



# CASHLESS EVENTS

A QUICK AND SNAPPY GUIDE TO  
QUICK AND SNAPPY TECHNOLOGY



# START AT THE BEGINNING

## WHAT IS A CASHLESS EVENT?

At cashless events, attendees use a wristband as a digital 'wallet' for storing money and spending it. Instead of keeping money on their person and purchasing at F&B or merchandise outlets, they load wristbands with digital money that is transferred to the system with a simple tap against a scanner.

It's quick, it's easy and more manageable than physical money for everyone involved.

Every attendee has an 'account' they load with funds and the account is debited whenever a transaction takes place. Each transaction is facilitated by scanning in the same way as a contactless card might be used. Usually this is done by wristband but it can be a card or any object a chip can be embedded in.

The transaction is done in real-time and the system is automatically updated so organisers have instant reporting on all elements of their takings and stock control.



## THE JOURNEY OF CASH



Cash in ATM



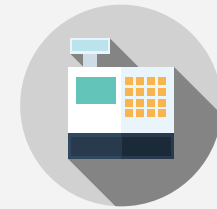
Attendee withdraws



Attendee spends  
*Attendee loses*



Member of staff  
accepts



Cash register stores



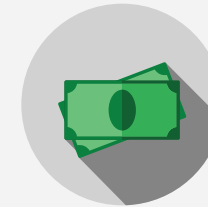
Manager collects



Manager counts



Cash moved to main  
office

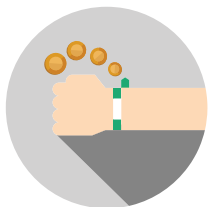


Cash is recounted



Cash is delivered to  
bank

## THE JOURNEY OF CASHLESS



Wristband is loaded



Wristband is tapped



System is updated

Jade One's cashless solution uses RFID technology, allowing data to be stored on a wristband that can communicate with an RFID device. Wristbands can communicate with readers to enable access to an event, to load funds and to redeem funds against purchases. Radio-frequency identification (RFID) uses electromagnetic fields to automatically identify and track tags that store electronic information.

# SPELLING IT OUT

## 7 REASONS TO GO CASHLESS WITH JADE ONE

### **J**oined up thinking

You have a ticketing solution and an accounting system? How very quaint. RFID technology combines them both so a single wristband is the 'ticket' AND holds funds that can be redeemed at concessions. Clever huh?

### **A**udience satisfaction

Shorter queues to get in, shorter queues to get a drink, quicker transactions, more time to enjoy the action, auto-top up, track spending... it all adds up to happier gig goers, sports fans and festival heads.

### **D**ata collection

Who spent what, where and when? Which concessions sold the most? What products were the most popular? Which stock is running out? All these questions and more answered at the touch of a button.

### **E**ncourage spend

People spend more with cashless than tokens. It stands to reason if they spend less time queueing they spend more time consuming. And if you spend less time serving each person, you get to serve more people.

### **O**utright control

RFID allows you to improve operational efficiency. Reduced cash handling and transportation costs, combined with easier and quicker reconciliation. And with that comes increased security and reduced fraud.

### **N**ew sponsorship opportunities

Too many people see RFID wristbands as an expense when they are really an opportunity. You sell sponsorship for your events, your stages, your stands and your bars, so what value is a brand name on everyone's wrist?

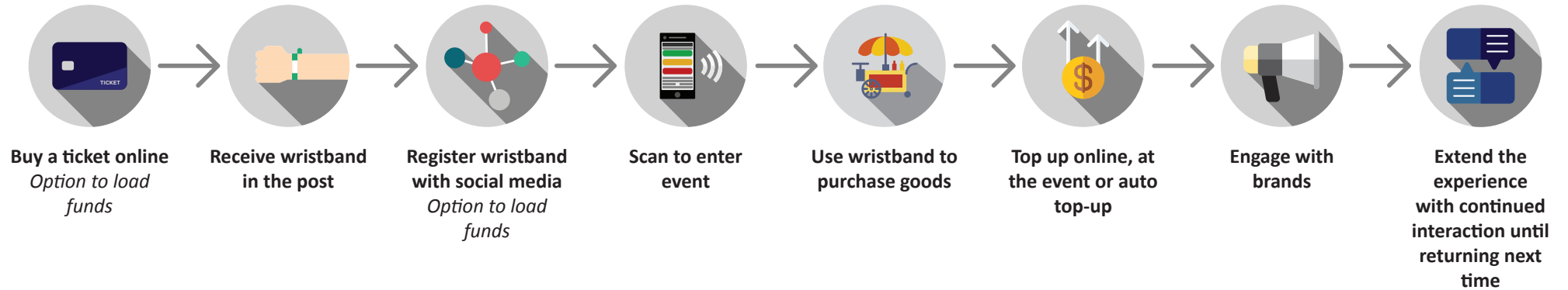
### **E**ngage your audience

With wristband registration and social media integration, your relationship with your audience starts before and continues during and after your event, all the way up to the time where they book a ticket for the next one.

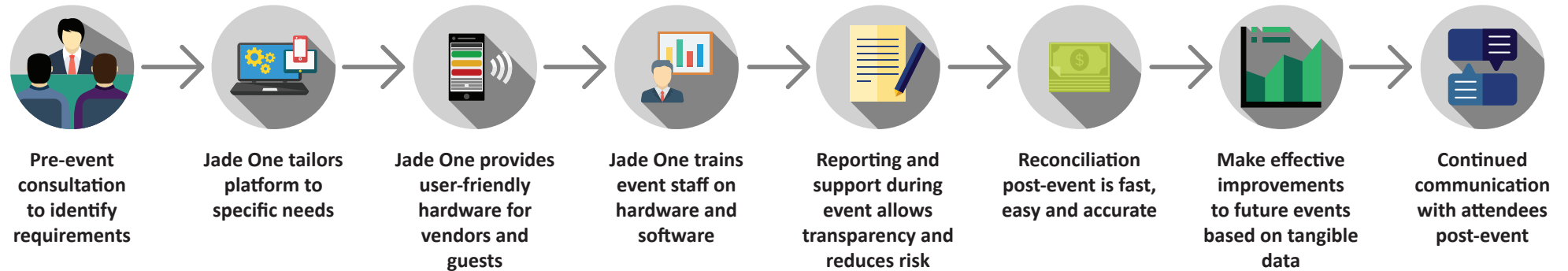
# THE NUTS AND BOLTS

## HOW DOES THE CASHLESS EXPERIENCE GO?

### FOR CUSTOMERS



### FOR ORGANISERS



# LIKE SHELLING P's

## WHY JADE ONE MAKES A PARTICULARLY PLEASANT PROFITABLE PARTNER

We know events, don't get us wrong. But our expertise began with payments and translated to events and not the other way around. You want us to help run your event, but you also trust us to look after your money and that's rather important.

Working with a company that also runs prepaid card schemes, partners with Mastercard, is part of a network of Payment Services Providers and is PCI DSS compliant (it means we're officially trusted to handle money) makes a lot of sense.



**PAYMENTS  
BACKGROUND**



**PLATFORM**

We don't use third-party software. Our proprietary technology has been developed in-house, is completely under our control and that means we can easily develop it for specific requirements. We don't rely on anyone else to run your event, we do it all ourselves and if there is an issue we fix it quickly because we know our tech inside-out.



**PARTNERSHIP**

We know it sounds a bit cheesy, but your events are our events. We don't just hand over a few wristbands and scanners and leave you to it. We train your staff, we tailor our product, we work with you in the run-up, are on-site during and report back post-event. We work with your vendors, liaise with your IT people and integrate with your event team. Think of us part of the furniture; really useful furniture.

To make cashless work properly you need people from various backgrounds. You need events people who know how they run, how to make things happen and troubleshoot on the spot. You need techies who are happy to sit staring at screens ensuring the system is doing what it should. You need people who treat our platform like their favourite child. You need payment experts. You need marketing people. We've got them all – we even taught the CEO to change batteries in wristband scanners.



## PERFORMANCE

No technical platform performs at 100% and anyone who tells you different is telling fibs. Performance is about minimising risk and minimising effects of anything bad happening. It's a system that works on- and offline, it's a system that has over 99% reliability, it's a system that has back-ups and it's a system that minimises transaction times and reports in real-time. A system like ours in other words.



## PEOPLE



## PASSION

What do we do when we're not working at events? Attending them probably. We've got rugby fans, cricket fans, rock fans, opera fans, classical fans, football fans. When we do cashless events, we're excited to be there. We'd rather commute to a sporting event than to the office. We'll happily do overtime if it means being part of a great gig. We know what it's like to be at events and we want to make them better.

# IT TAKES ALL SORTS

## WHO CAN BENEFIT FROM BEING GOING CASHLESS?



### Good sports

One-off sports events are perfectly set-up for our technology. Whether it's a four-day golf event, 7s rugby tournament, football festival or a croquet carnival; if you've got people coming in the door to watch, eat and drink then cashless works.



### In concert

Whether it's heavy metallers, classical sophisticates, opera lovers or pop pickers our technology rocks to the beat of any music and any venue. Outdoor stadia, indoor halls, one-off builds... we can cater for them all.



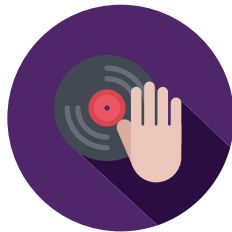
### Venue specific

Doing one-off projects is great, but if you have a venue with numerous gigs throughout the year then it's even easier and you can benefit from economies of scale. And you can reward regulars with special offers.



### Home comforts

Lots of season tickets come in the form of plastic cards that are scanned on entry rather than books of tickets with one for each match. It doesn't take a huge leap of faith to expand that to a card that can also be used in the stadium for F&B.



### Clubbing together

A good club is about good imagination. Imagine a beach club where you pay your entry fee and the wristband you're given is not only for entry but stores funds as well? Imagine a nightclub charging premium entry with included F&B credits. Imagine no longer.



### Huge fans

You're a sports club with thousands of members, fans or whatever you like to call them. At the start of the season you send them all a branded membership card and some bump. Wouldn't it be cool if that membership card had RFID technology and allowed them to pay for goods at your F&B outlets and merchandise stalls? Of course it would.



### Recurring theme

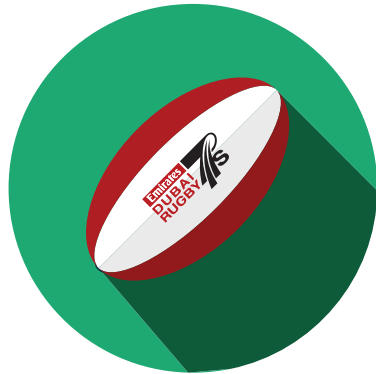
Whether you're a park that charges entry and extra for each individual ride or it's an inclusive cost with upselling from souvenir stalls and F&B outlets, welcoming your guests with a wristband for the day that enables everything makes everyone's day better.



# DON'T TAKE OUR WORD FOR IT

## WE'VE BEEN THERE, DONE THAT AND ENABLED PEOPLE TO BUY THE T-SHIRTS

Here's a small sample of our career highlights... it brings happy memories flooding back for us and people who were at the event.



### Dubai 7s

It started with VIP bars and ended up with us taking the whole event cashless. The Sevens Stadium. Three days of high quality rugby. 100,000 punters. 28 international teams. 280 invitational teams. One cashless provider.

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*Kevan Hodges, General Manager Emirates Leisure Retail, Official Supplier Dubai 7s 2016*



### Dubai World Championship

The Jumeirah Golf Estate hosts the culmination of golf's Race to Dubai European tour in November. Jade One provided a selection of its F&B outlets with a hybrid cash and cashless solution with a view to going completely cashless in the future.

**“I really like the technology and was amazed how simple it is. You just tap the band on the scanner and your transaction is made. Quicker than cards with PIN machines or handling cash all day.”**

*Steve Chadwick, Golf aficionado*



### Avicii

The Dubai World Trade Centre hosted one of the world's best DJs and 10,000 people danced the night away wearing our wristbands.

**“The Avicii gig was great and I loved the cashless wristbands. The queues for drinks were short and it was so much easier than a voucher system. It would be good if more events did something similar.”**

*Brodie McDonald, Avicii fan*