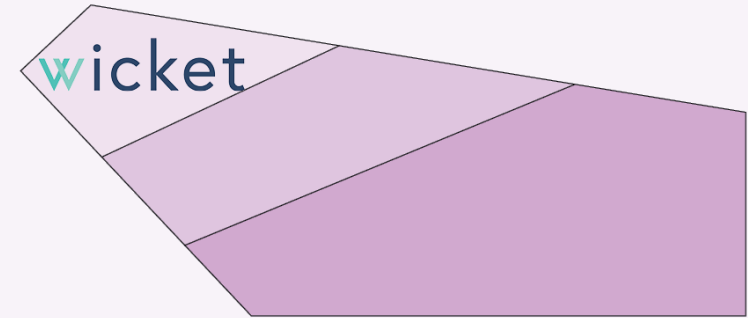
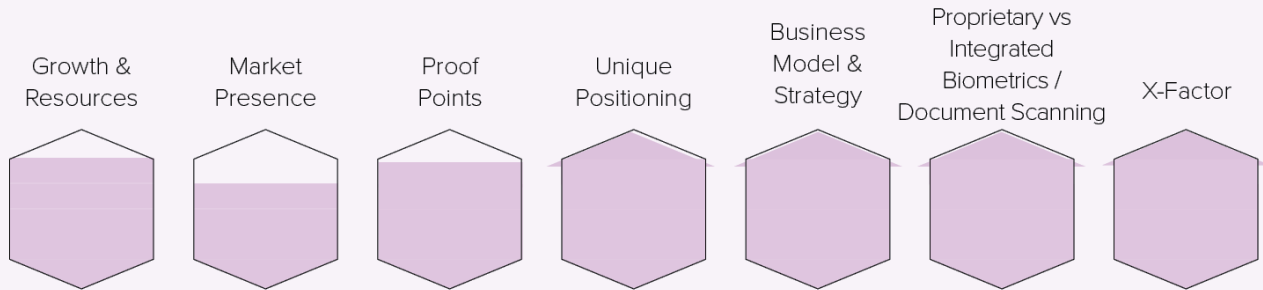




Wicket
wicketsoft.com

wicket

BEAM: Solution Providers / CLASSIFICATION: Luminary



To see how biometric digital identity is set to improve everyday life with privacy-forward secure convenience, simply look to the live entertainment space, where 2024 Flagship Prism Luminary Wicket is transforming the fan experience. The MA-based startup leverages facial recognition and mobile devices to enable trusted ticketing, seamless access, and frictionless payments while increasing automation and bolstering security for its client base, including 40 major stadiums and events venues. With customers across all major US sports leagues, the Australian Open, and several major trade conferences, Wicket is committed to collaboration, boasting a formidable partner network that includes industry defining names like Ticketmaster, Seat Geek, and Verizon. What it all adds up to is the perfect example of how making identity easy for the end user knits various transaction types together into one exemplary guest journey. And the best part is: relying parties benefit from impressive ROI.

Anyone skeptical of how biometric digital identity can improve user experiences with intuitive and secure automation just needs to head to a Cleveland Browns game. The Browns adopted Wicket’s Express Access solution to streamline facility entry, and in 2023 they expanded the deployment to further enhance the fan experience. Throughput improved significantly—so much that the team was able to reduce its number of entry lanes. The impact on cost was remarkable, with each Express Lane saving the team \$8,000 per season. Once through the front gate, fans enrolled with Wicket are treated to automated concessions thanks to its Express Beer offering, which enables the purchase of drinks and snacks with a frictionless and fast face scan. And while the Browns saw a 171% return on investment, it was the fans who benefited most, saving thousands of hours normally spent waiting in line. With biometrics at the core, the wait is over—life, and gametime, can just be enjoyed.

Contact Wicket:

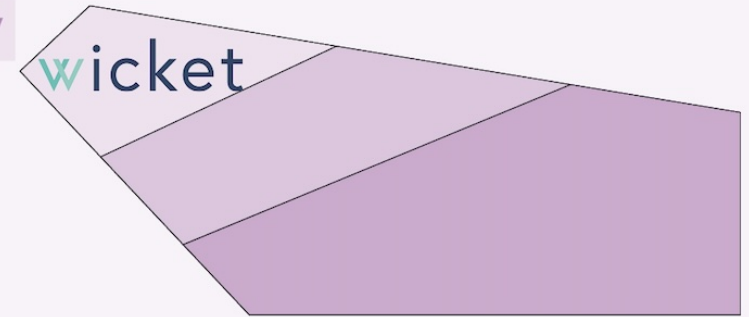
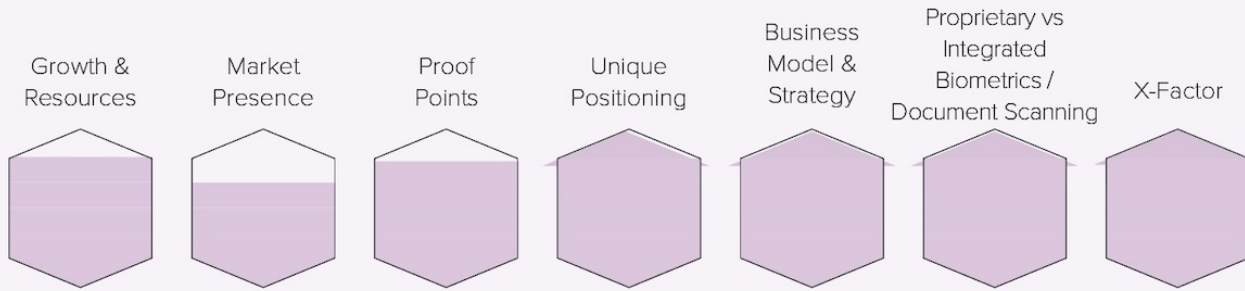
hello@wicketsoft.com



Wicket
wicketsoft.com

wicket

BEAM: Travel & Hospitality Solutions / CLASSIFICATION: Luminary



In its four years of existence, Cambridge, MA-based startup Wicket has taken the entertainment segment of travel and hospitality by storm. With a robust partner network—including industry-defining companies like Ticketmaster, SeatGeek, and Verizon—the company facilitates guest experiences at over 40 major stadiums and events venues, with customers across all major US sports leagues, the Australian Open, and several major trade conferences. Utilizing a highly flexible deployment model that leverages facial authentication and mobile devices, Wicket puts biometrics at the core of ticketing, seamless access, and payments, enhancing the fan experience, improving security, and demonstrating impressive ROI. With its commitment to collaboration, innovation, and flexibility, Wicket stands out as a Targeted Travel and Hospitality Solutions Luminary.

The Cleveland Browns were an early adopter of Wicket’s Express Access solution that streamlines facility entry for enrolled fans. In 2023, aiming to further improve the Browns’ fan experience, the team expanded its deployment. It increased the number of Express Access lanes, helping drive an average of 992 new enrollments, game by game. That expansion enhanced throughput, allowing the Browns to reduce the total number of lanes needed for guest entry. It also drove significant cost savings, with each Express Lane saving the team \$8,000 per season. And the expansion didn’t end at the front gate: the Browns also rolled out Express Beer, allowing fans to purchase drinks and snacks with a simple face scan at a mobile touchpoint. Biometric self-service cut the purchase time for concessions down to 10-12 seconds on average and scored the Browns a 171% return on investment. Add-in the fact that Wicket is also handling facial credentialing and access control behind the scenes, and you’ll start to get the full picture. The Cleveland Browns’ expansion of Wicket is saving fans thousands of hours and serving as an example of the better biometric future of live entertainment.

Contact Wicket:

hello@wicketsoft.com