

# CodeBlue's cloud opens new global markets for Stream Event Access Management

Moving IT infrastructure to the cloud with CodeBlue has opened up global markets for Hamilton-based Stream Event Access Management – the company responsible for the Mystery Creek Field Days ticketing system.



**“We really do have a proven and highly competitive event solution here. Stream integrates all aspects of the ‘event experience’ from online pre-event ticket sales, multiple ticket class distribution, easy and fast access at the gate, through to the provision of ticket sales reports and live gate management reports. Stream components can be utilised separately or together, as required.”**

Sharon Roux, Stream

**codeblue**  
0508 IT service

# Transforming business via the cloud

**Stream's ticketing and access management system was purpose-developed to handle the New Zealand National Fieldays (Mystery Creek Field Days) event – the largest single agribusiness event in the Southern Hemisphere. The event attracts over 100,000 visitors and generates an estimated \$6 million annually for the Waikato regional economy.**

Stream's business development manager Sharon Roux says the state-of-the-art software developed and evolved to handle the Mystery Creek Field Days event is the fruit of hard experience. In the early days queues stretched for 400 metres at each gate, with delays of an hour to gain entry. Today, the system can process 70 people a minute and six a second across all entry gates, delivering fast, secure access while maintaining customer satisfaction and security.

However, the system had been restricted by its IT infrastructure to handling local events in the Waikato – until now.

CodeBlue Hamilton managing director Jason Trower says moving to the cloud with CodeBlue has opened up new 'go to market' models for Stream.

"Stream can now offer a proven, high volume event ticketing and invoicing system for any event, anywhere in the world, with access to an internet connection. One business model is for Stream to operate the system on the customer's behalf. A second is for the end-customer to, in effect, rent the software on a one-off or longer-term lease agreement," Trower says.

"Stream is a great example of how cloud computing can have a transformational effect on business by providing a relatively simple, relatively low cost technology to enable local businesses to reach both national and international event management customers."

Stream's Sharon Roux says the new cloud service is aimed at medium to large events for between 1,000-130,000 people. Stream's first national customer in New Zealand is Equidays – an equine industry event held at Mystery Creek for the first time in 2011. Australian Field Days organisers have also expressed interest.

"We really do have a proven and highly competitive event solution here. Stream integrates all aspects of the 'event experience' from online pre-event ticket sales, multiple ticket class distribution, easy and fast access at the gate, through to the provision of ticket sales reports and live gate management reports. Stream components can be utilised separately or together, as required," Roux says.

"It's early days but interest is strong and the exciting thing is that what we've seen as being a regional event management business now has real potential as national and international business."

Stream selected CodeBlue as its IT services partner for a



number of reasons, Roux says. "Most importantly, CodeBlue has demonstrated a real willingness to work in partnership with Stream as our business evolves and grows."

Moving to the cloud was completed in just three weeks, Roux says. As well as enabling a whole new way of doing business, moving from a single in-house server to a high availability cloud platform has delivered several practical benefits: Stream's data is much more secure, with automated backup providing full data protection and recovery in the event of technical failure or natural disaster. Stream can scale its IT infrastructure up or down depending on business demand and pay only for what is used on a month-by-month basis.

**"Stream can now offer a proven, high volume event ticketing and invoicing system for any event, anywhere in the world, with access to an internet connection."**

Jason Trower, CodeBlue Hamilton managing director

"We also like CodeBlue's role as a trusted IT adviser, giving us proactive advice as technology changes over time," Roux says. "Our unique IT needs are

taken into consideration and we are not expected to fit into a "one model suits all" IT environment. We look forward to a great working relationship."

CodeBlue's Jason Trower says moving to the cloud is now an extremely compelling proposition for many businesses.

"The key thing is that moving to the cloud has inherent economies for existing businesses. There are the obvious benefits of not having to own IT infrastructure, having backup and disaster recovery 'built in', and being able to scale infrastructure up and down according to business requirements. The cloud also has ability to transform businesses by giving them access to global markets for their intellectual property – as we're seeing with customers like Stream," Trower says.

**More information about Stream Event Access Management: [www.streammarketing.co.nz](http://www.streammarketing.co.nz)**

## About CodeBlue

CodeBlue specialises in providing enterprise-class IT managed infrastructure services, along with proactive monitoring and support, to mid-sized New Zealand companies and organisations. Our promise is to slash the ongoing costs of supporting your IT infrastructure while concurrently improving system quality, reliability and security – for a fixed monthly price, no matter what.

Contact CodeBlue to find out how we can collaborate with you to achieve your business goals.

[www.codeblue.co.nz](http://www.codeblue.co.nz)

Telephone: CodeBlue Hamilton 07 838 9390 | National: 0508 IT service (0508 48 73 78)



The new wave in IT service

**codeblue**  
0508 IT service