



Cariverona Banca Sells Arena di Verona Tickets to Opera Lovers Worldwide on the Web

Cariverona Banca Spa, a medium-sized and rapidly-growing financial institution with branches throughout Northern Italy, manages international ticket sales to Italy's world-famous Arena di Verona Opera. Previously, reservations for opera tickets were available only by phone or on computer terminals at Cariverona's branches and at a few other locations in Northern Italy and London. International customers could contact authorized travel agencies for tickets, but it normally took days to receive the confirming reservations.

"IBM has given us a way to accurately and securely document and deliver electronic transactions over the Internet. They have given us a solution for now, and a solution for the future."

—Giorgio Tomei, Cariverona Banca Project Manager for Arena di Verona Ticketing Services

To reduce the administrative costs associated with selling close to 600,000 tickets annually, improve customer service globally, and increase ticket sales, Cariverona chose IBM's CommercePOINT family of Internet products and services. Opera fans around the world can now visit Arena di Verona's multilingual Web site at <http://www.arena.it> to view performance schedules, read background information about the theater, book real-time seating reservations,

and securely purchase tickets for events using credit cards.

In addition to providing better service to its Verona Opera House customers, this Internet ticketing application has also enabled Cariverona to enhance its ticketing services for other customer applications, including Verona's soccer club—all without incurring any new system or third-party processing costs.

Net.Commerce provides flexibility, functionality

To sell opera tickets on the Internet, Cariverona required an application with a form of secure electronic transaction or payment on which the company could base future electronic commerce solutions. Giorgio Tomei, Cariverona Banca's project manager for Arena di Verona

Application	Publicity, seat reservations and secure ticket sales on the Internet
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Software	IBM Net.Commerce IBM Net.Data IBM DB2 IBM AIX IBM OS/390
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Hardware	IBM RS/6000 IBM S/390
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ticketing services, approached several companies for suggestions. He chose IBM.

"I was impressed with the Internet application IBM had developed for the 1996 Summer Olympics in Atlanta," says Tomei.



A performance of Rigoletto at Arena di Verona.

"IBM OneWeb in Italy proposed a solution that was competitively priced and provided an open platform on which we could base future projects involving secure transactions over the Internet."

Tomei chose IBM's CommercePOINT suite of products as an end-to-end electronic commerce solution. According to Tomei, IBM Net.Commerce software, part of the CommercePOINT family, enables Cariverona to smoothly integrate a Web server solution with its existing back-end applications on Cariverona's IBM System/390 enterprise server. This protects the company's investment in existing software while enabling it to easily integrate new applications on an IBM RS/6000 server.

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Tomei says that IBM's Net.Data application, a component of Net.Commerce, makes it easy for developers to create 'Web macros' to bring to the Internet the performance schedules, user registration, graphics and multimedia images that are stored in an IBM DB2 for AIX database on the RS/6000. In addition, Net.Commerce gives Cariverona a dynamic and easy-to-use interface for managing the Web site.

Security for credit card transactions

Net.Commerce enables Arena di Verona patrons to securely order products over the Web using their credit cards. With Net.Commerce, Cariverona will take advantage of Secure Electronic Transaction (SET). The SET standard was developed by IBM in conjunction with VISA and MasterCard. The major advantage of SET is that it encodes customer credit card numbers and keeps them hidden from all but the issuing bank. As merchants never see the credit card number, SET offers a very high level of protection.

"Because of Net.Commerce's security for financial information, inherent functionality, and scalability, we were able to incorporate many of the features of our existing ticketing service with this new Internet application, and extend it to include support for ticketing services in English, Italian, French, and German. This reduced development time and expenses substantially," says Tomei.

Applications beyond ticket sales

Since the Web site opened earlier this year, Cariverona has received positive feedback from opera fans worldwide. Patrons visiting the site choose which opera or concert they want to see, select a performance date, and check the availability and price of seats. After indicating the number of seats and entering the required credit card information, patrons are given a reservation number. They can then access the Web site to check on the status of their reservation (i.e., reservation accepted but waiting for payment authorization, reservation confirmed or rejected).

Tomei intends to expand Cariverona Banca's e-commerce leadership to a wider role, possibly hosting a virtual mall. "IBM has given us a way to accurately and securely document and deliver electronic transactions over the Internet. They have given us a solution for now, and a solution for the future," he says.

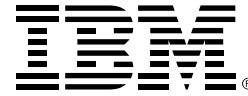
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Visit our Web site at
<http://www.internet.ibm.com/commercepoint>

To learn more about IBM OneWeb solutions and services, go to
<http://oneweb.ibm.it>

Also, visit Cariverona Banca's Web site at
<http://www.cariverona.it>



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