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## Case Study

# Document Security in a Large Sports/Entertainment Corporation

### Introduction: The Sports/Entertainment Industry

Fraud and unauthorized reproduction of registered or copyright protected materials is a concern for many industries; Financial institutions, Publishing houses, Insurance and Healthcare to name a few. The Sports/Entertainment industry has long been a target for counterfeit reproductions. Ticket sales and unauthorized performance publishing are just two areas commonly targeted. Unfortunately, you may have experienced this yourself if you have purchased counterfeit tickets.

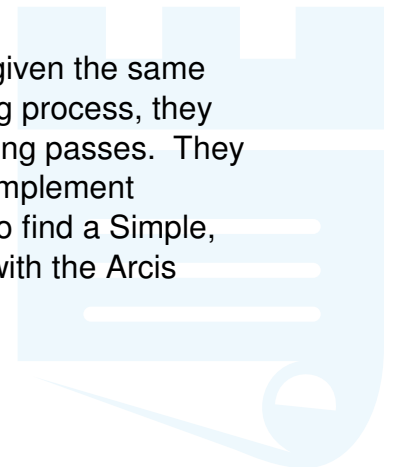
### Challenge: Unauthorized use of parking facilities

Have you ever attended an event, excited about seeing the performance, only to find the parking facility is at capacity? You are forced to park your car far away from the venue. You may have experienced a form of counterfeiting. Parking passes are a major concern for the event organizers. Careful consideration goes into a parking facility. Providing a safe, secure and convenient area to park your car is a critical factor in achieving a memorable event experience.

A major event management company was experiencing a problem with inadequate parking for their guests. The venue provided roughly 40,000 spaces for attendees to use during an event. Parking passes could be purchased at the same time as event tickets. The parking facility was usually filled to capacity, although parking ticket sales could account for only 65% of the spaces. After analyzing the situation, Management concluded that pre-sold parking passes were being unlawfully reproduced and distributed. The parking attendants were unable to differentiate between legitimate parking passes and unauthorized duplicates. This not only had an impact on the overall customer experience but also resulted in an approximately 35% shortfall in parking revenue for each event.

### Solution: Prevent Unauthorized Reproductions

After further review, Management found that parking passes were not given the same level of protection given to the ticketing of the event. During the parking process, they needed a method to identify and prevent the acceptance of "fake" parking passes. They decided the best way to prevent unauthorized duplication would be to implement security features into the printing of the parking passes. They needed to find a Simple, Smart and Secure solution so they turned to Arcis Solutions. Working with the Arcis



Solutions Team, they implemented Arcis' patented Digital Security Pantograph with Digital Verification Grid technology making it easy for their parking attendants to spot unauthorized reproductions. When reproduced on a photocopier the words "ILLEGAL COPY" pop out on the copy making it unable to be used to enter the parking area. Management was able to implement this solution on their existing digital printer without having to change their workflow or other procedures.

Regardless of how hard someone tried to adjust the copier or what process they used to bypass the security components, the fraudulent pass is easily identifiable to the naked eye. Virtually no training was needed for the parking attendants because the copies were so obvious.

**Results: Highly effective solution with Maximum ROI**

**Before** Arcis Solutions

- 40,000** – Available Parking Spaces
- \$25.00** – Cost per parking space
- 26,000** – Legitimate parking passes sold
- \$650,000.00** – Total revenue / event

**After** Arcis Solutions

- 40,000** – Available Parking Spaces
- \$25.00** – Cost per parking space
- 40,000** – Legitimate parking passes sold
- \$1,000,000.00** – Total revenue / event

The results were so successful that Management implemented the Arcis security features for all their events and activities. While each subsequent event will not necessarily generate such dramatic results they are expecting similar improvements in revenue generation.

Because of this initiative the company is expecting to generate approximately \$350,000.00 in additional parking revenue at each subsequent event. This year, their expected net income will result in the addition of several million dollars to their bottom-line.

**Simple. Smart. Secure. Hard Copy Document Protection.**

*Due to confidentiality provisions, Arcis was required to simplify this example so that the customer cannot be explicitly identified.*

