

Ticketing System of 21st Men's World Handball Championship

Darko Homar

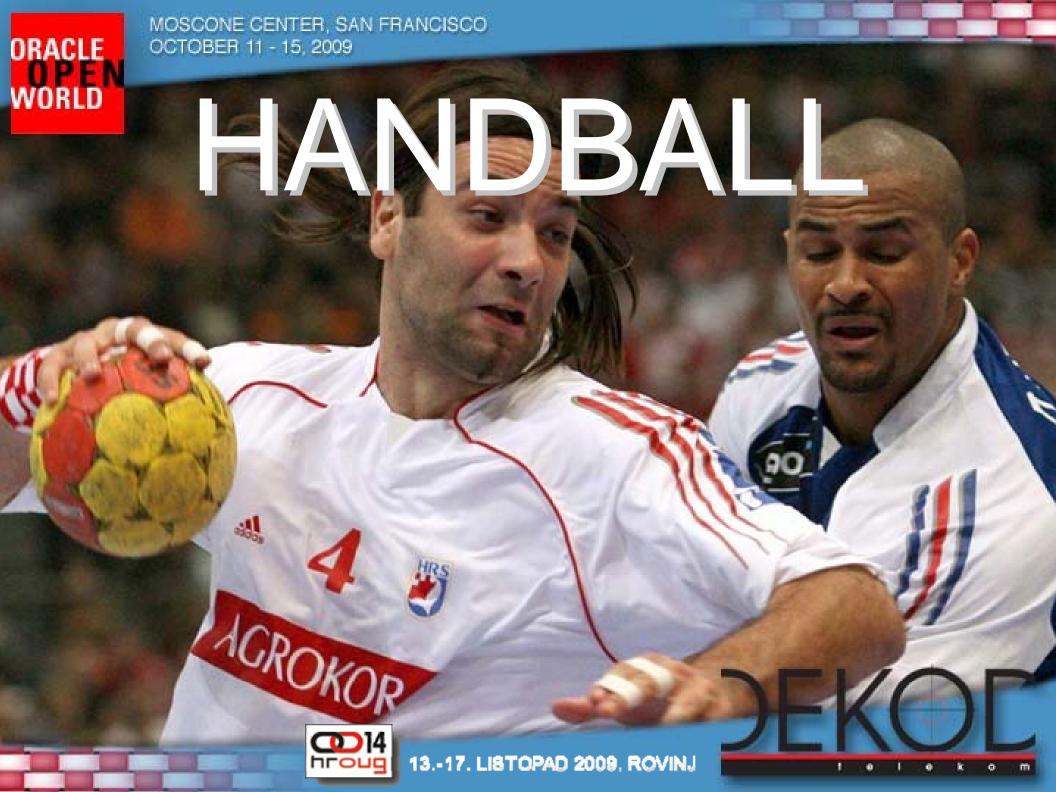
Head of development & consulting

DEKOD telekom

HrOUG presenter: Goran Matiša









HANDBALL

Handball is played around the world

Europe

Asia

Africa

South America

Megapopular in Europe

Germany, France, Spain, Danemark, Sweden...

of course, Croatia









HANDBALL IN CROATIA

- World's top in last 15 years
- Gold and silver Olympic medals
- World Championship 1st and 2nd places
- World Cup









WORLD HANDBALL CHAMPIONSHIP 2009

- broadcasted on 90 different TV channels
- 130 mil TV viewers of finals France vs. Croatia
- 102 matches
- 42 match days
- 7 venues
- 5 sales channels
- 4 access control solutions
- 300.000 tickets issued







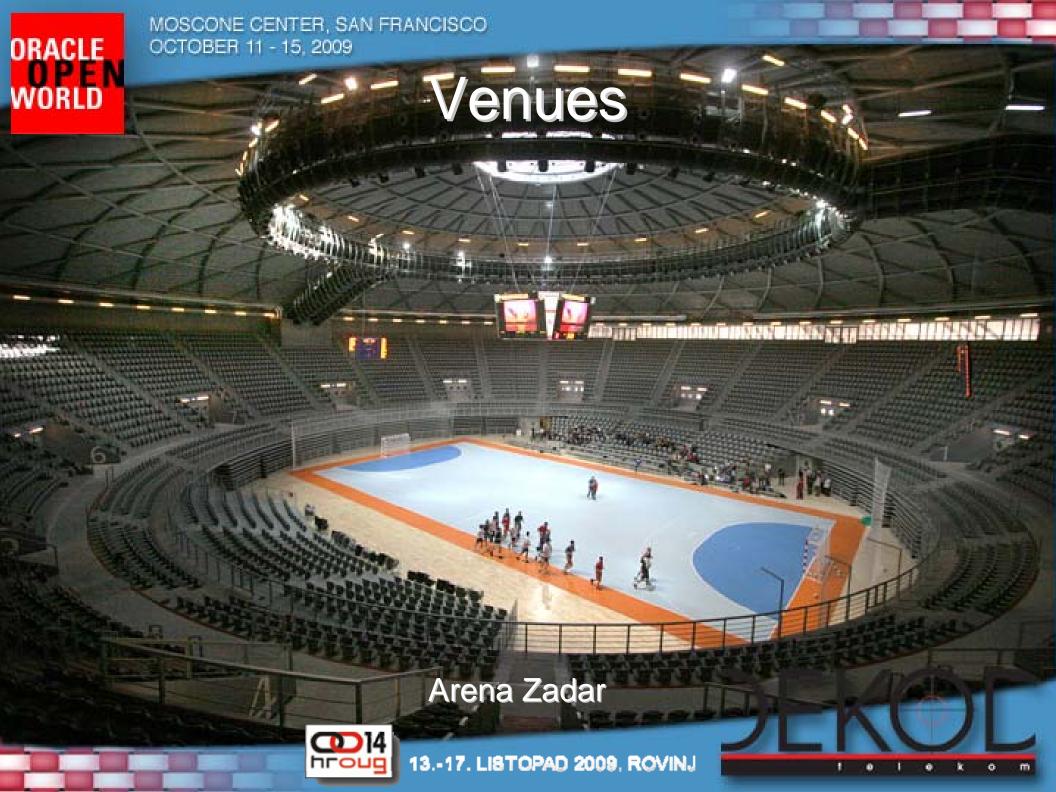
















t k e e 0 m





Why DEKOD telekom?

- ticketing software > 10 years experience
- ticketing service > 5 years
- Paganini project (ticketing) won Oracle Apps World Elevator Pitch contest in 2001 (Paris)
- Oracle
- 24 years of experience!
- Oracle Certified Partner
- has its own Internet (data) center









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About DEKOD telekom

- privately owned company since 1992
- Telecom division:
- JDSU partner, test and measurement solutions
- Software division:
- BI, ticketing, SW projects
- ticketing service
- ISO 9001:2008 certified
- Oracle Certified Partner







Project scope

- to provide ticketing service
- to interface with access control systems
- every venue has different AC system, or none
- to provide access control where AC system not available







Ticketing service

Sales channels:

internet
outlets (agencies)
box offices
ticketing center

- Distribution of tickets: delivery service
- Hardware & software: servers, workstations, printers...
- staff, call center, printing paper...







Timeline

2008/11/1 Project start 2008/11/24 Sales start 2009/01/15 Championship start 2009/02/01 Finals

Project closure







Challenges

- Short preparation time
- Building organization outsourcing and contract employees
- Adjustments to specific rules
 regarding seating plans, pricing, sales process
- Arenas were not quite ready yet ;)







Project team

- 15 people from DEKOD telekom
- 15 hired
- 50 in the outlet organization (Tisak)







Simple ticketing process

- example: rock concert
- define price categories
- include VIP box definitions
- take care of sponsor tickets
- sell internet, outlets, box offices...
- access control









Handball World Championship Ticketing Process

- one ticket for the 3 matches on a "match day"
- seating plan definition
- not recommended to mix supporters from different countries
- press areas
- IHF (International Handball Federation) area
- seats for national teams not playing at the time
- two VIP areas
- sponsors
- seats lost for technical purposes (TV)

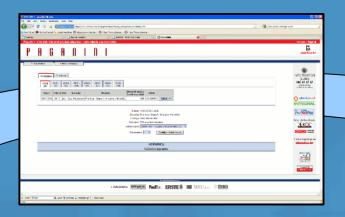








Internet





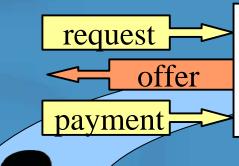








Ticketing center



P A G A N I N ticketing center











Outlets



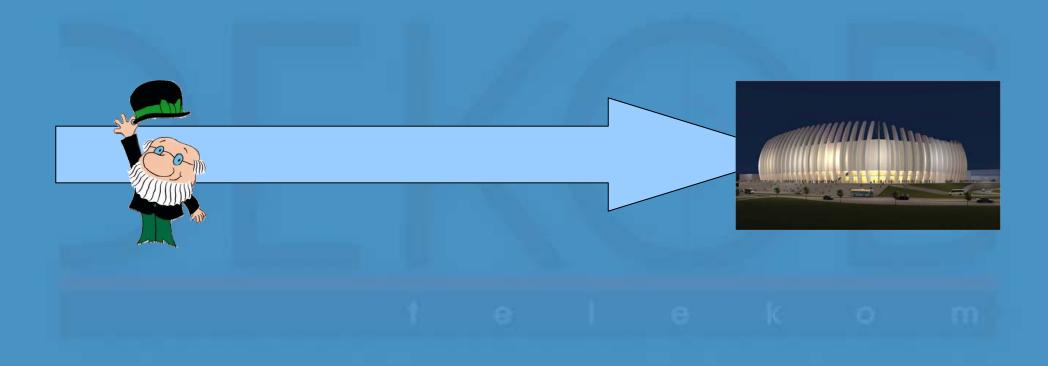








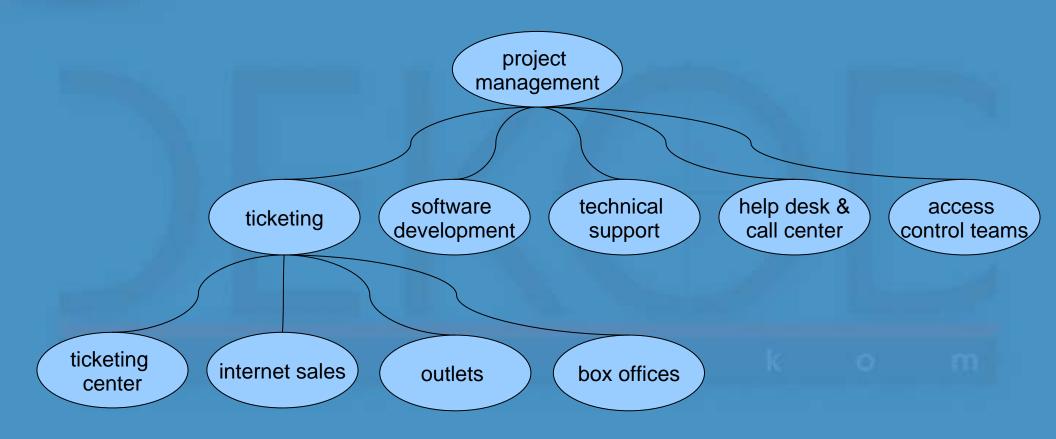
Local box offices







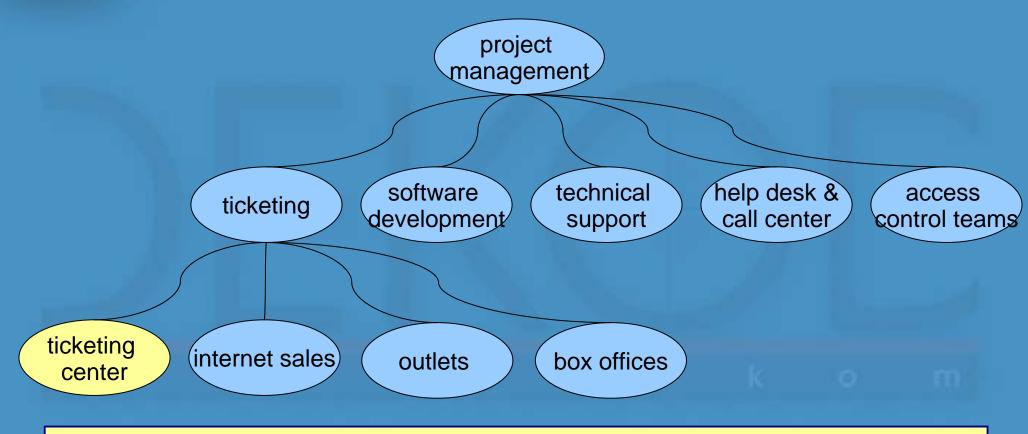












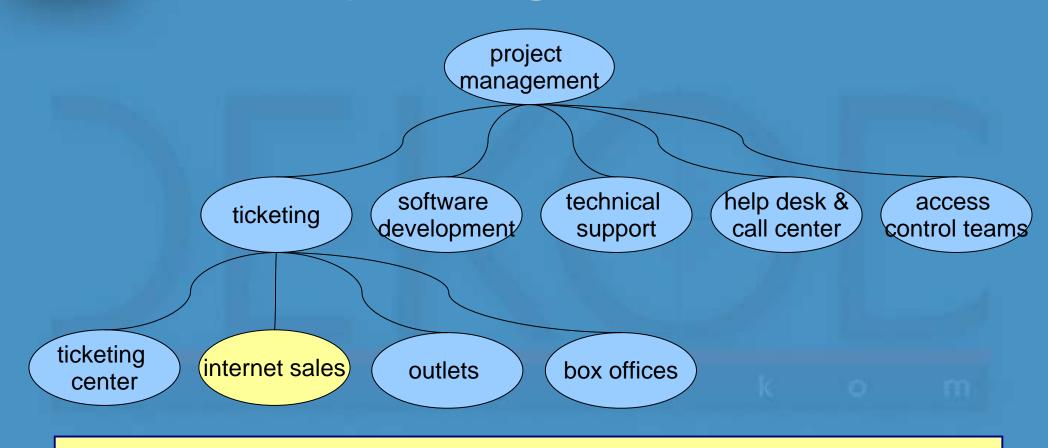
order processing payment processing

seating plan administration ticket issuing









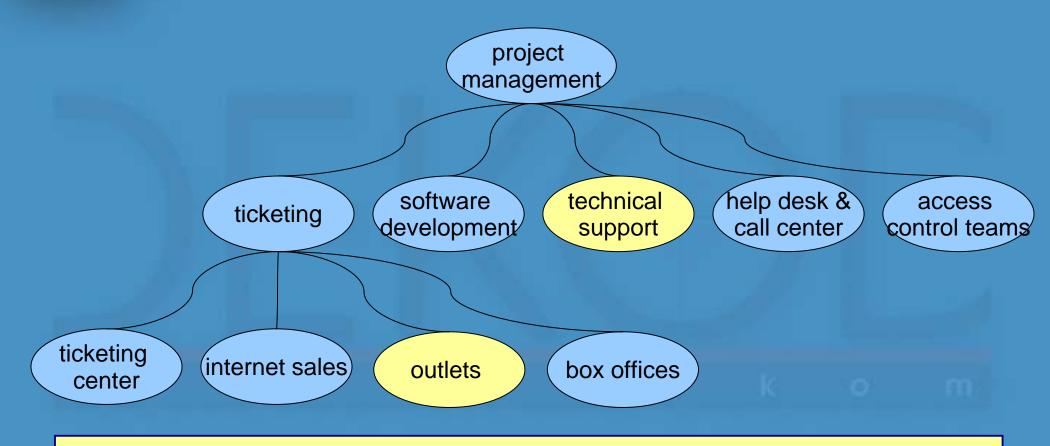
sales channel control packaging and delivery

payment processing









hardware & software installation ticket paper supply

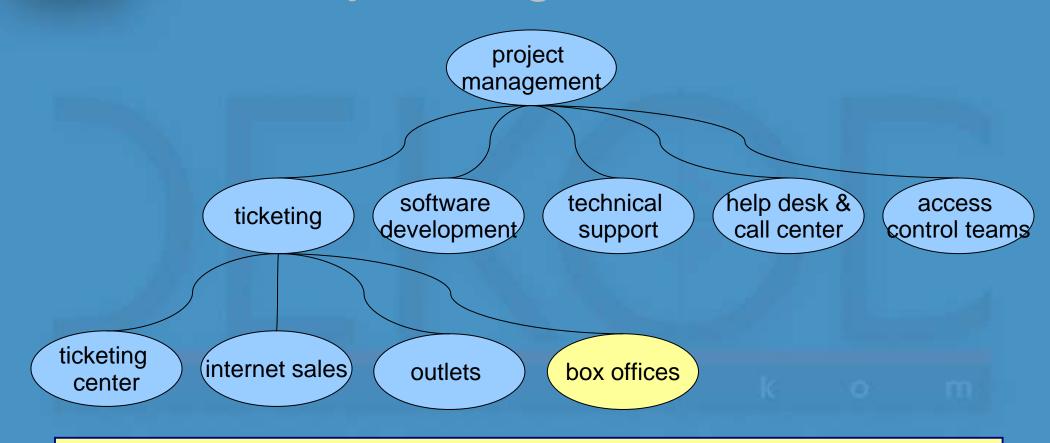
education ticket paper control







Project Organization



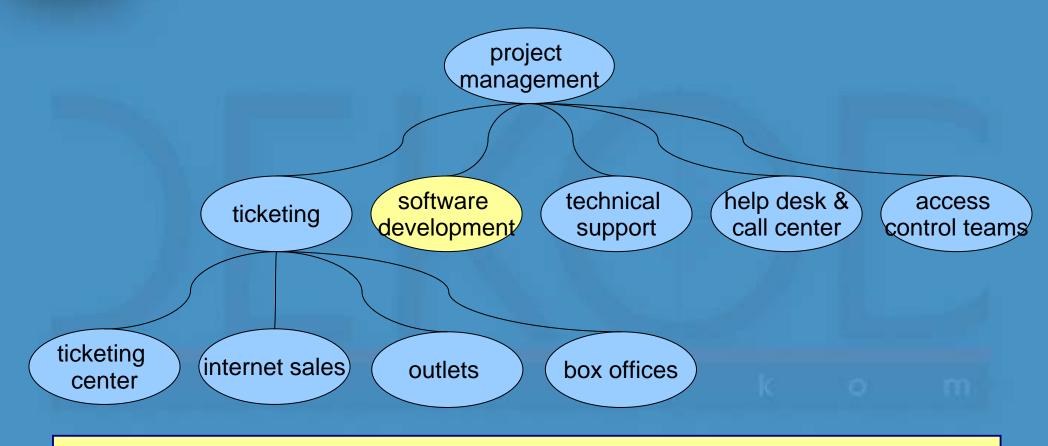
ticket sales ticket collection (tickets bought through other sales channels)







Project Organization



new reports access control interfaces

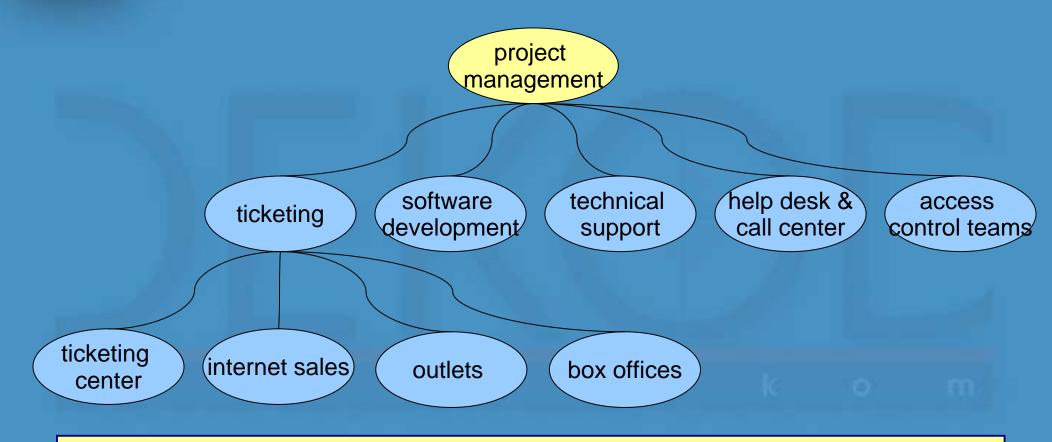
continuous improvement (outlet app - new partner!) bug tracking and resolving







Project Organization



sales control cash flow control HR management communication - CHF, partners, accounting... Issue detection







Pre-sales definitions

Seating plans

sectors, rows, seats

Arenas not finished yet!

technical seats - TV cameras etc

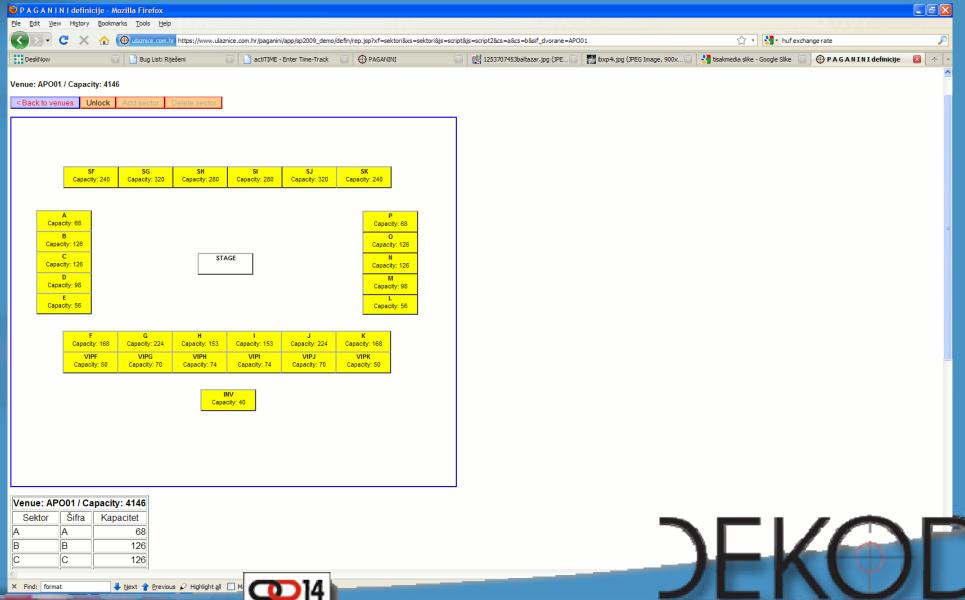
- Price categories definition
- Access control: zones, AC devices definition
- Event definition
- Sales channel control





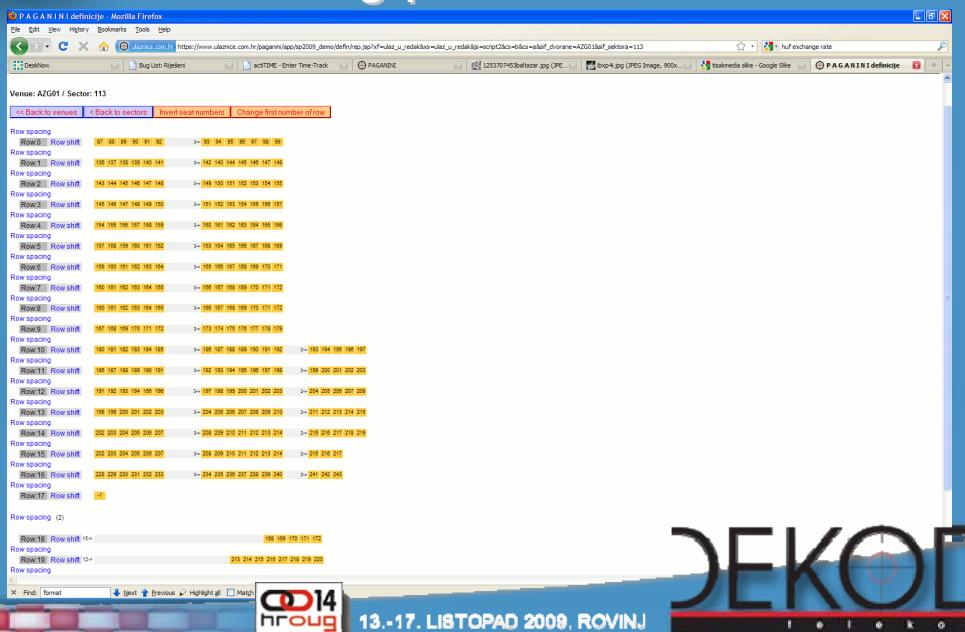


Seating plan definition



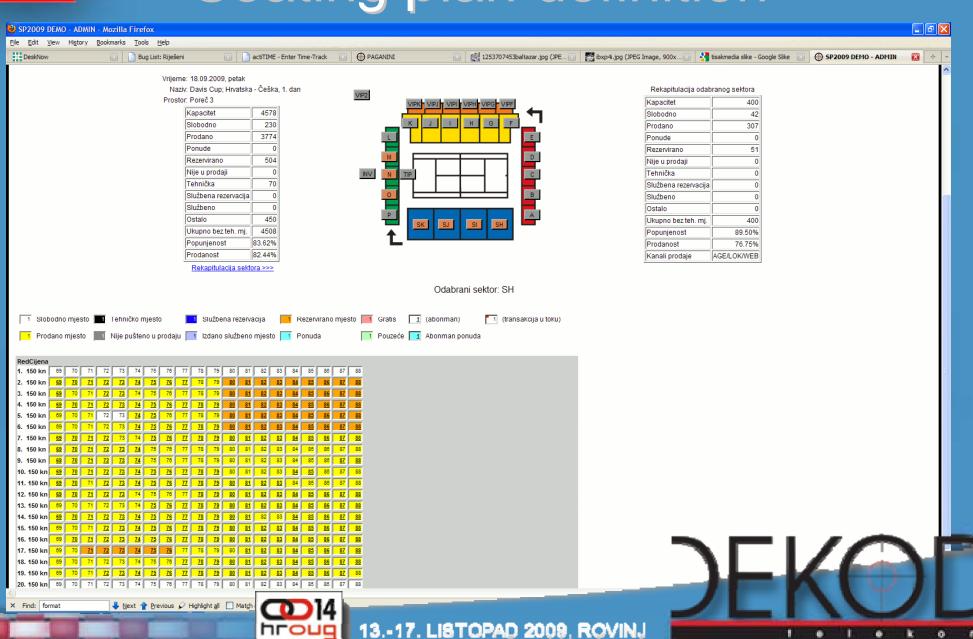


Seating plan definition



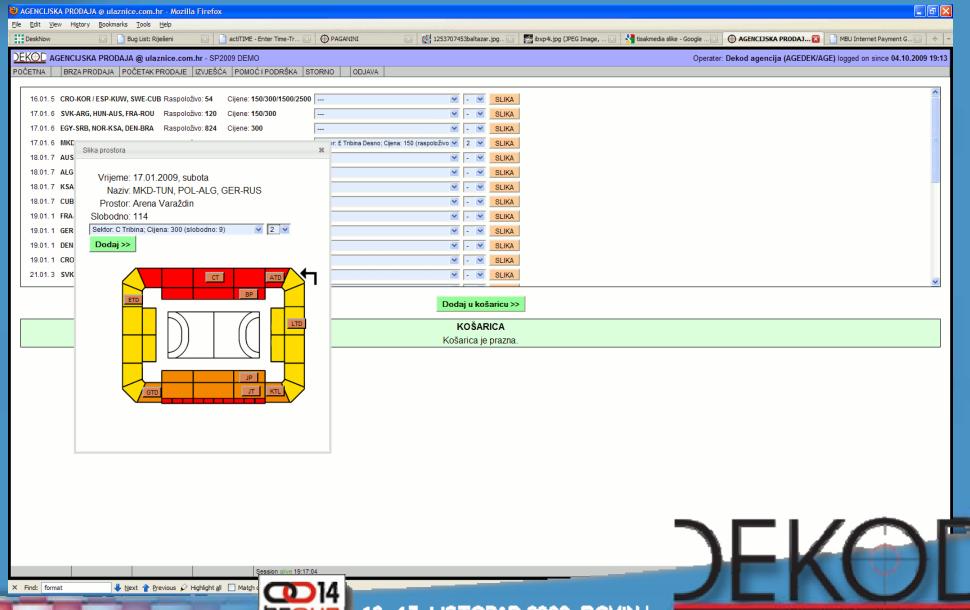
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Seating plan definition



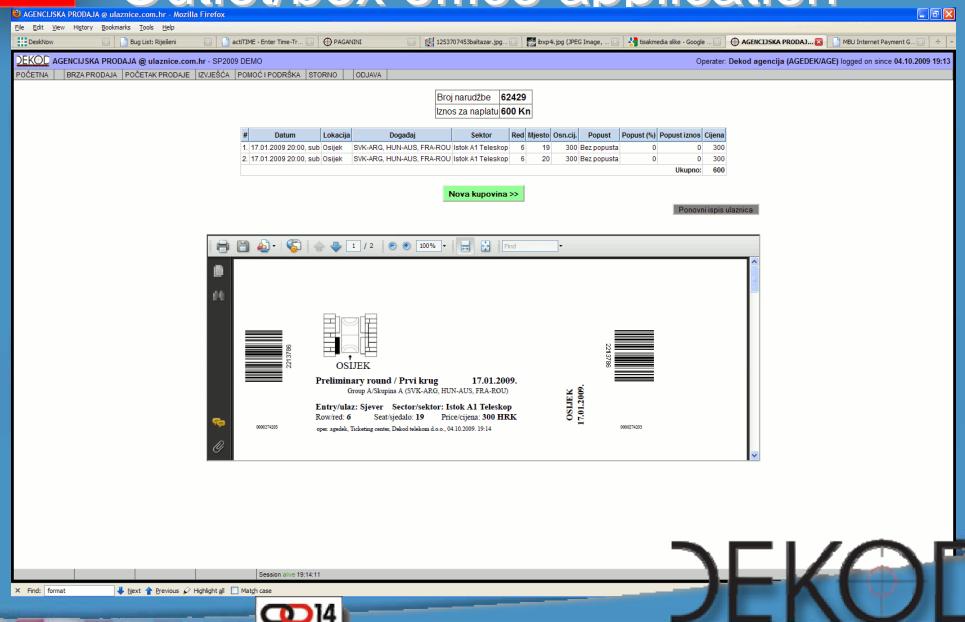


Outlet/box office application



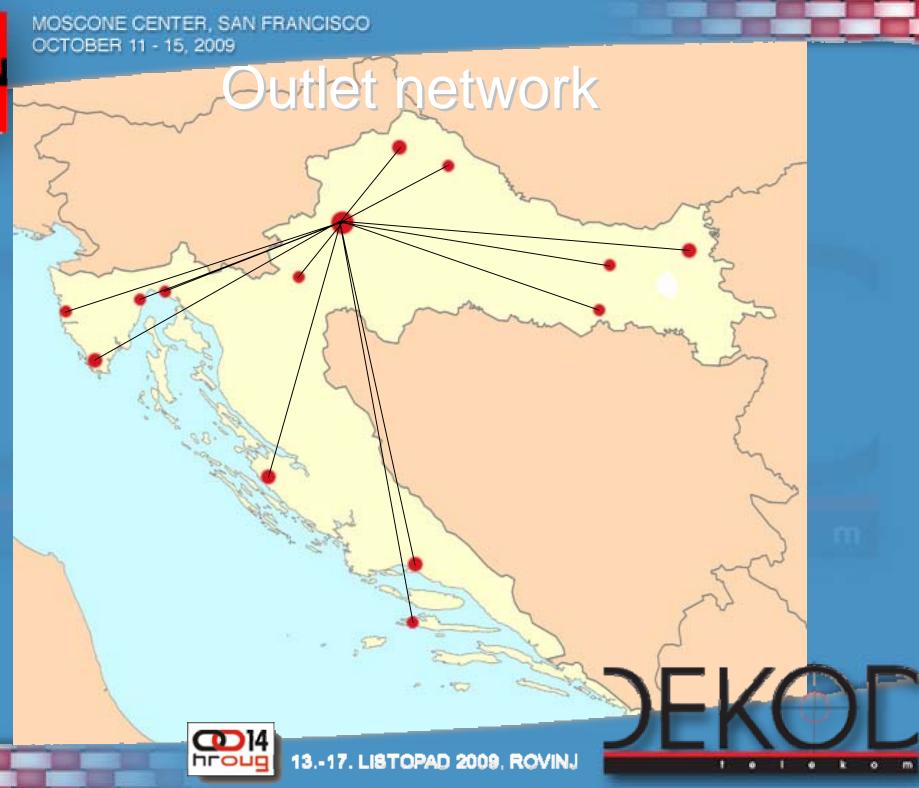
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Outlet/box office application



13.-17. LISTOPAD 2009, ROVINJ

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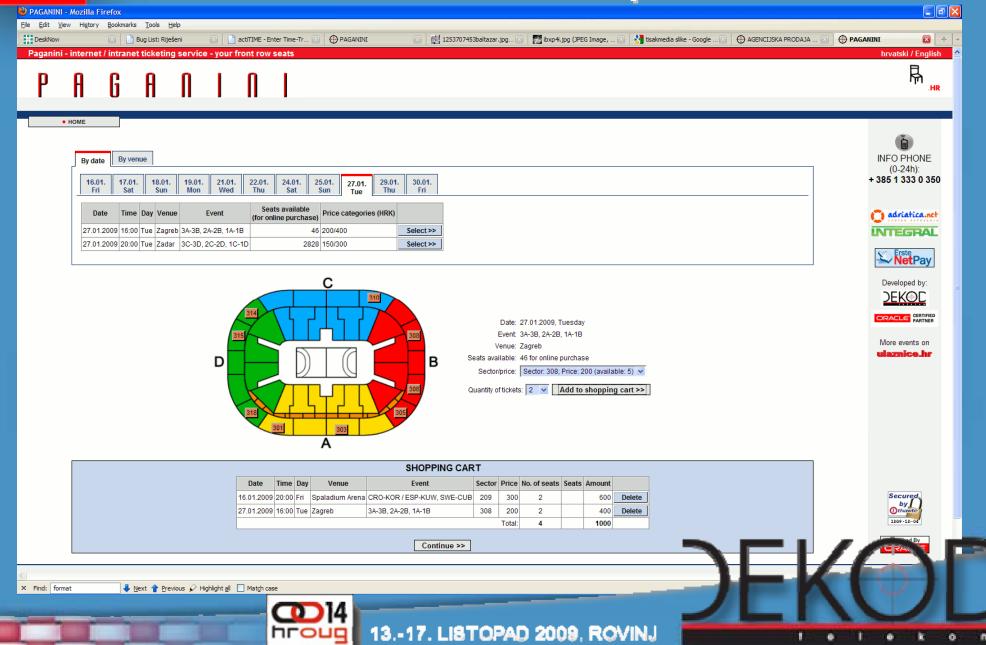
Outlets

- network ADSL lines
- provide equipment
- provide software
- provide education





Internet shop



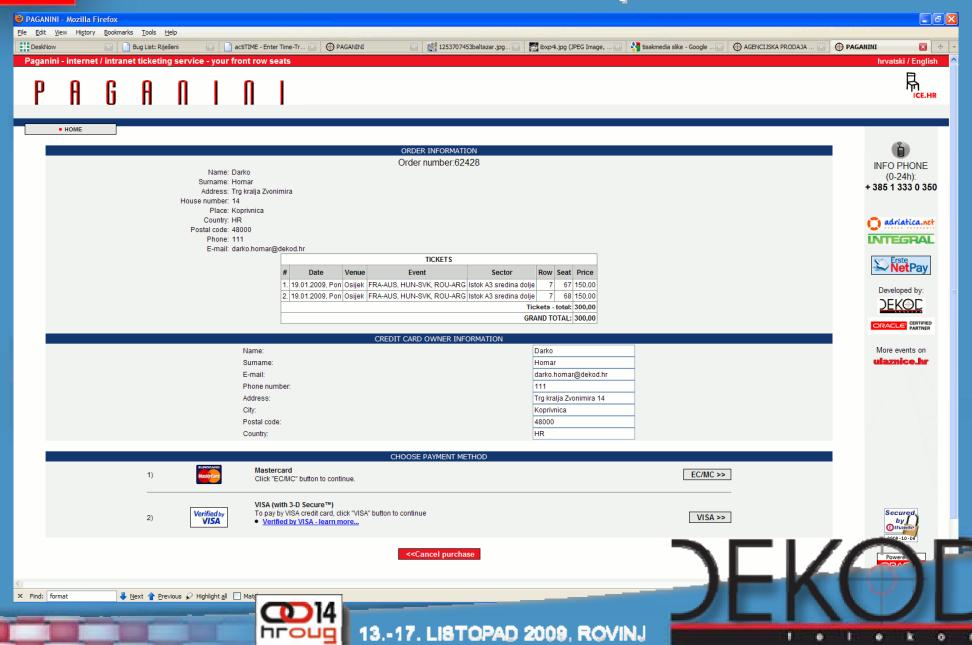
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Internet shop





Internet shop

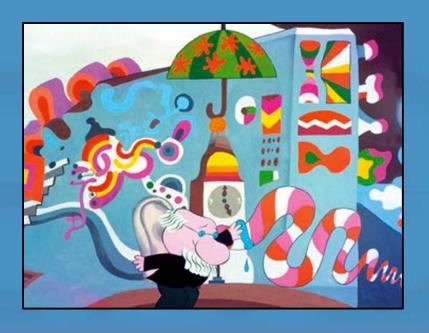




DEKOD's internet center

Oracle OAS

mail server



Oracle DB

other services (DNS...)

- Windows / Linux platform
 (Oracle on Windows platform)
- Oracle Standard Edition
- partially virtualized
- connected to payment processors

Payment gateways



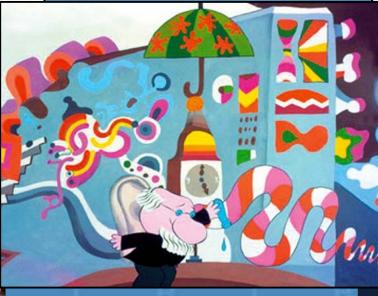




Center for all sales channels

P A G A N I N I

ticketing center













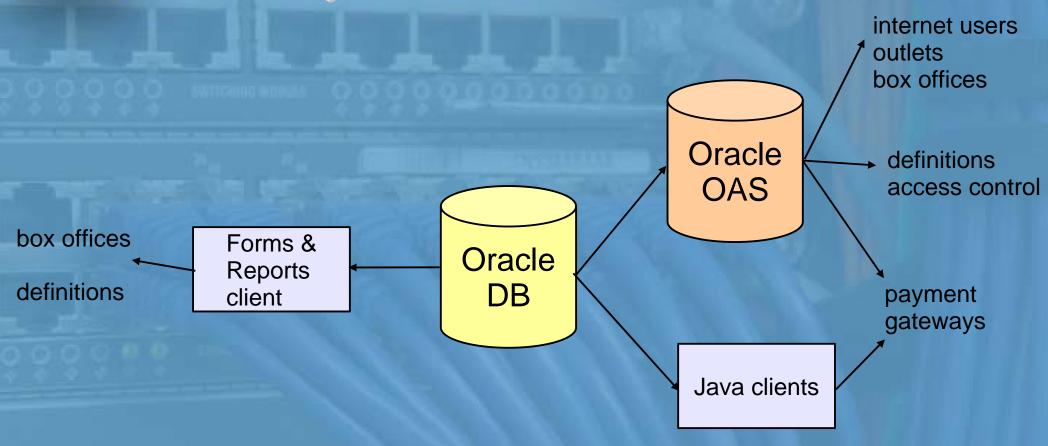
System Architecture

- central ticketing database
 - supports all sales channels: internet, outlets, local box offices, ticketing center
- central application server
 - supports all sales channels
- local last minute sales databases & applications
 - not used, redundancy in case of comm. failure
- local access controls servers





System Architecture





DEKOL



Software Architecture

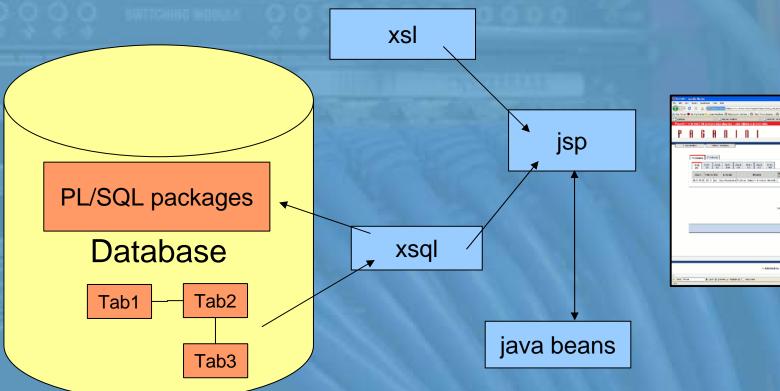
- Database packages contain business logic
- XML based applications
- OAS
- xsql servlet data querying, call business logic
- xsl user interface
- jsp, java beans controller, session variables
- css skin
- javascript, jQuery

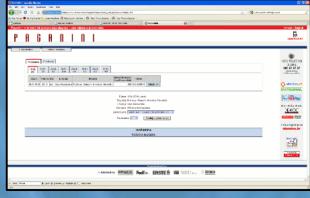






Software Architecture









XML-based DB access

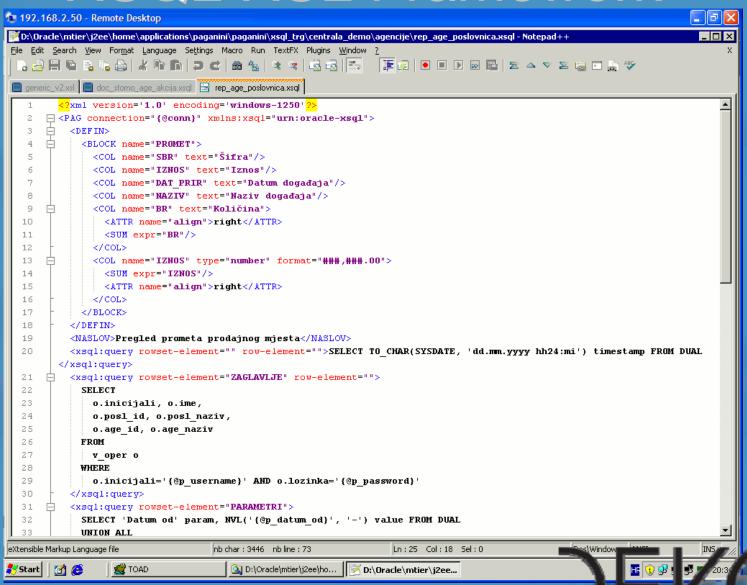
- xsql servlet
- enables that DB is remote
- enables use of low cost (and low quality)
 connection to the Internet app center





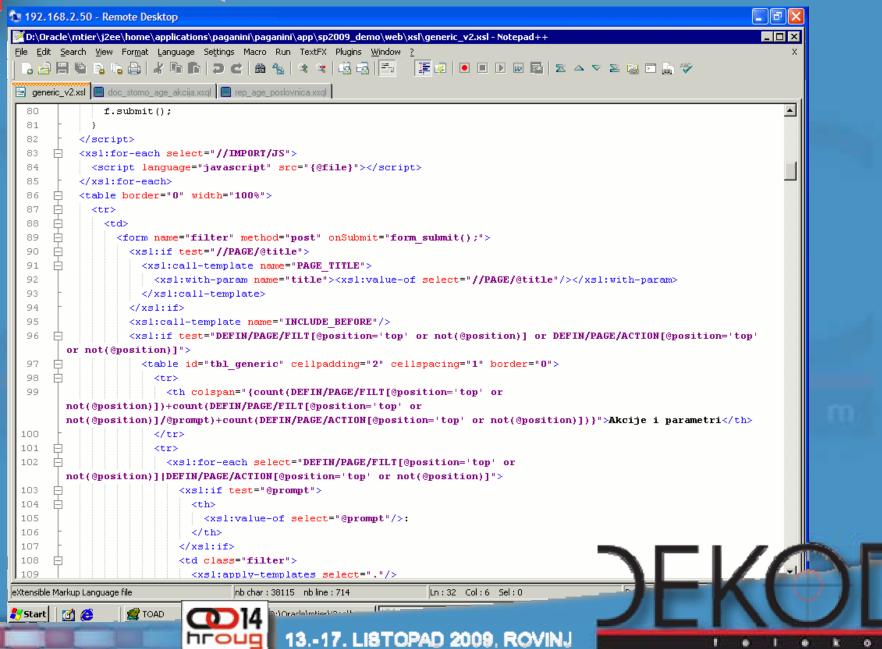
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XSQL-XSL Framework



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XSQL-XSL Framework





Framework choice

- let a thousand flowers blossom
- BC4J, Hibernate, JDBC, Toplink, Struts, xsql, web services, RMI, CORBA, SOAP, Axis, AJAX, jsp, servlet, php, xsl, java scripts, EJB, SOA, BEA Web Logic, Tomcat, OC4J, Spring, JDeveloper, Eclipse, ADF, JSF, UIX, Apex, XDB, Internet Explorer, Firefox, Netscape...
- browser oriented development since year 2000







Simplicity

- very short learning curve for new developers
- very adjustable to customer needs
- easy deployment and administration
- easy to incorporate new web features



