



SAP[®] Event Ticketing

How can customers benefit from SAP Event Ticketing?

SAP solutions help sports organizations and event promoters take control of their ticketing operations, maximize ticket revenue, and reduce costs through a scalable and adaptable ticketing platform. One of the world's most advanced ticketing platforms will help sports organizations and event promoters outsell the competition.

Our software can help you run your sales processes more simply and maximize revenue by streamlining operations and increasing visibility into customer data and analysis.

What core functionalities does SAP Event Ticketing cover?

Ticket Management



Manage all types of tickets: single tickets, packages, subscriptions, season tickets, memberships and coupons, and maximize your revenue across multiple sales channels.

Ticketing Analytics



Stop being reactive, and gain instant insight into how to maximize sales per seat and event.

E-Mail Campaign



Promote events, drive ticket sales, and strengthen your relationships with current and future customers.

Access Control



Realize fast and secure access to the venue, and let the visitors enjoy the event without any distraction.

Integration to SAP solutions



Integrate SAP Event Ticketing with the SAP ERP and CRM applications.

Memberships



Know your customers, find out what they want and when they want it to evolve them to loyal supporters and gain new revenue streams.

Learn more

- ▶ [Visit us online](#)
- ▶ [Benchmark your performance](#)
- ▶ [SAP Solution Explorer](#)

Key facts

- ▶ 100% Cloud & responsive
- ▶ Independent Platform
- ▶ Total data ownership
- ▶ Social integration
- ▶ Primary & secondary market
- ▶ Custom Web Shops
- ▶ Real-time integration
- ▶ Multi language / currency
- ▶ Simple Business Model
- ▶ 24/7 Support by Ticketing experts

Customers

- ▶ More than 500 customers across different industries around the globe use SAP Event Ticketing
- ▶ Komische Oper Berlin, BUGA '23, München Ticket, Wien Ticket, Karlsruher SC, TSG 1899 Hoffenheim, SAP Arena and Adler Mannheim, to name a few

“SAP Event Ticketing offers us a scalable and innovative platform to provide our customers with the best service possible.”

Jens Reithmann, Operational Management SAP Arena