



# AMUZE

BILLING, TICKETING & INVENTORY SOLUTION

# About Us

- ▶ “Our mission is to help leisure businesses grow and deliver amazing guest experiences, through the use of technology. We are a team of people that are always motivated and inspired by the positive impacts we bring to our clients and our industry.”
- ▶ Our service offering spans from Ticket entry & Access Management, POS Billing, Ride / Attraction Maintenance Management, Customer Relationship Management, Locker Management, Vehicle Parking Management, Inventory Management, Mobile Billing solution, Web based and MIS / BI Reports.
- ▶ We are focussed on optimizing our customers' investments in our solutions. We help our customers in managing their Parks / Zoo / Museum / Tourism in effective way.
- ▶ Our product is designed to provide an end-to-end solution to manage all entertainment related operations effectively.
- ▶ We have a strong customer support team.

# Amuze Verticals

Ticketing &  
Event  
Management

F&B,  
Merchandise  
Sale

Online Web  
Booking & API

CRM

Inventory  
Management

Ride  
Maintenance

Lockers,  
Costumes &  
Rentals

Parking  
Management

BI Reports

# Amuze Architecture



# Amuze Value Proposition

- ▶ Cost effective solution.
- ▶ Not restricted to specific hardware and works across variety of standard hardware.
- ▶ Easy customisations.
- ▶ Open to integration with other existing solutions.
- ▶ Specific solution requirements can be integrated / developed.

# Amuze Ticketing Modules

Multiple PLU  
Types

Resource &  
Event  
Management

Ride wise  
Billing

Call centre,  
B2B, B2W, B2M  
& Web  
Bookings

Dynamic Event  
Booking

Membership

Gift card / E-  
wallet

Packages

Discounts,  
Offers &  
Promotions

POS / Android  
POS

Locker and  
Rental Items

Integration  
with Finance  
Application

E-Ticket

# SESSION BASED BOOKINGS / SEASON PASSES ACROSS MULTIPLE LOCATIONS.

## ❖ **SELL YOUR TICKETS WHEN AND WHERE YOU WANT TO**

Selling your products in multiple places should be every bit as simple as selling in one. Amuze is a unified platform that can run your business with ease so you can have a one-stop-shop for all types of ticketing. Amuze has been built to accommodate both on and offline sales all from the one system, helping to avoid any duplicate stock and capacity issues.

## ❖ **SESSION BASED BOOKINGS**

Ticketing for businesses that require time-based slots across multiple locations or shows, can feel overwhelmed with all the options on offer.

Use our advanced settings to make dozens of changes such as multiple locations, split time slots and fluctuating capacity.

With the ability to fine-tune every aspect of the ticketing process you can ensure customers will have a seamless experience throughout.

## ❖ **SEASON PASSES ACROSS MULTIPLE LOCATIONS!**

Season passes provide your entertainment business with additional revenue over the entire peak period. Build levels to reward your highly engaged consumers with additional benefits and discounts.

Encourage cross spending over multiple locations combined under the one reusable RFID pass, increasing spend per customer and reducing ticketing and software costs.

# PACKAGES AND GROUP BOOKINGS / MANAGING ENQUIRIES

## ❖ PACKAGES AND GROUP BOOKINGS

Create structured packages such as Show, Food and Merchandise to effortlessly manage reservations and capacity.

Offer discounts to groups and families with packaged tickets. Simply decide which tickets you'd like to include, set any discounts or offers, add any limitations, and you are done.

Large group bookings and family passes become a breeze with our custom forms, and they allow your staff to save time on site.

## ❖ MANAGING ENQUIRIES

For bookings requiring that extra level of customisation and service, our solution focuses on optimising processes for staff, while providing a seamless and enjoyable booking experience for the customer.

Our universal system gives your staff the ability to email, invoice, filter, sort, and manage all bookings on one platform. No more switching between multiple systems.



# POS BILLING

## ❖ POS BILLING

- Built with intuitive responsive design, the AMUZE POS seamlessly integrates all AMUZE modules for true end-to-end management. It covers everything from ticketing, merchandise, car parking, locker management and inventory through to your food and beverage sales, eliminating the need for multiple systems.

## ❖ ACCOMMODATE ALL TICKET TYPES

- The entertainment industry offers a huge variety of ticketing types. Digital tickets, paper-based, name look-up and Barcodes are all accommodated with the AMUZE handheld POS scanners allowing ticket validation from all entry points

## ❖ ENTRY MANAGEMENT

- All ticketing types can be sold, validated, accepted and managed quickly from POS, even if they were purchased online in advance.
- With the ability to integrate existing turnstiles or use a AMUZE handheld device for a truly mobile gate management experience, you can control guest access and manage capacity easily.

**Amuze POS** 12-Dec-19 001 Ganesh Khatri 10.16.2.23\SQLDB AmuzeTest

PLU	Qty	Description	Price	Discount	Tax	Deposit	Amount
30100861	1	DIS TP REGULAR ADULT	999.00	999.00	0.00	0.00	0.00
30100841	1	TP REGULAR ADULT	999.00	0.00	179.82	0.00	1,178.82
30100831	1	TP REG ADULT UL ACCESS	1,299.00	0.00	233.82	0.00	1,532.82

Sub Total3,297.00

Discount999.00

Tax413.64

Deposit0.00

Net2,711.64

Tendered0.00

Change0.00

2,711.64

WP PEAK	WP REGULAR ADULT - WEB	DIS WP REG ADULT	WP BACK TO COLLEGE	TP NON PEAK
...	999.00	999.00	699.00	...
TP PEAK	WP REGULAR CHILD	DIS WP REG CHILD	SV RECHARGE 200	WP EMPLOYEE
...	799.00	799.00	200.00	...
SNOW PARK	WP REGULAR SR CITIZEN	DIS WP REG SR CITIZEN	WP EXP BACK TO COLLEGE	WP UPGRADE
...	599.00	599.00	1,399.00	...
HOUSE OF STAR	WP EXPRESS ADULT	DIS WP EXPRESS ADULT	DIS WP SNOWMAGICA ADDON	RENTAL SERVICES
...	1,699.00	1,699.00	140.00	...
EVELUSION	WP EXPRESS CHILD	DIS WP EXPRESS CHILD	WP RETURN TICKET	LOCKER
...	1,499.00	1,499.00	399.00	...
GLOWMAGICA	WP EXPRESS SR CITIZEN	DIS WP EXPRESS SR CITIZEN	WP MAP ATTRACTION PACKAGES	FOOD COUPON
...	1,299.00	1,299.00	1,399.00	...
OFFER		ANNUAL PASS		SV SALE
...		...		...

ID: 0 Amount: 0.00 3 Items WP NON PEAK FOP Group

POS system is a touch based system that provides billing of all PLU configurations along with online bookings.

# MEMBERSHIPS / UPSELL

## ❖ MEMBERSHIP MANAGEMENT

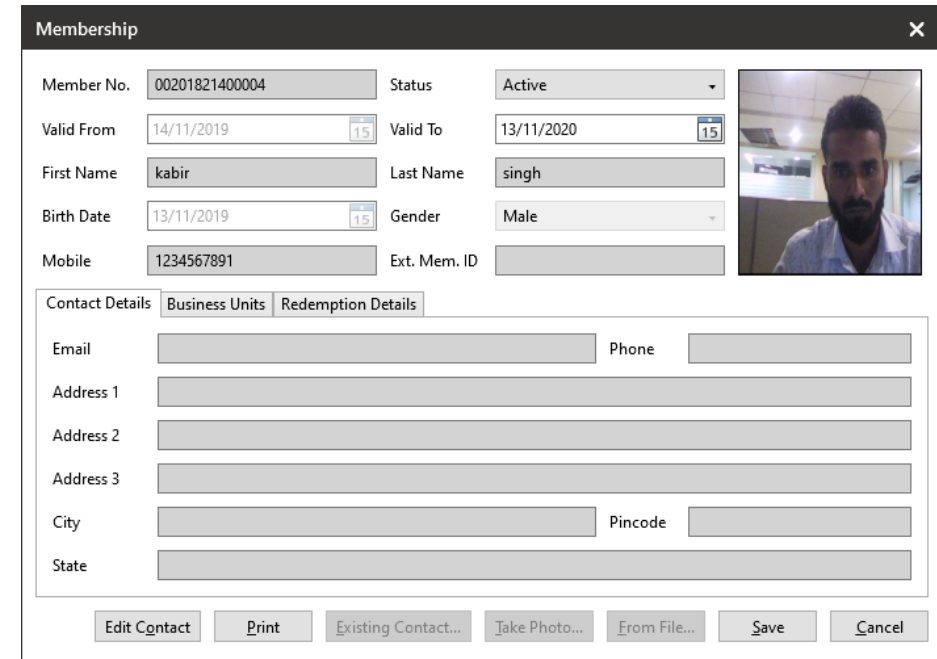
Memberships require multiple options and flexibility. Amuze not only offers this but also includes variations across level of access. These can be easily programmed to match your needs.

Create membership tickets with add-on products to entice higher redemptions.

Send thank you messages and auto reminders to ensure you to retain your membership numbers year on year.

## ❖ UPSELL

Up-sell to your customers before they even arrive, with our add-on functionality allowing you to personalise and sell VIP passes, vouchers, food and beverage packages and merchandise within the booking process.



The screenshot displays a 'Membership' management window. At the top, it shows 'Member No.' (00201821400004), 'Status' (Active), 'Valid From' (14/11/2019), and 'Valid To' (13/11/2020). Below this, the member's details are listed: 'First Name' (kabir), 'Last Name' (singh), 'Birth Date' (13/11/2019), 'Gender' (Male), 'Mobile' (1234567891), and 'Ext. Mem. ID'. A small photo of the member is shown on the right. The form is divided into three tabs: 'Contact Details', 'Business Units', and 'Redemption Details'. The 'Contact Details' tab is active, showing fields for 'Email', 'Phone', 'Address 1', 'Address 2', 'Address 3', 'City', 'Pincode', and 'State'. At the bottom, there are buttons for 'Edit Contact', 'Print', 'Existing Contact...', 'Take Photo...', 'From File...', 'Save', and 'Cancel'.

The membership module helps business to build, support and retain clientele by offering different membership level at different price points with different benefits. Many large business have benefitted from being able to have excellent loyalty programs over the years.

# LOCKER MANAGEMENT & WRISTBAND RFID

## ❖ LOCKER MANAGEMENT

- The application has been designed so as to take care of every aspect of key issuance, access, rent collection of lockers.
- LMS is a desktop solution for managing end-to-end Locker Operations including Rent management and auto communications for internal as well as external customers.

## ❖ WEARABLE RFID SYSTEM

- Amuze offers implementation and development of wearable RFID bands to further enhance the user experience.
- Wearable RFID bands are increasingly becoming popular for water-based theme parks as they can be recycled, reused and kept for the entire season.
- Amuze also offers the ability to add further enhancements to your RFID passes with social activations, cashless wallets for further guest interaction.

**Rental Item Status**

WATER PARK LOCKER

Selected Item Group B

6345 B-001	6819 B-002	6603 B-003	5466 B-004	6428 B-005
0570 B-006	6426 B-007	6413 B-008	6423 B-009	6416 B-010
6421 B-011	6837 B-012	6736 B-013	6500 B-014	6807 B-015
6402 B-016	6450 B-017	6272 B-018	-- B-019	5479 B-020
5438 B-021	6407 B-022	5745 B-023	0164 B-024	6911 B-025
6598	3893	3880	3786	3973

Active: 39 ~ 944   Sold: 24 ~ 140   Lost: 0 ~ 23   Damage: 1 ~ 49   Maintenance: 20 ~ 545   Cancel

Wristbands are personalised and an extremely practical approach for billing rental items through our POS. Guest can be assigned lockers as well as value can be loaded to redeem at various outlets.

# BIG DATA & SUPPORT

## ❖ **BIG DATA**

Amuse POS provides intelligent reporting capabilities, to give you reports that prioritise the areas of your business. Keep your accounts and management team on the same page.

## ❖ **PRODUCTIVITY TOLLS**

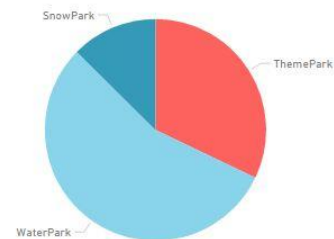
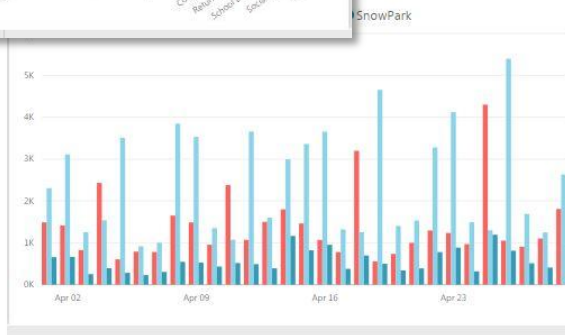
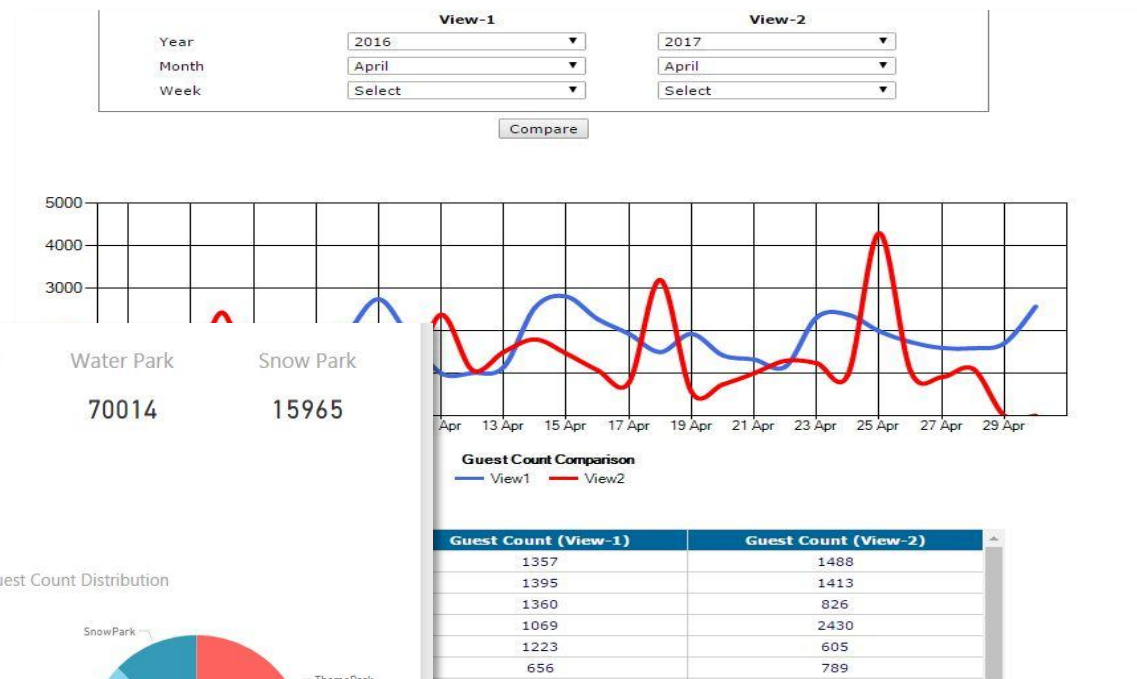
Track real-time results through any activated online device and keep track of your progress, even on your days away from the office.

Reduce shrinkage with cash reconciliation and inventory loss with real-time reports and processing.

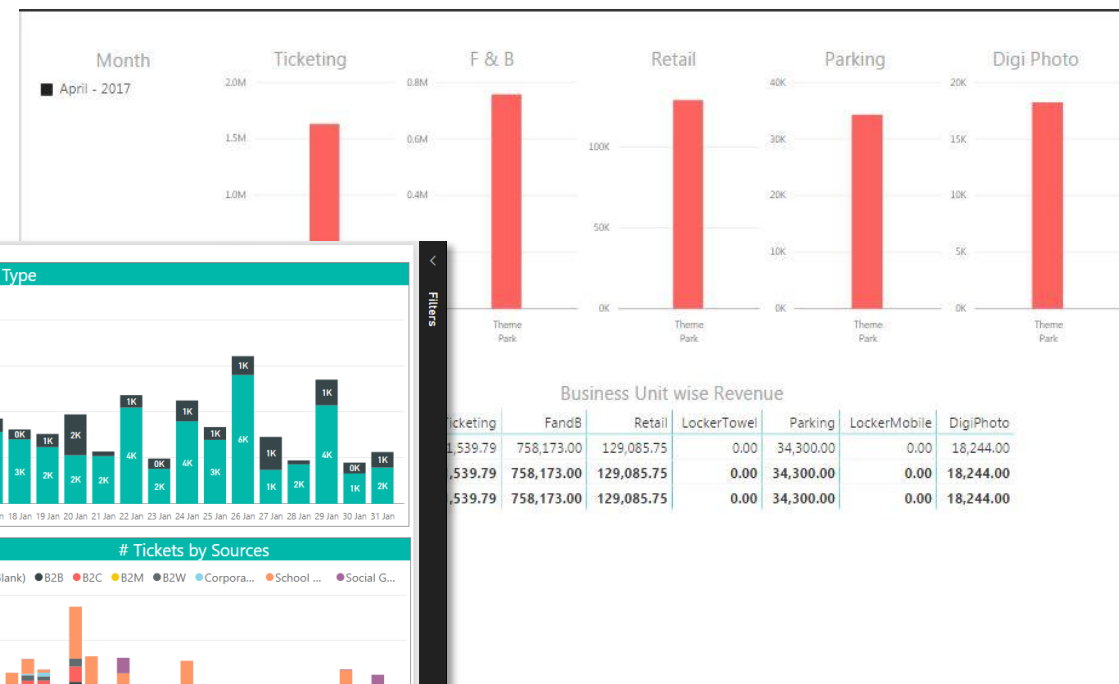
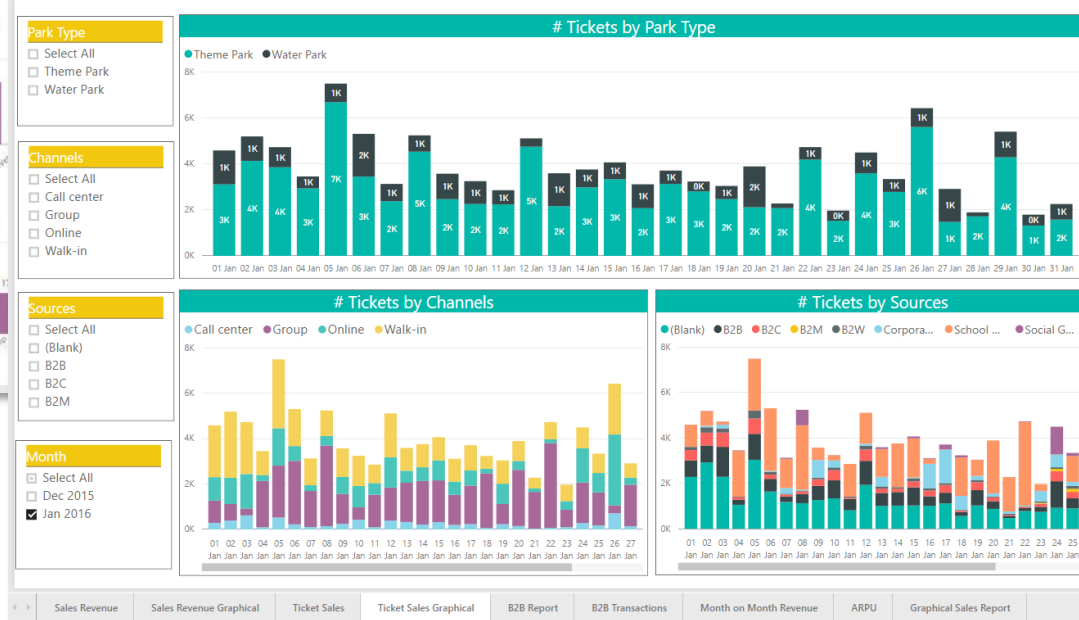
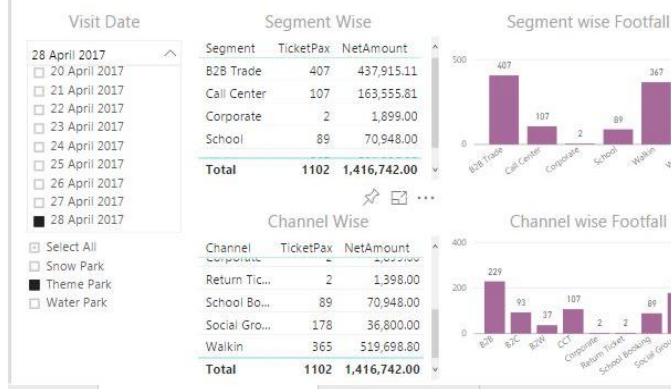
## ❖ **SUPPORT**

The AMUZE POS system is highly stable and based on a Microsoft SQL database. With thorough in-house testing to ensure you will have no issues on site.

# Sneak peak - BI



# Sneak peak - BI



# Contact Us

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