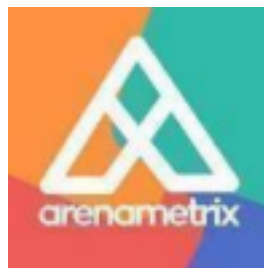

MARKETING SOFTWARE

Description

Arenamatrix - Tech4Team



Ludovic Bordes
Managing Director and Co-founder
ludovic.bordes@arenamatrix.com
+33 1 42 81 41 85
+33 6 74 23 53 76

1. Introduction

a. Who we are

Tech4Team is a company created in July 2013 by two young French statisticians, Kévin Vitoz and Ludovic Bordes, who are both passionate about sports and performing arts. Ludovic and Kévin discovered a vocation for entrepreneurship while being students at the ENSAE university (French National School of Statistics and Economic Administration).

In 2013, they took advantage of their double degree with the HEC Business School to make their business project a reality. From then on, their objective was to combine their passion for sport and the cultural industry with entrepreneurship in order to become the European leader in Big Data in these two fields.

Tech4Team supports the digital transformation of the entertainment industry by providing sales, marketing, communication, and box office teams with a marketing platform entirely designed and built to meet their challenges. Our mission is to help them better understand their audiences, increase revenues from their commercial activities and acquire new customers while minimizing their efforts.

Tech4Team has been growing rapidly since its creation in 2013 and is composed of 22 people with expertise in product development, customer support and marketing consulting. Our team offers guarantees to ensure the quality of data processing and an unrivalled service in your market through what characterizes our identity:

- **Expert:** our digital and marketing expertise is linked to a strong knowledge of your environment and your issues, whether they are strategic, operational, or organizational. No generalist platform today can guarantee to have such a detailed knowledge of your daily life as we do.
- **Simple:** since our clients all belong to the entertainment world, our interface is very specific and designed for them. It focuses on the functionalities most used by the teams of the structures we support. Our tool is built through the prism of the end user; using Arenamatrix is not time consuming and optimizes the working time of the individuals who use it.
- **Flexible:** we develop our own solution, which allows us to continuously adjust our functionality and product roadmap according to our customers' needs and expectations. Continuous improvement of our technology and support processes is an integral part of our identity.
- **Focused on business and usage:** we have developed a real expertise in CRM and data exploitation by focusing on the marketing and sales performance of our clients. Our methods are approved by our clients in the cultural sector and backed up by their daily feedback.
- **Innovative:** the combination of proprietary cutting-edge technology and our digital and marketing expertise is an innovation that few players in the market have. We are focused on the success of our clients, providing what we do best: technology and human support.

b. Our references

Arenamatrix is already used by over 700 users!

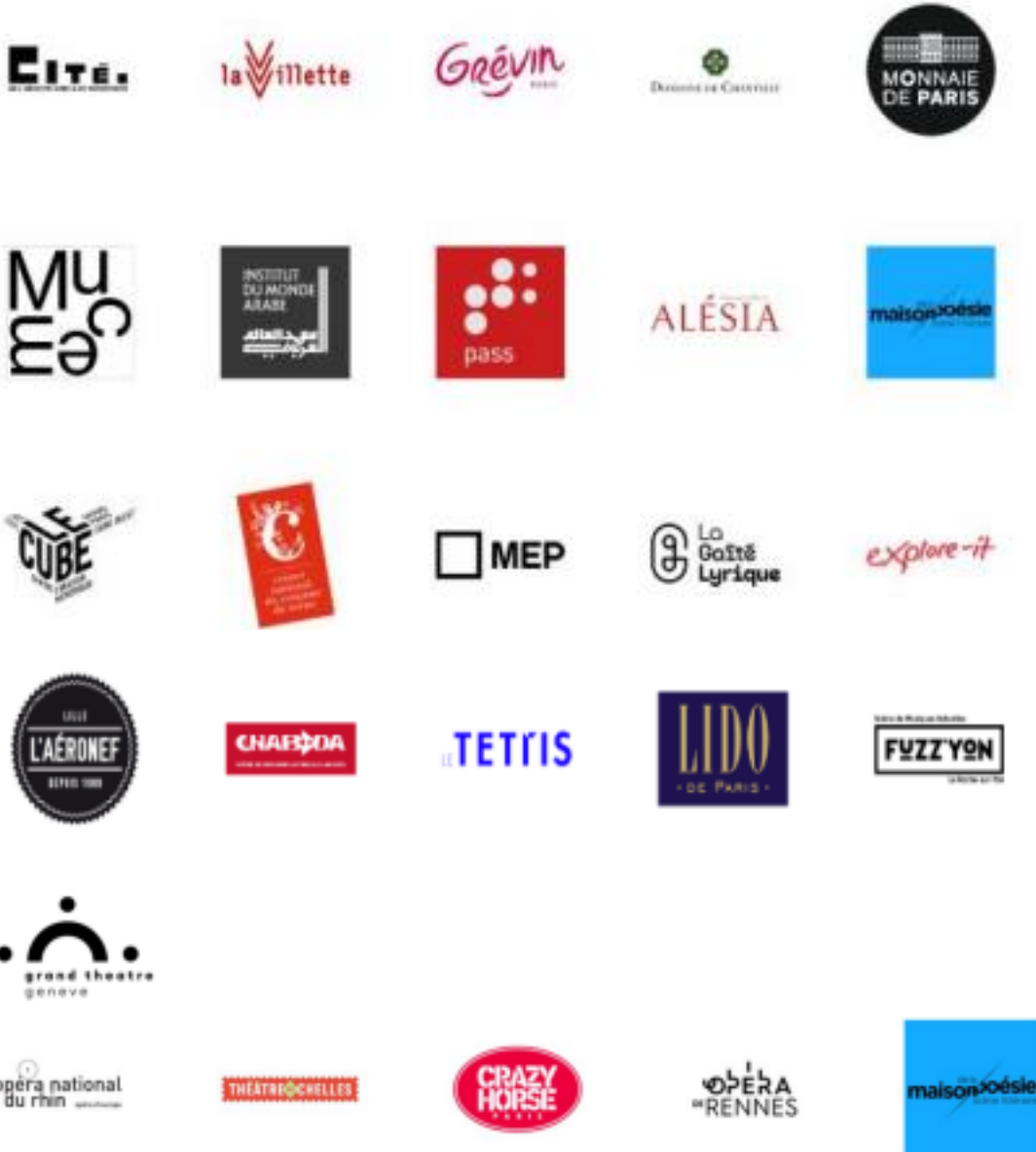
Our ambition is to become the best CRM solution dedicated to the entertainment industry, including the cultural sector. Our mission is to support the development and progression of teams in this specific market to become the undisputed leader.

In 2018, our €2.5M fundraising enabled us to accelerate our growth, particularly with key accounts. Today, we work with many major cultural references, whether concert halls, performance venues, opera houses, museums or festivals like yours.

We work with venues in France, Belgium, the United Kingdom and Switzerland.

Our references within the performing arts sector : Grand Théâtre de Genève, orchestra national du Rhin, orchestre national d'Ile de France, orchestra philharmonique de Bretagne, Opéra de Rennes, Théâtres des Célestins, théâtre du Châtelet,

We are at your disposal to provide you with contacts with these references.



c. Our partners

We work with more than 50 partners to integrate our clients' data into Arenametricx, including:

- 30+ ticketing companies, like Gantner, Secutix or Weezevent:



INTÉGREZ TOUTES VOS DONNÉES BILLETTERIE SECUTIX



RÉCUPÉRATION

Arenametricx récupère automatiquement dans SecuTix l'historique de toutes les ventes billetterie et des publics rattachés à ces ventes, individuels et groupes.



ACTUALISATION

La remontée quotidienne des ventes de la veille de SecuTix dans Arenametricx se fait automatiquement chaque nuit : fins les exports Excel !



DIVERSIFICATION

Arenametricx, plateforme CRM, récupère des données billetterie de SecuTix mais aussi des fichiers Excel, Access, Filemaker, des données site web, des inscrits newsletter, des données de jeux concours...









[All ticketing softwares we work with](#)

- Online shop: Shopify, Prestashop...



- Applications for surveys and satisfaction / guestbook collection: Civiliz, Guestviews...

- Other leading providers and applications in the cultural sector: CMS, website providers, chatbots, consulting...



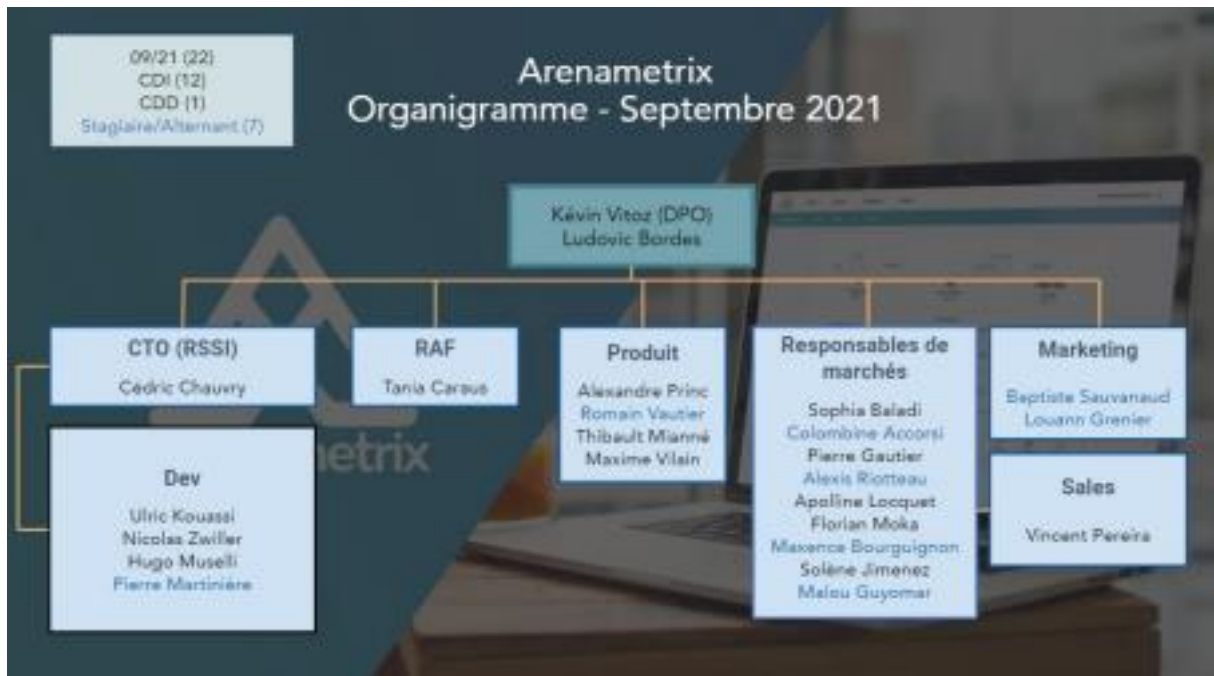
We continually integrate new sources of transactional or behavioral data from our clients' information systems to feed their Arenametrix database, their dashboards and their campaigns. We are open to all types of partners, and we are a key player in the European tech ecosystem of culture start-ups.

[All our sources](#)

d. Our team

A support team with expertise in your industry

Since 2020, our support team has been organized by market. Museums, concert halls, festivals, theatres... Each of our customer success managers supports clients whose challenges, objectives, and customers they know from experience.



e. Our CSR commitments

Our company is fully committed to offer our customers, employees and partners an ongoing improved service, while paying a close attention to our environmental impact. We conduct regular digital customer satisfaction surveys to ensure a high level of commitment and quality. We benefit from the Research Tax Credit from the French government and are labelled as a Young Innovative Company (YIC). Therefore we wish to put our entire R&D team at the service of our clients in order to support them in their progressive digitalization.

i. *Our consideration of environmental issues*

We have implemented internal measures:

- Limiting paper printing to focus on digital media
- Limiting business travel, by using videoconferencing tools
- Energy efficiency of our Paris&Co's office building
- Sorting waste internally
- Elimination of plastic and provision of reusable cups and tumblers

In addition, CRM and marketing automation are at the centre of a real reflection on digital pollution, notably put forward by for instance [Digital for the Planet](#). Through its vocation to personalize communication, Arenamatrix assists its clients in reducing emailing, which is highly damageable to the environment.

Arenamatrix encourages its clients to become more professional in the management of their data and has set up a Quality approach focused on the way in which digital communications are carried out:

- The quality of contact details, the hygiene of databases, the regulation of the volume of mailings, the interaction rate of recipients and the brand's e-reputation are all factors that ensure the good deliverability of emailings and make it possible to limit the sending of useless

emails to bases that are deemed inactive.

- Open rates and click-through rates only increase if communications are well segmented and meaningful: the subject lines are clear, the messages personalized, the bases segmented, the content relevant and the design conceived in responsive.
- CRM and marketing automation must be customer-centered in order to be more respectful of people and of the environment without losing performance.

ii. Arenamatrix is a certified Responsible Digital Enterprise

In 2011, France IT, the national network of digital clusters, launched a national label for digital companies (IT services companies, web agencies, ISPs, etc.). The objectives of this label are clear: to promote the good practices of companies in the IT sector and to increase their performance.

A Responsible Digital Enterprise is a digital company that voluntarily integrates ethical, social and environmental concerns in its business activities and in its relations with all internal and external stakeholders.

Why a Responsible Digital Enterprise label?

- To demonstrate a will towards continuous improvement
- To enhance the social dimension of our company
- To benefit from support in optimizing our organization
- To distinguish labelled companies from non-ethical practices

Labelled companies are evaluated every two years by an independent auditor. This award is based on two axes: the study of the application file and the customer satisfaction survey. Each of these two aspects counts for half of the evaluation of the labelled company.

[View the Arenamatrix certificate](#)

iii. Main principles in employee management

Respect for human rights is strictly effective among all employees of the company, which is committed to respecting equal rights for men and women.

The company wishes to increase the skills of its employees through several training courses that have been offered during 2019. The daily well-being of employees is ensured by a pleasant and fun work environment, as part of the accommodation program by Paris&Co within the Cargo (Paris).

The company has taken on about 20 interns and 5 work-study students since its creation and maintains strong relationships with schools and universities.

2. Our response to your key challenges

From collection to marketing exploitation, the tool we have developed ensures an automated centralization of your data and provides you with the tools to segment and activate your customer databases. Daily used by more than 700 users, the Arenamatrix solution evolves according to the functional needs of our clients with the common ambition of offering an enriched and more personalized experience to the targeted audiences.

Arenamatrix solutions are agile in terms of equipment and human support and meet the current and future challenges of each structure, through the prism of the end user. We help to set up a customer-oriented policy via the modules we activate.

a. Arenamatrix in a few words

Arenamatrix is a solution developed in Software as a Service (Saas), entirely accessible online. All you need is a standard internet connection and an up-to-date Chrome, Firefox or Safari browser.

[More information on the accessibility of the solution](#)

We have designed and developed an ergonomic and easy-to-use solution to meet the expectations of professionals who need effective and intuitive tools to activate their marketing strategy. Our solution is accessible 24 hours a day, 7 days a week.

It is divided into 4 main functional modules.

i. Contacts Module

It is the basis of CRM that allows you to centralize all your contacts in a single database. This database is updated daily and automatically from your different data sources (for example: your ticketing software, your online store or your website). The CRM offers you, in addition to the centralization of your data, the possibility of knowing more precisely your audience and its preferences in order to adapt and optimize your communication actions.



11

ii. Campaign Module

It is the tool that ensures the design and delivery of your communications, whether they are sent manually or automatically. This module is developed in white label with the technology of [Sendinblue](#), a French company of marketing routing, and whose technology evolves to follow the technical innovations of the market.

It is via this module that you can carry out your communication campaigns, via several channels (email, SMS, marketing automation, etc.) and that you can create your forms (newsletter registration, events, etc.).



iii. Sales Module

It is the tool that allows you to manage your commercial activities. Thanks to the transactional data linked to your products (tickets, store products, reservations, etc.), Arenamatrix provides you with analysis pages in the form of tables, graphs, curves, etc. Besides saving time, you will have all the information at your disposal to support, correct and improve your commercial policy.