

The Ticket to Efficiency, Accuracy, and Connectivity

Barcoding, Inc., helps Front Gate Tickets deploy an upgraded mobile ticket scanning solution and an asset management system

Background

Founded in 2003 as an alternative ticketing service for venues in Austin, [Front Gate Tickets](#) has grown into a company that works with many of today's top event producers and touring artists. With the goal of helping venues, artists, promoters and festivals grow their business and effectively promote events to fans, Front Gate provides its clients with turnkey, end-to-end ticketing, fulfillment, marketing, and RFID solutions.



Challenges

In order to continue its effort to deliver software and services that save time, increase ticket sales, and improve profitability, Front Gate Tickets sought to enhance its existing ticket scanning and asset tracking capabilities. First, Front Gate Tickets needed an upgraded hardware platform to run its ticket scanning software application –the existing platform was able to read only barcodes, whereas Front Gate Tickets wanted to extend its data collection abilities to read additional types of images on tickets and wristbands.

Front Gate Tickets also needed a way to more accurately track the equipment (laptops, computers, scanners, etc.) that it disseminates to different festivals and events around the country. With an ability to track its equipment, or assets, Front Gate could keep an accurate inventory and know exactly what's in stock, where it's located, and when to order additional items.

Solution

Front Gate Tickets turned to [Barcoding, Inc.](#), a leader in supply chain efficiency, accuracy, and connectivity, to serve as a trusted partner and systems integrator. Barcoding worked closely with Front Gate Tickets to help it select the best-fitting hardware for its ticket scanning application – a Zebra TC55 handheld computer – running an Android OS. Barcoding then integrated the handheld device with the ticket scanning software (which Front Gate Tickets upgraded to the Android OS to ensure compatibility). With the TC55's 1D barcode scanner, optional 1D/2D ring-style Bluetooth scanner, camera, and Near Field Communications (NFC), users can capture virtually any type of data at the press of a button.

At a Glance

Background

- Front Gate Tickets provides ticketing, fulfillment, marketing, and RFID solutions.
- Founded in 2003 and based in Austin.
- Works with many of today's top event producers and touring artists.

Challenges

- Existing hardware that ran its ticket scanning app was outdated and lacked flexibility.
- Wanted to extend its data collection capabilities in the ticket scanning process.
- Sought a way to accurately track equipment deployed around the country.

Solution

- Handheld mobile scanning solution, consisting of Zebra TC55 devices, running on the Android OS and integrated with existing software app.
- Asset management solution, comprising E-ISG eQuip! software and Zebra GX430t printers.
- Systems integration and hardware procurement from Barcoding, Inc.

Results

- Gained new data collection capacities in the ticket scanning process.
- Doubled efficiency in barcode scanning alone.
- Achieved accurate asset management and tracking capabilities.

“The new handhelds have given us much more versatility as far as where we can deploy equipment and have made our scanning processes more efficient. We are also scanning much faster. I would say that we’ve doubled our efficiency in barcode scanning alone.”

- Evan Sanders
Technical Operations
Engineer
Front Gate Tickets

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For the second piece of the project, Barcoding recommended an asset management solution, consisting of [E-ISG’s eEquip!](#) software and Zebra GX430t thermal transfer printers, which utilize durable polyester/synthetic label material for reliable and long-lasting asset tagging.

Results

With Barcoding’s help, Front Gate Tickets successfully deployed an updated, more flexible handheld mobile ticket scanning solution, as well as a new asset management solution. The updated, Android OS-based handheld devices, integrated with Front Gate Tickets’ software, allow Front Gate Tickets and its clients to take advantage of the many different types of data collection (1D/2D barcode scanning/imaging, and also NFC technology which can read short-range RFID wristbands).

“The new handhelds have given us much more versatility as far as where we can deploy equipment and have made our scanning processes more efficient,” said Evan Sander, Technical Operations Engineer, Front Gate Tickets. “We are also scanning much faster. I would say that we’ve doubled our efficiency in barcode scanning alone.”

As a result of the flexibility, efficiency and accuracy, Front Gate Tickets is able to better serve its customers and ticketholders.

Furthermore, with the asset management solution, Front Gate is tracking all of its equipment and maintaining accurate records to know – at any given time – what equipment has been deployed to which festival. It can also create a chain of custody, indicating which employee was “in charge” of an item and when. As the next step, Front Gate is working with

Barcoding to implement a Mobile Device Management (MDM) solution to help securely manage hardware in the field.

Sanders added, “Barcoding has been really helpful in not only getting us the right devices, but providing relationships to other companies that make it easier to use the devices in the field and maintain them going forward.”

About Barcoding, Inc.

Barcoding, Inc. is a systems integrator specializing in the development, deployment, and management of enterprise-wide solutions that drive efficiency, accuracy, and connectivity. With dedicated practices in Supply Chain Architecture and Analytics, Automatic Identification (AIDC), Radio Frequency Identification (RFID), Consumables, Software, and Professionals Services, Barcoding impacts tens of thousands of organizations in a wide range of industries by increasing revenue, reducing operational costs, and improving customer experiences. Founded in 1998, Barcoding is headquartered in Baltimore, Maryland, with offices across the United States. For more information, visit www.barcoding.com.