Computiticket Consolidated Interview Notes

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Trading Entity Overview

Business Overview

Computiticket was acquired by Shoprite in 2005 as a stand-alone legal entity, but the business dates back 3 decades with its roots as an event booking platform. It has expanded the entertainment, travel (bus & air) and accommodation areas, which now makes up the bulk of the business.

Computiticket runs the inventory platform for Greyhound Bus. For some of the low cost airlines, Computiticket offers a link into their airline booking systems (SAFARI/GDS??)

Aspirations

The vision of Computiticket is to be the "Google of Things to Do". Any consumer looking for events, activities, accommodation, travel, restaurants, sporting entries, experiences, etc. should go to Computiticket to see what is available and be able to book.

The strategy is therefore to extend the product portfolio to include all airlines, car rental, accommodation, as well as a wider ranges of events and activities.

Integration to Entry Ninja services currently being incorporated will enable sporting event entries, such as MTB race, trail runs, treasure hunts, etc.

Constraints / Challenges

Intensity of Demand

For popular events (e.g. the Federer v Nadal tennis match), demand often outstrips supply. The system needs to cope with large spikes such as 10,000 concurrent active order engagements and 30,000 queued customers. Available stock can be sold out within 10 minutes.

Ageing System Platforms

The underlying platform is 22 years old, of monolithic design with tightly coupled applications, though they are in the process of decoupling and rebuilding. The exception is the more modern Oracle database, which is robust but expensive.

Low Margins

Typically Computiticket earns 5% commission on sales over the platform which is very low compared to international standards (25%). The barriers to entry for competing platforms are low which drives commissions down.

Functional Area Analysis

Merchandising

- Ticket and entry sales for events, travel (bus & flights), accommodation
- Computiticket runs the inventory platform for Greyhound Bus. For some of the low cost airlines Computiticket offers a link into their airline booking systems (SAFARI/GDS??)

Marketing

Loyalty: Ebucks Earn & Spend partner

Digital Content

Not discussed

Channels

- Channels:
    - In-store (Money Market kiosks)
    - Also sells via contact centre
    - Mobile App (discontinued in favour of responsive mobile website)
    - Website
- The biggest driver for specific channels is the nature of the product. The proportion of tickets sold via online vs in-store varies widely depending on the event, e.g.
    - Soccer matches: 97% in-Store
    - International entertainment such as Opera / Sport: > 70 % online
    - Flights: 10-11% online
- For Bus bookings, the majority of sales are still in-store. Customers research prices online but go into stores to buy.

Customer

- Mostly focused on individuals (B2C)
- But there also some B2B offerings, e.g.
    - partnering with eBucks as a back-end enabler for travel booking – integrates to airlines on behalf of E-Bucks
    - Links to E-Bucks and other loyalty schemes as way for members to spend
    - Corporate ticket sales / block bookings

Cart & Checkout

Not discussed

Payments & Financial

Not discussed

Orders

Not discussed

Fulfilment

Mostly digital fulfilment, or printed at kiosk

B2B

No B2B-specific features.

Marketplace

Not discussed

Recommendations / Take-outs

- Computicket has a specialised ticketing/booking platform, that is being updated and will remain within the overall E-Commerce Architecture providing this specialised capability. Computicket is already accessible vis Shoprite.co.za
- There are already integration points to Money Market payments and this will continue to develop.
- Future customer platforms such as Shoprite.Africa will offer the range of Computicket services together with all of the Group value propositions.