

JADEONE and EMIRATES AIRLINE DUBAI RUGBY 7S

THE WHO

Emirates Airline Dubai Rugby 7s in conjunction with Emirates Leisure Retail (ELR)

THE WHERE

Dubai 7s Stadium, Dubai

THE WHEN

December 2016

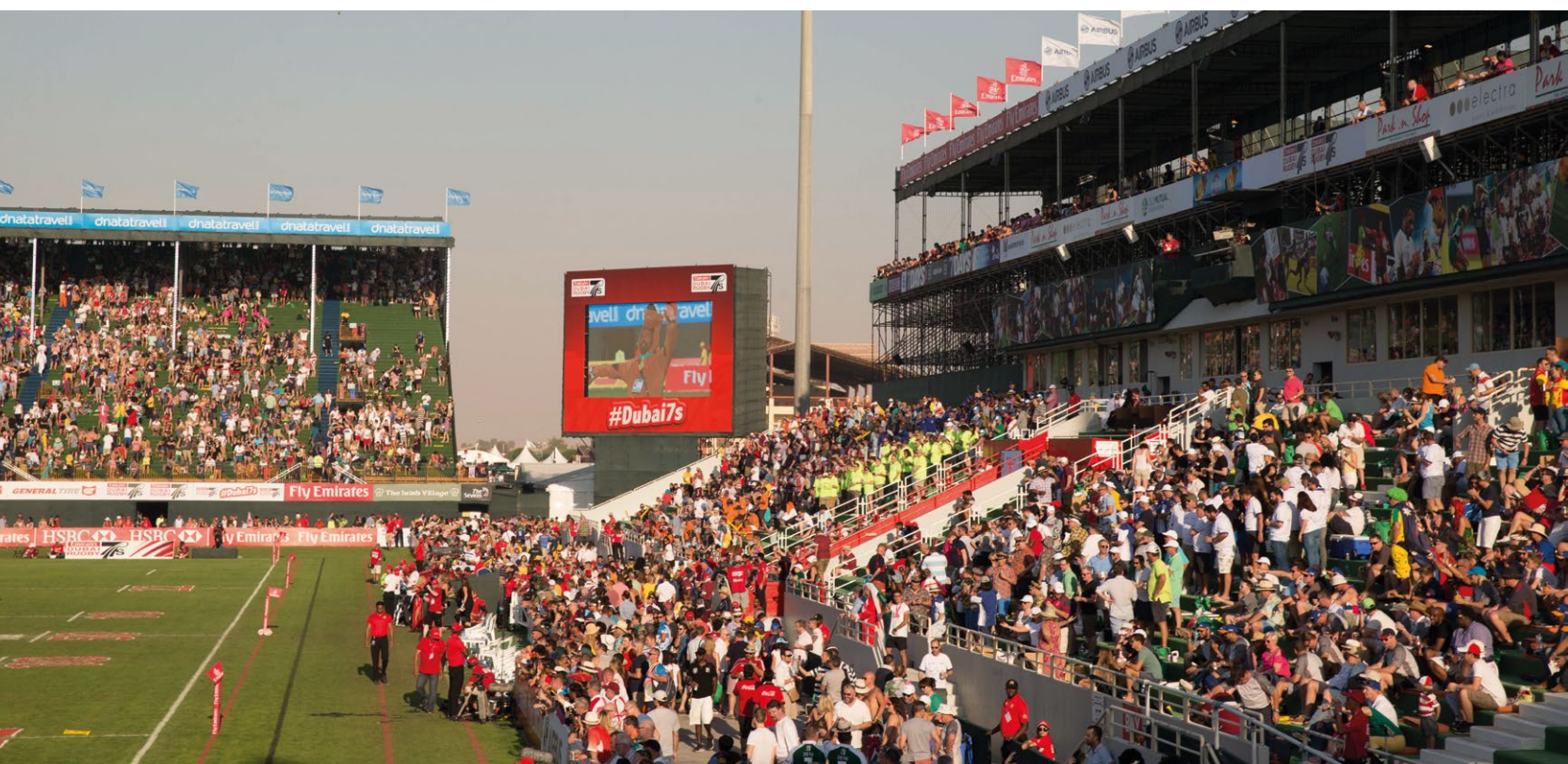
THE HOW

Jade One utilised its proprietary platform and supplied all the hardware on which to run it. Our team on the ground ran the cashless solution from loading menus onto devices, allowing fund load, training staff on site, providing timely reporting and support for all outlets.



THE WHAT

The Emirates Airline Dubai Rugby 7s is an annual sporting event owned by Emirates Group. It attracts over 100,000 guests each year over three days. ELR is responsible for all food and beverage outlets throughout the venue. Building on our success at the event in previous years, 2016 saw us implement a cashless solution for all attendees. Wristbands were loaded with funds at specific booths or via roaming sales staff and funds were redeemed against food and beverages throughout the venue.



AIM OF THE PROGRAMME

To increase spend, improve the efficiency and simplify the logistics of the event. Organisers benefited from easier cash management, quicker reconciliation, eliminated need for unwieldy voucher solution. Visitors benefited from a cutting-edge solution that worked more efficiently than cash or vouchers.



PROGRAMME FEATURES

- Registration, fund load, payment and redemption facilities
- Transaction processing and reconciliation
- Full, comprehensive reporting
- Provide all hardware and wristbands
- Provide necessary software
- Training Dubai 7s staff on use of the above

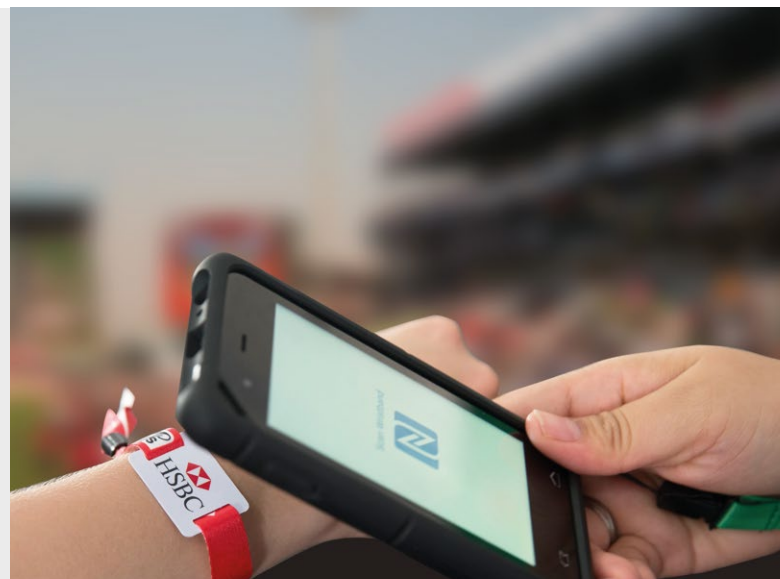
RESULTS

- Jade One successfully provides platform for HSBC FastPay solution
- 99.8% transaction success rate
- 200,000 transactions over three days
- Over 50 F&B outlets with customised menus serviced
- Jade One meets all KPIs agreed with event organisers

WHAT THEY SAY

“ It was a pleasure working with the Jade One team. From tender through to event delivery and post-event analysis, they were a great team to work with. The RFID system and wristbands worked extremely well and the back-end reporting and data provided was very informative and useful for planning our next event. ”

- Kevan Hodges
General Manager Emirates Leisure Retail
Official Supplier Emirates Airline Dubai 7s 2016



JADEONE

www.jadeonegroup.com