




National Client Case Study

xerox  A Xerox Company

Enterprise Print Services



ticketmaster®



The Challenge

Live Nation Entertainment consists of Live Nation Concerts and Venues, Ticketmaster and Front Line Management Group. As the world's leading live entertainment ticketing and marketing company, Ticketmaster connects the world to live entertainment.

In 2010 Ticketmaster Entertainment merged with Live Nation to form Live Nation Entertainment. With both companies headquartered in Hollywood / Beverly Hills, CA the new combined IT Group, from its Southern California headquarter location, was faced with the growing challenge of managing and merging a document technology infrastructure across 200 locations in the US from LA to San Francisco to New York to Miami and all points in between.

The Customer

Live Nation Entertainment is the world's leading live entertainment and Ecommerce Company, comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Artist Nation and Live Nation Network to include over 200 Music Venues and the House of Blues Restaurants/Clubs. Ticketmaster.com is the global event ticketing leader and one of the world's top five ecommerce sites, with a database of over 119 million fans who visit our sites. Live Nation Concerts produces 22,000 shows annually for more than 2,300 artists globally. Artist Nation is the world's top artist management company, representing over 200 artists.

The group was faced with the task of finding better ways to optimize their business processes and reduce their carbon footprint by using fewer devices and at the same time reducing costs.

These businesses power Live Nation Network, the leading provider of entertainment marketing solutions, enabling nearly 800 advertisers to tap into the 250 million consumers Live Nation delivers annually through its live event and digital platforms.

The company was currently contracted with multiple vendors and equipment technology from 8 manufacturers all using different print drivers and software. Over 30 contracts were in place for document output devices alone.

The Decision Makers:
CFO, IT Manager & VP of Global Procurement.

The following goals were outlined as priorities of the project:

- Right-Sizing the Print Environment
- Validating current cost on printer fleet
- Change Management
- Sustainability
- Innovative Technology
- Global Capabilities

The Solution:

One of the vendors at its Southern California corporate location was SoCal Office Technologies, a Global Imaging Systems company with six locations across the state. SoCal Office was brought in along with several vendors to present potential solutions to the Live Nation project.

The local Global Company began the process of a complete document output assessment utilizing Global Imaging's proprietary GIS360™ Process, a proven system to quickly analyze your current environment, evaluate your needs, present an executive summary, recommend solutions and manage your infrastructure.

As a wholly owned Xerox Company, Global was able to present a National and Worldwide presence and support package. This proved to be a perfect mix of local support and accountability along with national strength and Xerox world class technology and services.

After months of analysis and interviewing many leading document technology and support companies, the contract was awarded to the local Global Company through its Xerox Global Imaging National account program.



About Ticketmaster Entertainment, Inc.

About Global Imaging Companies

GIS Companies are locally operated. They sell and service Document Management systems including printers, copiers and multifunction devices; network integration services; software solutions; and electronic presentation systems. GIS has more than 200 offices located throughout the continental United States.

Global, as an independently operated subsidiary of Xerox Corporation, offers a unique go-to-market strategy and customer experience. Each Global company: Offers the full line of Xerox office systems, software, supplies, as well as multi-branded document management solutions. Leverages contracts between national accounts and technology manufacturers. Manages all aspects of the customer relationship including sale, installation, training, product support and service. GIS' personnel are directly trained by Xerox and the respective manufacturers they represent.

The Results

Project managed by SoCal Office Technologies with National Global-Xerox support and implementation.

- 360 App diagnostic software was installed monitoring total fleet nationwide.
- 280 New Xerox Office Color multi-function systems were implemented across 200 US locations over a 6 month period.
- Redundant or outdated desktop print devices were eliminated or replaced with workgroup sustainably green Xerox Solid Ink technology.
- 954 HP Desktop Printers are supported throughout the US under Managed Print Services and Bundled with the new Xerox equipment contracts.
- 30 contracts were terminated and now managed on one detailed invoice per month.
- Negotiated customized contract with terms to allow over 66 affiliates to piggy back the project.
- Sustainability Analysis performed and validated at 6 month quarterly review to confirm 35% reduction in energy use by switching from traditional laser technology to Xerox LED Color MFP's.
- Mobile Print solution implemented to support the growing demands the next generation workforce ...



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