



The Situation

TicketCorp goes beyond traditional secondary ticket providers to deliver a more captivating and immersive live entertainment experience. Through a proprietary platform, TicketCorp allows event-goers to conveniently purchase tickets, connect with friends and other fans, and order schwag 24/7/365, without the hassle of long lines – all within one mobile application. In addition to enhancing the live entertainment experience for consumers, TicketCorp also provides private label opportunities to business organizations interested in leveraging custom-branded live entertainment platforms.

The Challenge

TicketCorp is a very lean organization, and as such, was struggling to pull together the necessary resources needed to bring their concept of what a live entertainment application *should* be to fruition. Additionally, due to the ongoing nature of app development, TicketCorp was in search of a long-term, collaborative partnership rather than a short-term vendor relationship.

After an exhaustive evaluation process, which consisted of analyzing roughly 10 potential service providers, TicketCorp had identified the organization that would help to support this undertaking. However, before entering into the development phase of their project, TicketCorp realized that their selected provider wasn't equipped to deliver the level of service and support that this project required.

Now in search of a new partner, TicketCorp was looking for an organization that not only possessed the expert skillset required for this project, but also possessed the passion, openness, and willingness to invest in TicketCorp's vision.

The Solution

After receiving a referral from a trusted and credible source, TicketCorp chose to engage with DDC USA. Although many factors went into making this decision, the following reasons are what set DDC USA apart from the rest:

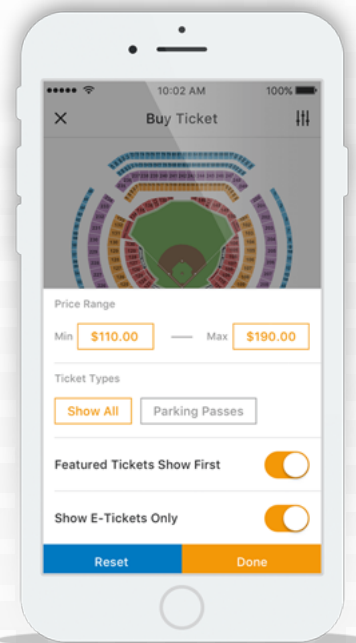
- The strength and size of DDC USA's strategic global network
- Open to and excited about TicketCorp's vision for the app
- The collaborative nature of DDC USA's team
- Did not want, or try, to 'pigeon hole' TicketCorp into creating the same type of live entertainment app that already exists

TicketCorp partnered with DDC USA in its infancy, and although no key performance metrics or goals had been established at that time, DDC USA was tasked with playing an integral role in bringing TicketCorp's vision to life. From brainstorming and strategizing to planning and executing, DDC USA's goal was to take ownership of 'the build' so that TicketCorp could free up internal resources to focus their efforts on further refining the platform and its user experience (UX).

To achieve this vision, TicketCorp leveraged DDC USA's digital service, DDC Digital Solutions (DS), which allows organizations to outsource their digital and marketing needs to offshore production resources for a fraction of the cost required onshore.

Although DDC Digital Solutions encompasses a wide spectrum of service offerings, including:

- DDC Technical Services (TS)
- Website Development & Maintenance
- Mobile Application Development
- Design Services
- Branding Services
- Online Advertising
- Search Engine Optimization
- Social Media Marketing





TicketCorp Case Study

TicketCorp exclusively leveraged the Mobile Application Development service. As a result, their desire to free up internal production resources has been achieved and the application itself has continued to evolve and progress beyond the original intention.

The Results

TicketCorp has been able to realize greater internal efficiencies and cultivate a long-term, collaborative relationship with DDC USA.

When discussing the impact of their engagement with DDC USA, TicketCorp explains that they've been most excited and encouraged by the fact that they've finally found a vendor who isn't stuck on simply delivering a product. DDC USA's proactive approach and commitment to developing a product that not only meets, but exceeds, the vision and standards set by TicketCorp has been critical to cultivating such a strong and successful partnership.

Both TicketCorp and DDC USA have had the opportunity to learn, grow, and adapt together, and consequently, feel as though they are separated by desks – not miles.

Customer Comments

“Before we partnered with DDC, we had gone through a relatively extensive evaluation process and spoke to 10 other organizations. In addition to the usual criteria of price, ability, accessibility, we wanted a company that would be less of a vendor and more of an extension of our organization and that's where DDC really pulled ahead of the other groups. The DDC team was extremely open/excited about TicketCorp's concept for the app, and continue to be. DDC's team works very collaboratively with us to strategize, brainstorm ideas, and execute without trying to pigeon hole who we are or simplify their job by creating the same type of app that already exists. We are learning, growing, and developing this app (and even my company) as a single, cohesive unit and THAT is the key to our success.”

— TicketCorp



TicketCorp Case Study

Insights

Although the relationship between TicketCorp and DDC USA is unique, many of the challenges and hindrances that TicketCorp was faced with can be applied to a wide range of industries and business types. Especially in today's business climate, it's critical for business leaders to identify opportunities to become more agile, efficient, and cost-effective if they hope to remain competitive.

At its core, outsourcing works to facilitate just that; cost advantages, increased efficiency, access to innovative infrastructure and technology, access to more skilled and dedicated resources, and time zone advantages – just to name a few.

To learn more about how business process outsourcing and how DDC USA can help your organization, can help your organization overcome cumbersome processes and internal inefficiencies, schedule a consultation with a DDC expert today.