

TicketBiscuit

Offering an online ticket sales alternative

By Carla Jean Whitley

Founder: Chief Executive Officer Jeff Gale

What is it? TicketBiscuit is a Birmingham-based company that offers ticket selling software, enabling clients to sell event tickets online.

History: In 2001 Gale worked with WorkPlay to develop ticket-selling software, maintaining the rights to develop and sell it to other clients. TicketBiscuit remained a side project for years, with Gale slowly picking

up other clients even as he continued working at AmSouth Bank. In 2005 he left the bank and began working at TicketBiscuit full-time. In the years since, the staff has expanded and the client base has grown to about 200 clients in 35 states. "It was hard to imagine a few years ago that we'd have clients I didn't know about," Gale says.

Word of mouth: TicketBiscuit adds new clients monthly. Gale says the steady expansion is mostly based on word-of-mouth recommendations. For example, club owners in other states look to local TicketBiscuit clients WorkPlay and Bottletree as examples.

What makes it unique? "Our model's significantly different from Ticketmaster because we never set out to make money off the fans," says Chief Marketing Officer Eric Housh. Clients can determine how fees are handled, whether it's in a service charge tacked onto the ticket price, absorbed in the ticket price, or if the client absorbs the cost in some other way. "The effect [a service charge has] is it stifles the online sale. For us, we want the online sale to happen," Housh explains. "Nothing thrills a client more than seeing 90 percent [advance] sales," Gale adds. Many TicketBiscuit clients are now choosing not to add the fee to ticket prices, an option that most other ticketing software doesn't allow.

TicketBiscuit has also focused energy on additional marketing tools for their clients. TicketBiscuit now features seamless integration between the client, Facebook, Eventful and other viral marketing tools—additions that have led to increased sales. For example, clients who utilize the Facebook tools will see their Facebook pages automatically updated whenever they add information to their website. "The client doesn't have to lift a finger," Housh says. "All they have to do is leave a box checked."

A day in the life: Small staff size and openness to creative thinking allows TicketBiscuit to create new solutions for clients and implement them quickly. "It's like

there are no brakes on the bus," Housh says.

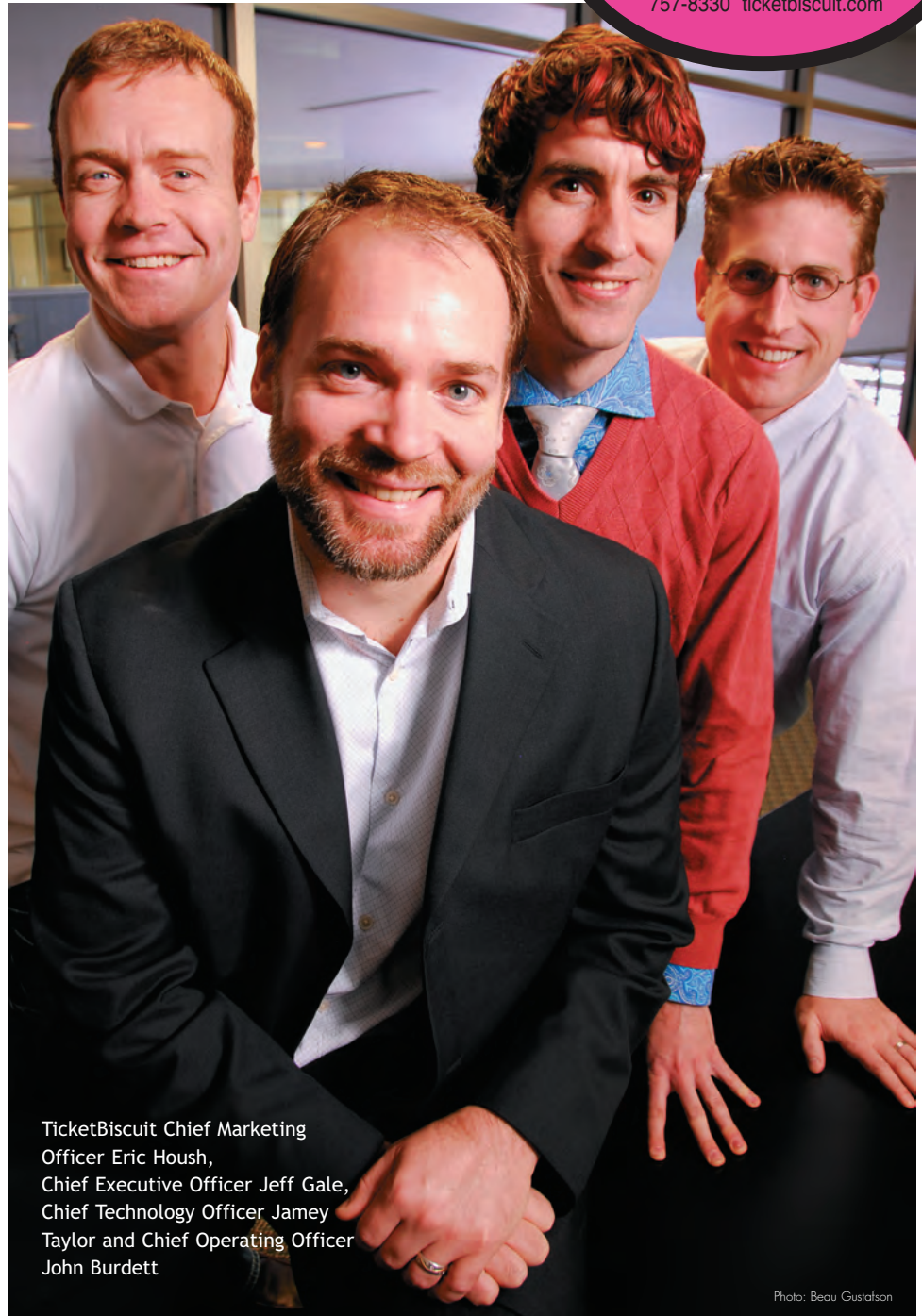
Staff size: 12, up from only Gale in 2006.

What's ahead: TicketBiscuit has already introduced targeted versions of its software for specific industries and expects to continue to do so. BattlePass focuses on mixed martial arts events, and WhistleTix caters to tourist railway, both focusing on tools those industries need. They've also introduced a mobile ticketing website for their clients, so customers can purchase tickets from mobile devices. TicketBiscuit will continue to find ways to leverage the mobile craze to add value for clients.



THE
DETAILS
TicketBiscuit

300 Riverchase Pkwy E.
757-8330 ticketbiscuit.com



TicketBiscuit Chief Marketing Officer Eric Housh, Chief Executive Officer Jeff Gale, Chief Technology Officer Jamey Taylor and Chief Operating Officer John Burdett

Photo: Beau Gustafson