



# **PRECURSIVE CASE STUDY.**

CUSTOMER - PATRON  
SOFTWARE-ENABLED TICKETING

# PRECURSIVE

PLAN. TRACK. FORECAST.



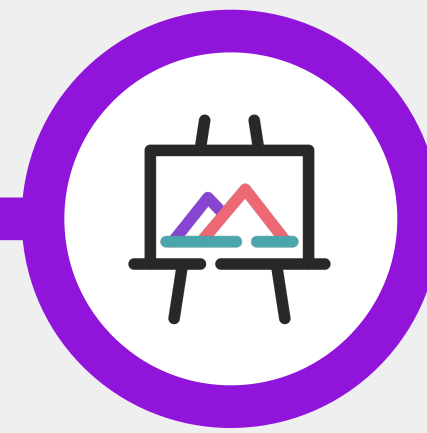
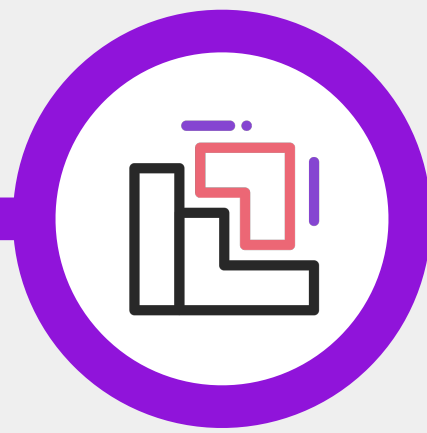
# CUSTOMER: **PATRON.**

Patron Technology is a global provider of software-enabled ticketing, CRM and in-event experience solutions. Patron provides industry-leading technology that enables its live event customers to create deeper and more profitable relationships with their ticket buyers, fans, and supporters. It's sophisticated platform is designed to streamline and simplify the full range of event management processes through dynamic software functionality and actionable customer analytics.

"We're able to share the project plan with the client, which allows our clients have more ownership in the project, see it in real-time and where issues might arise making them more responsive in the process"

SKYE EVANS.  
Client Project Manager  
PATRON

# HOW PATRON **USES PRECURSIVE.**



1.

## Resource Management

See where staff are over or under-utilised. Plan ahead to avoid burnout and maintain efficiency.

2.

## Financial Forecasting

Revenue forecasts calculated automatically to see where you are.

3.

## Implementation Reporting

Keep on top of key metrics with real-time reporting on project health, time-to-value, and more.

4.

## Implementation

Break down a project or process and assign tasks to different teams.

5.

## Project Management

Enhanced visibility and reporting across all projects in Precursive.

Key point: “We can see at a glance the status of a project and can easily share our progress with our clients”



# THE SOLUTION.



The World's  
#1 CRM

## PRECURSIVE

The Services Delivery  
Cloud for Salesforce



Opportunity  
Management

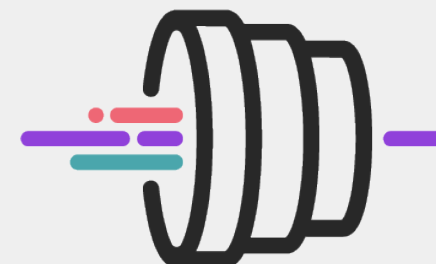


Quote  
Generation

Business intelligence aggregation  
Manage & forecast opportunities  
Sale of products & packages



Task  
Allocation



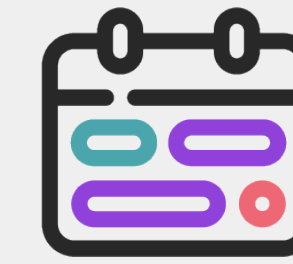
Project  
Management

Plan and manage projects  
Allocate activities and tasks  
Collaborate with customers



Resource  
Allocation

Schedule and manage teams  
Forecast capacity crunches  
Automate staff notifications



Capacity  
Planning



Revenue  
Management

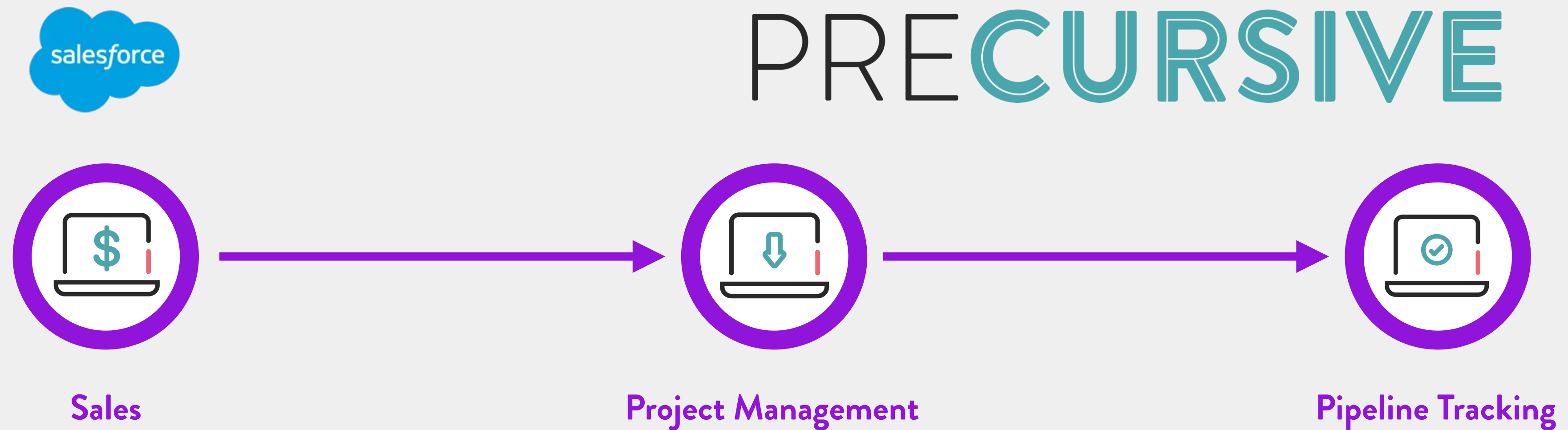
Monitor budgets and costs  
Forecast and recognize revenue  
Track time and expenses



Services  
Billing

# THE SOLUTION.

Patron have been using Precursive for over 4 years to increase customer satisfaction by implementing various improvements such as sharing the project status with clients at the click of a button and have them invested in their own project.



# PRECURSIVE **SOLUTION.**



## **SECURE.**

Data

No more data is lost due to switching between Asana and Salesforce, saving significant time and money.



## **IMPROVED.**

Implementation

Patron now understand implementations much better through seeing how Precursive implements.



## **CUSTOMER SATISFACTION.**

Increased

Customers are part of the plan, so many decisions are made with them in mind, increasing satisfaction and reducing churn.

# EMPOWERING SERVICES **TEAMS.**

Highest User Adoption  
Mid-Market  
SPRING 2023

Highest User Adoption  
Mid-Market  
WINTER 2023

Highest User Adoption  
Mid-Market  
WINTER 2023

**CUSTOMER SUCCESS.**

**ENABLING OUTCOMES**

Precursive team with enterprise experience at ABB, Fujitsu, Roche

**LIGHTNING NATIVE.**

**TECHNICAL INNOVATION**

> \$1 Billion in project value managed in Precursive

**ENTERPRISE SECURITY.**

**TRUST & PRIVACY**

GDPR compliant  
ISO 27001: 2013 certified

Highest User Adoption  
Mid-Market  
SUMMER 2022

Highest User Adoption  
Mid-Market  
FALL 2022

Highest User Adoption  
Mid-Market  
FALL 2022



PRECURSIVE

★★★★★ 5.0  
Average Rating



# PRECURSIVE **CUSTOMER SNAPSHOT.**

High Tech.



Professional Services.



PRECURSIVE

PRECURSIVE

THE SERVICES DELIVERY CLOUD FOR SALESFORCE

PLAN. TRACK. FORECAST.

[www.precursive.com](http://www.precursive.com)