Till Balance
- Cash Pickup Warning generated when Till reaches a configured Cash level
- Capable of validating tickets just like any other Access Point
- PCI Certified Credit/Debit Card Charge Authorization. Now supporting Chip & PIN cards.

eTRAC (eCommerce Web Application)

- Secure Order Processing
- Sales Portal can be embedded on your own web page
- Responsive Mobile Friendly user interface
- Multiple Language Support
- Convenience Fees under your control, adding another Revenue Stream
- Control Text Content in Emails, eTickets, Disclaimers, and FAQs
- Generate additional Revenue with On-line Banner Ads and/or printed Ticket Advertisement
- Marketing Tools include Voucher Redemptions (e.g. Groupon), Promo Codes, Quantity Discounts, and Mailing List Sign-ups
- Integrated with Google Tag Manager and Analytics using the Enhanced eCommerce API
- Promo Codes can be automatically applied with a URL parameter
- Order Maintenance includes Refunds, Reprints, Resend Confirmation, and Ticket Status change (Lost, Stolen, Canceled)
- Supports Reserved Seating events through Data Driven Seating Charts
- Supports Donation Collection
- Multiple Events / Multiple Venues can be Sold in a Single Transaction
- Easy Ordering Process (No Registration or Login Required)
- Checkout is even easier for returning customers, only Credit Card data needs entered
- Checkout Fields can be tailored to your needs
- Solution is PCI Certified
- Fulfillment Services include: Print-at-Home, Mobile Phone Tickets, eMail Delivery, Transfer to a Friend, or Will-Call Pickup
- Supports Custom Post-Sale Forms for Collecting Additional Information
- Supports Multiple Ticketing Portals
- Distribute our Barcodes or imported 3rd party Barcodes
- Each Web Portal is Integrated into Reporting like any other Cashier

ATS (Automated Ticket Sales)

- Self-Service Kiosk with Touch-Screen Interface
- Multiple Language Support (English and Spanish pre-packaged)
- Language Utility provided to modify existing Prompts or support Other Languages
- Connect Securely over LAN, WiFi, or Internet
- Hi-Resolution Image and Video support
- Custom HTML Content, Language Text, Voice Prompts and Sound Events
- Custom Product Groups and Package Options supported
- Supports our Reserved Seating application



- Supports Credit Card and Cash/Coin Payment
- Supports Barcoded Coupon Discounts
- Supports Will-Call Pickup with Credit Card
- Membership Discount provided with Member Card swipe
- Each Kiosk is Integrated into Reporting like any other Cashier

REPORTS (Reporting Application)

- Over 100 predefined system reports
- Cashier Reconciliation
- Hourly, Daily, Weekly, Monthly, Yearly Sales
- Hourly, Daily, Weekly, Monthly, Yearly Redemption
- Audit Trace Logs
- Survey Reports
- Coupon Reports
- Exception Reports
- Business Intelligence Graphs via Excel
- Automated End-of-Day Reporting
- Output to Screen, Printer, or File
- Export to Excel and seven other formats
- Automated Delivery by E-Mail or Text Message

TVS (Ticket Validation System)

- Simple Operator/Patron Interface
- Customize Event Groupings and Alarm Conditions
- Supports Offline Ticket Barcode Validation
- Supports Ethernet, RS-232, or Wireless connections
- Supports Smart Card, Magnetic-Stripe or Barcode media
- Unique ID Technology defeats Counterfeiting and provides for Offline Validation
- Controls Locking Turnstile (or other electronic barrier)
- Monitor switch closures for Counting Entries
- Real Time Gate Monitor displays Entry/Exit Counts, Alarm Events, and Device Status
- Supports custom Access Groups (e.g. Parking, Front Gate, Loge, etc.)
- Supports Multiple Entitlements: a) Limited/Unlimited Entries per Area, b) Debit Points/Dollars, c) Unlimited Timed Access
- Supports up to Four Entitlements per Ticket

API (Application Program Interface)

- Fully documented message based API allowing sales from 3rd party sources
- Fully documented XML API or JSON REST Service allowing sales from web based applications
- External sale transactions are referenced against the source and reported like any other cashier