

SPOTLIGHT Competitive Analysis



Inefficient / Manual

	Collects End User Of Tickets	Collects All Pertinent Information Upon Request	Single Portal: Enterprise Wide Knowledge of Holdings	Automated Compliance Throughout Tool	Simple Self-Service Upload Of Inventory	Web-Based Tool- Eliminates Useless E-mails/Phone Calls	Daily Updated Maps, Event Time, Location, and Pertinent Information	Collects All Spend, Including Tickets Purchased Outside Of Holdings	Real-Time Reporting Across All Lines Of Business	Full Secondary Ticket Integration	Fully Tax Compliant	Cost: Money	Cost: Staff Time	Overall
CRM's: Salesforce, Siebel, SAP	✓	✓				✓						\$\$	\$\$	Web based CRM with no ticket/event reporting functionality. Costly and ineffective. Square peg in a round hole
Internal System: Microsoft Excel	✓											\$	\$\$\$\$\$	Inefficient use of team time. Incomplete information. No standardization. Extremely limited reporting tools. Garbage In= Garbage Out
Sports Marketing Firms: GMR, Paragon, Velocity, Sportsmark	✓	✓										\$\$\$\$\$	\$\$	Either outsource tool or pay staff. All sell tickets to outsiders without reporting. Expensive and not transparent.

Efficient & Automated

No System At All														Firms are better off doing nothing at all to track tickets & events than anything above this line for legal and tax implications
Sharepoint	✓	✓				✓						\$\$\$\$	\$\$\$	Can be customized to gather information and run a few reports, however extremely expensive
StarCite	✓	✓	✓	✓		✓						\$\$\$\$	\$\$\$	Events tool. Tremendous manual process necessary and customization costs. No automation.
Spindustries	✓	✓		✓		✓			✓			\$\$\$\$	\$\$\$	Customized program. Extremely expensive with constant upkeep and customization required
Internal System - Customized	✓	✓				✓			✓			\$\$\$\$\$	\$\$\$\$\$	Even the best internal system requires massive time commitment and cost. Once built, firms chase bad money with good by continuing to try and customize
Spotlight Ticket Management	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\$	\$	Affordable, Automated, Real-Time Tax Compliant Reports, Fully Sarbanes Oxley Compliant, Saves Staff Time, & Automates Entire Process With 24-hour Updates