Aluvii

Utah Motorsports Campus

UMC
UTAH MOTORSPORTS CAMPUS

Quick Setup and Deployment Under Extreme Time Pressure Yields High Results

Overview

Utah Motorsports Campus (UMC) is a world-class racing facility located in Tooele, Utah, specializing in racing events of all sizes: motocross, off-road, stock car, exotic super cars, super bikes, go karts, etc. In addition to hosting corporate and group events, UMC hosts several large televised events each year, selling tickets, concessions, rentals, and accommodations for racers. In 2016, UMC was purchased by a China-based investment group with plans to expand the facility from racing and concessions to lodging, restaurants, education, and other offerings to encompass a complete, state-of-the-art racing campus, with plans to scale and expand locations globally over the next several years.

Challenge: No Hardware or Software and an Event in a Week

Starting From Scratch With Urgent Deadline

When the Chinese investment company purchased the racing facility (previously called Miller Motorsports Park) there was no software, no hardware, no personnel, and no knowledge of previous operations. Exactly one week before their first event, a management team was put into place and told to make the event happen. Desperate for all-inclusive software—including a credit card processor—that wouldn't require significant setup time, training, and configuration, management set out to find that solution as quickly as possible with only days to be up and running.

No Hardware, Limited Software Choices

In addition to not having a software system in place, all computers and accessories—cash drawers, credit card processors, etc.—were taken with the previous owners. Other systems had hardware-specific requirements, which necessitated longer lead times, effectively disqualifying most systems as feasible options.

Future Growth Plans Demanded Flexible, Powerful System

Plans to grow the current facility with hotels, restaurants, and rentals as well as open new locations across the globe demanded a system that wouldn't limit operations. Too many current systems are version-locked, software-locked, or hardware-locked, but UMC was looking for a comprehensive solution that would have the flexibility and scalability to grow with their expanding company.

The Aluvii Solution

From Zero to Full Operation in Less Than A Week

With an urgent deadline of a week to implement, configure, and train on a solution, Aluvii had UMC up and running in only a few days, and completed training and configuration within the week. Aluvii introduced UMC to a credit card processor so payments were effortlessly integrated, and UMC was able to seamlessly utilize the software in time for their first event—which went off without a hitch! In addition to being incredibly quick to set up and implement, Aluvii proved to be simple to train and use for UMC employees.

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> "We presented Aluvii with one big problem: we needed this solution in a few days. They asked questions, took notes, and came back a couple days later to set up our system. It was simple and it worked! Aluvii is super intuitive and very easy to use; employees were configuring it in minutes. We recommend this solution to anyone who is selling fun!"

BENEFITS

- Set up and deployed both hardware and software from scratch within a few days
- Flexible platform offers ability to scale with UMC's ambitious growth plan
- Reliable, secure cloud-based solution is intuitive and user-friendly, requiring minimal training
- Subscription model allowed for significant savings upfront and in the long-term

Cloud-Based Aluvii Turns Dramatic Cost Savings

UMC was able to realize significant savings both in the short-term and long-term, thanks to a cloud-based system, lower payment processing fees, lower training costs, affordable subscription fees, and an elimination of support costs and IT staffing.

New and Flexible Hardware

UMC now has all hardware needed to accomplish their business goals. This includes cash drawers, ticket printers, receipt printers, card printers, barcode scanners, and credit card readers. In addition, they can use their personal computers, laptops, tablets, and smart phones to access the system from anywhere in the world.

Aluvii Prepared for UMC's Ambitious Growth Plan

With an ambitious growth plan for the next several years, Aluvii offers both the power and the flexibility to grow with UMC. Flexible licensing options, seamless setup, and accessibility from any internet-enabled device ensures that any growth—whether with a new employee or an entirely new location—is supported and enhanced by Aluvii.

The Results/Conclusion

From seeking answers and solutions to up and running with an all-inclusive software system in the space of a week is nearly unheard of, especially in the event and entertainment industry, but that's exactly what Aluvii did. Proving its flexibility and simplicity of use with its cloud software, easy configuration, and intuitive user interface, UMC was using a fully functional, powerful software solution days after being introduced to Aluvii:

- Reliable solution that's easy to set up and configure, requires minimal training, and easy to use
- Scalable software and licensing to grow with UMC expansion
- Significant savings in the short-term, and affordable solution in the long-term

About Aluvii

Aluvii has delivered a fundamentally new approach to managing business in the amusement and leisure markets by bringing all key modules together into one software solution and then hosting them in the cloud, making it very affordable, easy to set up and use, and accessible on any device. Aluvii's core modules include ticketing, point of sale, membership management, e-commerce, customer portal, event booking, inventory management, HR & timekeeping, sales & marketing, and much more. For more information, visit www.aluvii.com.

Aluvii

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