

Live Nation Australia Breaks Through Operational Hurdles to Focus on Showstopping Events with Momentus



The Customer

From concerts to comedy shows, Live Nation hosts hundreds of events across Australia every year. These events are attended by thousands of people and feature some of the biggest names in entertainment. Live Nation has set the standard for events in the region, putting on premium club, theater, arena, and stadium experiences. With all these events, coupled with the numerous vendors and venues the company works with, flawless organization and enterprise-wide visibility are key. Live Nation has a growing portfolio of venues including Melbourne's Iconic Palais Theatre & Festival Hall, Anita's Theatre in Thirroul, Fortitude Music Hall & the Triffid in Brisbane, along with Adelaide's newest venue, Hindley Street Music Hall. Given its success, Live Nation needed a seamless solution that would streamline operations and simplify end-to-end processes to improve productivity, increase visibility and enhance customer experiences.

Organization:

Live Nation Australia

Website:

www.livenation.com.au

Industry:

Live Entertainment Venue

Number of venues:

6 venues

Employees:

40 FT, 200+ casuals

The Challenge

The company was grappling with a mix of manual systems and spreadsheets that were time-intensive and led to internal roadblocks, increased human errors and miscommunications which limited staff productivity and compromised customer service experiences.

Live Nation wanted a single event management solution that would create cohesion across all venues and departments, integrate with existing technologies and produce accurate reports to analyze key business metrics. Their internal operations needed modernization across all departments, but downtime wasn't an option, so the team needed a system that could be deployed without impacting day-to-day activities.

The Solution

Live Nation chose to roll out Momentus Elite to its venues throughout Australia. They recognized that the platform would act as a single source of truth to centralize all event information across their business and standardize their event operations. Furthermore, they could seamlessly integrate the platform with existing infrastructure to reduce the need for many of the manual processes which would improve staff productivity, simplify reporting, and ultimately help modernize the customer experience.

The Result

Upon deployment, Momentus Elite created visibility across the organization and unified operations. The simple-to-use platform made it easier for staff and stakeholders to attain critical booking, operational and financial information. Live Nation improved customer experiences by increasing efficiency and streamlining booking processes using quotes and report templates.

The platform has also eliminated duplication of efforts resulting from working on outdated spreadsheets and increased the accuracy and speed of reporting. With Momentus Elite, Live Nation can quickly run internal reports on all data across their entire portfolio. This helps craft forecasting reports creating accurate roadmaps for future projects and initiatives.

Working with a Momentus Success Manager, Live Nation continues improving upon internal processes to increase functionality and achieve additional benefits from the solution.



“We’ve always been looking for better ways to do things; our goal was to find the best management system for our venues. Given our network, spread across Australia and New Zealand, we needed a system that integrated well with all the various environments at each venue. Momentus Elite eliminated many of the manual file sharing processes for internal reporting and financial records and provided a holistic view of the organization. By simplifying the way we operate internally, Momentus helped us improve our business and better serve our customers.”

Joanne Withy

Commercial finance manager for venues, Live Nation APAC

Contact us directly today to explore opportunities for your arena, live entertainment or concert venue.

Contact Us

