

Mayne Stage



Company Profile and Project Overview

Mayne Stage is a 299-seat concert and entertainment venue in the north-side neighborhood of Chicago which showcases some of the finest and most diverse local and touring artists in a state of the art and acoustically superb hall. Originally opening its

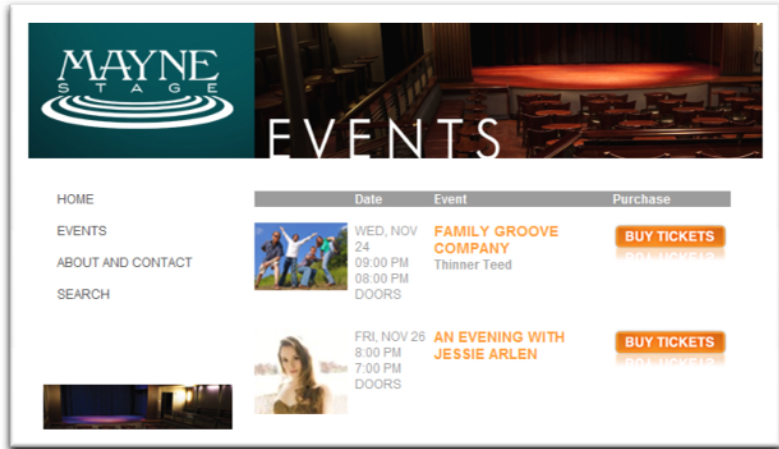
doors in 1912 as a vaudeville and movie house, this hall has undergone many changes throughout its historic time and in 2008 began its reinvention into Mayne Stage.

Mayne Stage features a restaurant (Act One Pub, which also has a unique ecommerce platform created on the Mediachase ECF) and performance space that reflects the unique and diverse history of the area. Now, with a recent multi-million dollar restoration and renovation project, the entertainment and dining venue is poised to be a magnet for significant development in this north-side neighborhood. In addition to live performance, and utilizing its state-of-the-art audio and video systems, the venue offers space for studio recordings, rehearsals, educational programs, corporate events and private parties.

The web and ecommerce solution built by Mediachase Solutions Partner, Glaser Technology, boasts easily updated event schedules which in turn allow direct purchase of tickets for each show or event. The total commerce solution, driven by the ECF, also runs multiple tiers of promotions for artists through ECF's powerful Meta Data Engine and Product Associations capabilities. With over 10,000 site visitors a month, both the new theatre and its web and commerce presence are creating quite a buzz in their respective scenes.

Business Situation

Because Mayne Stage was reinventing itself as a new venue, Glaser Technology was tasked with creating a new web presence and ecommerce solution from scratch. This included creating a significant web presence to attract customers to a new web site and inevitably to this new theatre. MayneStage.com required significant ecommerce capabilities to facilitate merchandising and direct ticket sales. It was necessary for the ticketing system to allow box office and booking staff to add and update listings in real time.



As part of the future business model, the system and ecommerce platform also needed to be able to support Mayne Stage's own in-house ticketing system as it grew. With about 50,000 tickets sold per year, Mayne Stage's business model focused on continual growth and expansion of its ecommerce capabilities in order to capture all of the services revenue ticketing includes.

Technical Situation

With no previous technical aspects in place, Glaser Technology was able to create a best practice solution which would achieve the all of the unique business requirements of Mayne Stage. Creating a system which would allow integration with an existing online ticketing system was paramount. This ticketing system integration also required continuous updates since schedules are ever expanding and changing, not only the musical artists performing there, but also the various activities aimed at the community. The ticket information would also require



order fulfillment and delivery options for each purchase.

With over 200 shows (and increasing every day), a strong search feature was needed to allow easy customer access to the growing number of events and tickets available. Strong search capabilities were also needed to

generate well-performing search engine optimizations (SEOs) to drive online traffic to MayneStage.com.

Solution and Integration

Glaser Technology chose to build the solution on the Mediachase eCommerce Framework (ECF) G5 platform because it was the most effective and efficient solution in allowing the unique customization that Mayne Stage required. The ECF platform was the best answer to the buy-vs-build decision that Mayne Stage faced regarding their new solution. Glaser leveraged the ECF Catalog and Content Management systems for the solution's design and content capabilities. Mayne Stage chose an online ticketing system, TicketWeb®, to integrate its ticket sales with. This was the key point of integration due to ticket sales being the prominent usable function of the ecommerce site for customers, and the main point of revenue for Mayne Stage. Allowing these ticket sales directly from their site required integration of the link structure within TicketWeb® to the integration architecture of the ECF. The same customization of Mayne Stage's online branded presence was applied to its TicketWeb® sub-site as well.

The ECF's Meta Data Engine was a crucial component in the Mayne Stage custom solution. This powerful ECF component was used to allow additions and edits to the events schedule, as well as creating relationships among events, artists and merchandise utilizing the product

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-Frank Alonso, Glaser Technology*

association capabilities of the ECF. These product associations were a critical element which allowed for Mayne Stage's ecommerce platform and its users to easily create upselling and cross selling opportunities for any sort of product. Glaser Technology used ECF's Marketing and Promotions engine, enabling Mayne State to create customer, artist, season, and even neighborhood specific promotions, thereby giving all of the acts and artists maximum exposure to interested customers.

Benefits

This custom ECF-based solution built for Mayne Stage created a complete ecommerce site and platform which allows easy updates of schedules, artists and acts, cross promotions and marketing, and most importantly, the ability for customers to easily purchase tickets for events online. By extending the ECF Meta Data Engine and updating the display templates for listings, Glaser Technology was able to build a system which quickly adapts to the changing requirements artists and acts often pose for their performances. Additionally, by utilizing the aforementioned

product association tools, the ECF-based Mayne Stage ecommerce platform enables numerous associations of headline bands with their opening acts, giving all the artists cross associations between themselves, their music, products, merchandise and events. . The product associations features within the ECF Catalog Management system is a powerful tool which allows users to quickly and easily create associations between products for up-selling and cross-selling (among other custom associations) by increasing the visibility of the products and targeting the interests of the customer.

The Mayne Stage site and ecommerce platform now receives over 10,000 unique visits per month, contains over 200 shows in their calendar, and sells an estimated 50,000 tickets per year, all of which continue to grow. As Mayne Stage becomes an increasingly important venue, the ECF will be able to expand and grow with it. “Our client has been very pleased with the adaptability and flexibility of the ECF framework” says Frank Alonso of Glaser Technology.

Peter Yeung, VP of Sales and Marketing for Mediachase said “The hard work, dedication, and professionalism of our premier Midwest partner, Glaser Technology, has produced another excellent solution built upon the Mediachase ECF. We’re proud of the excellent results being produced and we look forward to even more to come as the ECF and Glaser Technology grow together.”

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