

Dedicated Sales Functions: Not a shopping basket - more like an airline site or banking system. CORE has built dedicated sales and order processes for: Birthday Parties, Group Events, Gift Cards, Ticket Sales, Season Passes, Member Registration, Account Management and Recharge, Tournament Registration, Event Bookings, Reservations, Will Call Sales, Session Tickets, Charity Purchases and Donations, Cabana Rentals, and Single Use Coupons.

Hosting: CORE hosts the online system for you. You don't need to purchase any hardware or have any expertise in online selling. All that's needed is a "Click Here" button on your website, which takes the guest directly to CORE's secure (https) online servers. Your guests won't know they've left your website, as we theme the secure site to match yours. We have an address: <https://orderticks.com> - - - with your sites name following the "orderticks" inference.

PCI Compliance: CORE is compliant with PCI (Payment Card Industry) regulations and maintains compliancy as PCI regulations change. This is very important to your business, particularly with the recent news stories of data and credit card breaches. We integrated our system with "Monetra" from Bank Street Software for general use and directly with the payment process engines of a number of our PCI Level 1 clients such as Disney, Busch Entertainment, Royal Caribbean / Celebrity Cruise lines.

Fees to Match Your Needs: Unlike most online systems, CORE's standard pricing model does not charge a per-transaction fee or a per-ticket fee. Other companies charge service fees of \$1.50 per event, or ticket, or more! CORE charges a modest annual fee that allows you unlimited online sales, and unlimited profits.

Integration with POS, Revenue Management, & Admission Systems: CORE's online system integrates seamlessly with CORE POS, Group Booking, Revenue Management, and Admissions. CORE entry and exit control works with Boon-Edam, SkiData, and other electronic turnstiles. CORE can also interface to third-party Revenue and Admission systems.

Capacity-Controlled Ticketing & Reservations: The CORE online system only reserves assets, events, and venues when they're available. No overbooking of events, party rooms, or double-booking of cabanas! For reservations of rooms and spaces, you set the available times and you set the capacities. The CORE system handles the rest, only showing customers the available time and space slots. For asset and ticket reservations, such as admissions, events, lockers, tubes, strollers, or wheelchairs, you set the quantity of each item that should be available each day (or time period) for purchase.

Promotions "Promo Codes": CORE makes it easy for you to offer special online deals to corporations, schools, charities, and other organizations - and gives you reporting to judge the effectiveness of each promotion. All you need to do is inform the group of their special "promo code" (ex: ACME8459), and members of the group can enter their code on the web sales site to receive their special online deals. You'll have access to CORE Reports that show the effectiveness of your various promotions.

Single Use & Web-Link Codes: When you wish to be direct with your marketing efforts, you need the ability to drive a specific message to your customers with a unique promotional code or link to a one-time use promotion. CORE can provide all elements to protect you from misuse and fraudulent access to your targeted offers.

Easy Item & Category Configurations: Creating sale items, and categorizing those items for easy selection by guests, is easy in the CORE system. You can configure minimum / maximum purchase quantities, designate categories as “force select” or “optional”, and define checkbox, quantity drop-down box, or radio button as appropriate for each item. You can even create “modifiers” for items that require a further definition (such as a T-shirt order, requiring Size and Color).

Contracts and “Must Reads”: The CORE Online system provides for purchaser verification that the purchaser has read a specific linked document(s), by checking a box “I have read...”. Park policies, operating hours, contracts, or any document you need your customer to read can be linked to the CORE Online system.

Opt-In / Opt-Out: Purchasers can check (or uncheck) a box indicating that they wish to receive marketing information in the future, at their email address of record. You have the option to present an-already checked “Opt-In” box, or an unchecked “Opt-In” box. Either way, you’ll have important demographic information for marketing purposes.

Age Verification: Every online sale requires the purchaser to verify age. This is structured to confirm the “compliance” of the guest to the terms and assertion that the guest is the holder of the credit card.

Address Verification: We perform an AVS (address verification service) for each submitted credit card order. No match - then we reject the order.

IP Address: We log the originating IP address of every order. We can set limits or restrictions on the territory of the originating order and can set a limit on the number of orders that will be accepted from an IP address during a specific timeframe - typically a day. This tracking and locking is engaged to prevent foreign or domestic fraudulent attempts at using stolen ID’s for purchases. Fortunately it is not worth much for the “fraud farm” to attack a site where only a couple of sales can be made a day.

Shipping, Handling, and Convenience Fees: CORE gives you the option to add shipping and convenience fees to your online sales. The fees can be based per item, or per order. You keep the fees!

Print-at-Home Flexibility: CORE gives you the flexibility to specify what type of confirmation documents you’d like your customers to print at home. In addition to a barcoded print-at-home one-page confirmation sheet, you can also opt to print actual admission tickets as a separate page. Printing individual tickets allows your guests to skip the lines and proceed directly to the entry gate. Printing of all documents is easy, and occurs directly from the final purchase screen, with no need to open email and print from an embedded link. No printer or print-out? No worries! If your customers aren’t able to print their documents, or forgot the document, you can easily do so for them, at your facility, at any time.

Constantly Improving: CORE’s crack team is always improving our products and we’re ready to listen to your needs. Call us!