



German Football Club Deploys Zebra Printers And Touch Computers To Score Highly In Operational Speed And Efficiency

ABOUT VfL BOCHUM 1848

Commonly referred to as VfL Bochum, the Verein für Leibesübungen Bochum 1848 Fußballgemeinschaft is a German football club based in the city of Bochum, North Rhine-Westphalia. The club plays in Germany's second division and is one of the oldest established sports organisations in the world. The team is managed by Robin Dutt from its home ground, the Vonovia Ruhrstadion, which boasts 27,599 seats. The association currently has over 10,000 members.

Challenge

VfL Bochum has been using printers from Zebra Technologies for many years and knows the devices to be high performance and reliable. It was looking to deploy the latest model, with speed of printing being a key factor, especially for printing its 10,000 annual membership cards; moreover, as with many sporting organisations, membership and interest in the club swell with any particular club success and VfL Bochum needed to have the capacity to be able to print a lot of cards in short time frames.

VfL Bochum was also looking to replace its fleet of outdated handheld scanners, which serve to scan tickets at any turnstiles that malfunction on match day, or at special overflow entrances. It needed a robust, easy-to-use scanner with optimal Wi-Fi connectivity and an excellent battery life.

SUMMARY



Customer
VfL Bochum 1848

Industry
Sports and Leisure

Challenge

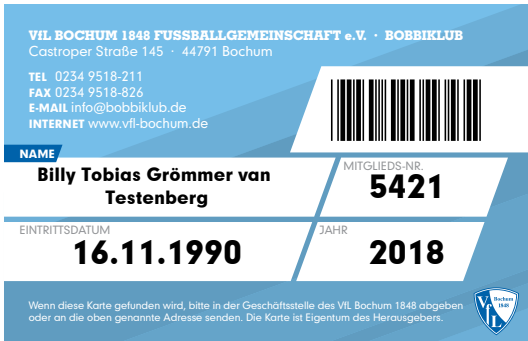
VfL Bochum needed high-speed, robust printers for season tickets, membership, fan and ID cards and reliable, easy-to-use touch computers to scan tickets on match days

Solution

- Zebra ZXP Series 7 Card Printers
- Zebra ZXP Series 3 Card Printers
- Zebra ZXP Series 1 Card Printer
- Zebra genuine cards
- Range of genuine Zebra monochrome and colour printer ribbons
- Zebra TC70 Touch Computers

Results

- Reliable, robust, easy-to-use printers with excellent shelf life
- Fast, clear printing of all types of cards and season tickets; the excellent print speed of the ZXP Series 7 can save up to 20 seconds per card
- Digital printing ensures barcodes and the good quality colour photos on staff ID or security staff cards are long-lasting and do not fade
- High-quality, long-lasting Zebra cards with clear barcodes and sharp font and images
- The TC70s have a long battery life for extended use on match days
- The enterprise-class touch computers are rugged and house Zebra's most advanced scan engine for faster, reliable scanning every time



Solution

VfL Bochum uses its fleet of Zebra card printers to print a wide range of tickets and cards: season tickets with names and a barcode; annual membership cards (over 10,000 each year) with names, a membership number and joining date, as well as level of membership; a range of specific ID cards for independent VfL Bochum fan clubs; and, finally, permanent staff and security personnel ID cards, which are printed in colour and include a high quality photo. The various cards are widely and regularly used: season tickets for entrance to games, annual membership cards for merchandise and ticket discounts and admittance to specific association only events; the ID cards for access to restricted areas on match days and at events.

VfL Bochum uses various accessories such as Zebra cards and monochrome printing ribbons, although colour ribbons are used for staff ID cards. The printers wirelessly link to VfL Bochum's back office systems, specifically its Eventim Sports software and ERP programme, Microsoft Dynamics NAV, which is used to manage ticketing, merchandising, sales and management; they print off directly from data held in these programmes.

On match days, fans usually enter the stadium through turnstiles where they self-scan the barcode on their tickets. However, inevitably one or two of these turnstiles may malfunction, in which case ground staff are on hand with Zebra TC70 Touch Computers to scan the ticket barcodes. The scanners run a web-based ticketing solution from Eventim Sports, hosted on VfL Bochum's server, which allows instant cross-referencing of the scanned barcode to ensure the validity of the ticket. Ground teams also use the TC70s at special overflow entrances, at busy matches and events.

Results

The ZXP Series 7 Card Printers are ready to start printing as soon as they are switched on, without the warm-up time required by some models, and the printing speed is saving significant time during bulk print runs. Moreover, the cards printed on the ZXP Series Card Printers are durable and clear, despite high usage. The printers are very reliable and easy to use: it's very simple to change a ribbon quickly, for example. This is critical for printers used by sales staff in the club store at weekends or on other days when no technical IT support is available.

The TC70s, meanwhile, are also very robust and easy to use, with operators only having to press one button to display the ticket type and validity on its screen. Teams can rely on first-time scanning and strong wireless connectivity, so they can process tickets quickly and efficiently and match-goers can get to their seats to watch the game! VfL Bochum has been so pleased with the touch computers that it is looking to increase its fleet of TC70s in the near future.

"The Zebra ZXP Series Card Printers are exceptionally robust and efficient, despite their small footprint. The Series 7 printers deliver faster, higher image quality printing, which is essential when we are printing 10,000 annual membership cards, for example. Moreover the old Zebra Card Printers that were deployed over ten years ago are still working perfectly, which just goes to prove that, when you invest with Zebra, you invest in a long-term solution. Same can be said of the high-performance TC70 Touch Computers. We chose the TC70s as, of all the models on the market, they are the best suited to our requirements. We need things to work smoothly; and with Zebra, we know we are getting devices we can rely on."

Billy Grömmer,
IT/Administration,
VfL Bochum 1848

FOR MORE INFORMATION, PLEASE VISIT: WWW.ZEBRA.COM AND [VFL BOCHUM](http://VFLBOCHUM.COM)



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