

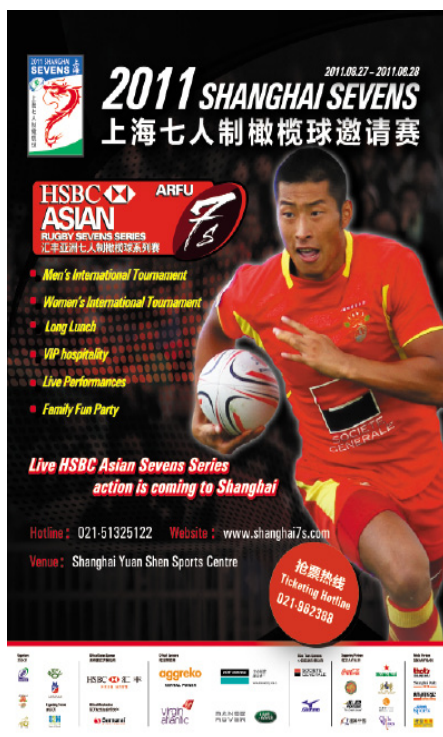


**Sports & Lifestyle**

S2M Group is a China focused sports and lifestyle marketing company founded in 1999. S2M focuses on consultancy and representation, events and activation, hospitality, sponsorship and sports facility management.

**Program Impact**

- 1600+ cards, ¥450K+ processed
- 450+ VIP guests tracked
- 13.8% residual



**Challenge**

For the 3rd Annual Shanghai Sevens Rugby Tournament the S2M Group (S2M) moved the competition from a sports club to a regional sports stadium. While the previous facility partner handled payment and vendor management, the stadium did not. As workload grew for the larger event, S2M looked to outside partners for assistance. “When expanding S2M events to larger sites, our goal is to develop an exciting schedule that will fill the seats with happy spectators, comfortable VIPs, and satisfied sponsors” says Mark Thomas, Managing Director of the S2M Group. “I wanted senior S2M staff free to focus on how to improve the Shanghai Sevens experience, not on the labor intensive process of accounting and data collection.”

**Solution**

S2M relied on CMS to grow into the new location and prepare for a four-fold increase in attendees. “The CMS system accurately controls finance and operations data while being simpler and cleaner than cash/coupon schemes” says Mark. Payment card activation, recharge, purchases, refunds, and reporting all run on wireless and portable point-of-sale (POS) terminals. Software was quickly configured for Shanghai Sevens rules covering general admission, sponsored VIPs and hospitality tent guests. As events rely on temporary employees with minimal training, easy-to-use terminals are critical to reducing shrinkage and improving operations. For the two-day event merchants picked up their terminals in the morning and were up and running in no time. Customers received receipts for every transaction to keep track of their spending and card balances. Mark continued, “CMS Terminals save table space and come at a lower cost than employing cashiers. The card system helps vendors focus on making spectators happy by keeping drinks cold, food warm, and lines short.”

**Results**

Smart card payments proved fast and efficient - rather than manage handfuls of flimsy coupons, customers could tap-and-go with purchases in hand. As rush periods emerged, extra terminals and staff were sent out to eliminate queues. Mark added “Validating merchant coupons to settle accounts can take a week, the process is time consuming and error-prone. CMS gave us daily summaries and a detailed report summarizing operations, profit, and pay-outs one day after the event.” For future events, S2M and CMS will unify tickets and payment together. As Mark summarized, “When we add-up residual in our pockets, card design sponsorship opportunities, savings from cutting-out paper tickets and insightful data delivered automatically - the CMS system more than pays for itself.”



**Sports & Lifestyle**

世拓集团成立于1999年，是聚焦中国体育营销和生活时尚的公司。拥有跨国文化背景的世拓集团在全国拥有4大办事处，核心业务为咨询和代理、赛事组织和推广、接待服务、赞助活动开发和体育设施管理。

### 影响：

- 已发行1600多卡、交易额超过45万元
- 拥有VIP顾客450多人
- 13.8%的利润



### 挑战

为了举办第三届上海七人制橄榄球比赛，S2M把赛事从一般的体育俱乐部移到了源深体育场。以前，体育俱乐部负责所有的支付服务和供应商管理，但是源深体育场目前还没有这种服务。S2M的总经理，Mark Thomas说“当我们决定把S2M的赛事活动移到较大的场所时，主要目标是安排一个令人激动的比赛赛程，为了保证满座、观众快乐、贵宾舒适和赞助商满意”，随着工作量的增加，S2M需要外部合作伙伴的协助，“我们要S2M的高级职员能够注重于如何提高观众在上海七人制橄榄球的体验，而不是做费力的数据收集任务。”

### 解决方案

CMS不仅帮助扩展S2M的规模，而也帮助S2M举办了这次赛事，这次赛事的观众比去年增加了4倍。Mark提到，“CMS的智能卡系统代替了复杂的现金或优惠券方式，并且准确地掌控了财务和经营数据。”CMS系统功能包括卡的激活、注册、充值、还卡以及支付服务都是在一台支持GPRS的可移动POS机上运行的。软件随着赛事的规则和需要及时调整。由于赛事会雇佣比较多的临时员工，所以易用的POS机对整个操作很重要。在这两天的活动中，消费者可以随时使用POS机进行消费，消费者每次完成交易就会拿到收据，并且知道他们卡里面的余额。Mark还提到，“CMS终端机除了节省空间，也降低了雇佣收银员的成本。智能卡系统帮助供应商把所有的关注转到如何让消费者满意。

### 结果

用智能卡支付增加了交易的速度和效率。消费者只需要把卡放在感应区，就能很快的购买东西，而不必再使用薄纸性的优惠券。所以如果在高峰时刻，只需要增加员工和终端机来帮助收费。Mark说，“以前的方式是先从供应商收回优惠券，然后需要再确认和检查一下才能结账。这一过程很耗时的，至少需要一个星期，也很容易犯错误。CMS的报告在第二天到达我们公司，里面有仔细地总结经营情况、支出和利润”，对于未来的赛事，S2M与CMS将会统一门票和支付的系统，“如果我们加上卡里面的利润、赞助商在卡上广告收益、以及节省的纸张费用和丰富的数据自动发送到我们公司，CMS系统的确很值得。”