



Lerkendal Arena

Trondheim, Norway

A new era has begun for Norwegian football club Rosenborg Trondheim. The refurbishing of Lerkendal Arena, the club's home base, not only improved ticketing at the stadium, it has also brought substantial improvements in access control and customer relationship management.

From now on, tickets are not only sold at the stadium box office, but also through a network of presale outlets at 15 petrol stations located throughout the area. The club is automatically provided with clearly structured analyses of customer requirements and habits, and detailed sales reports stating, for example, the number of tickets sold at the various points of sale.

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Project Details:

Installation date	April 2004
Operated by	Rosenborg Trondheim Ballklub
POS terminals	8 (+ 15 external)
Ticketing system	billettservice.no
Checkpoints	41
System application	handshake
Data carriers	barcode tickets, keycards

The implementation of access management has been left in the experienced hands of SKIDATA. In the entrance area of the stadium, standard checkpoints have been installed to admit the 22,000 visitors. Swing door gates are available to ensure smooth access for VIPs and handicapped visitors.

When it comes ticket processing, handshake is again the system of choice, thanks to its flexible support of various ticket formats. Day passes are sold in the form of barcode tickets, and season passes are issued on keycards, which contain an integrated chip. It is this chip that makes the cards not only suitable as long-term admission tickets, but also allows them to double as parking permits.

Special Feature

- Ticket sale via extensive distribution network
- Loyalty by using keycards with magstripe

As leading provider of access systems, SKIDATA offers with handshake a user-friendly multiapplication software platform. The open interface concept makes handshake ideal for stadiums and amusement facilities, as it adapts equally well to new installations and existing building structures.

handshake