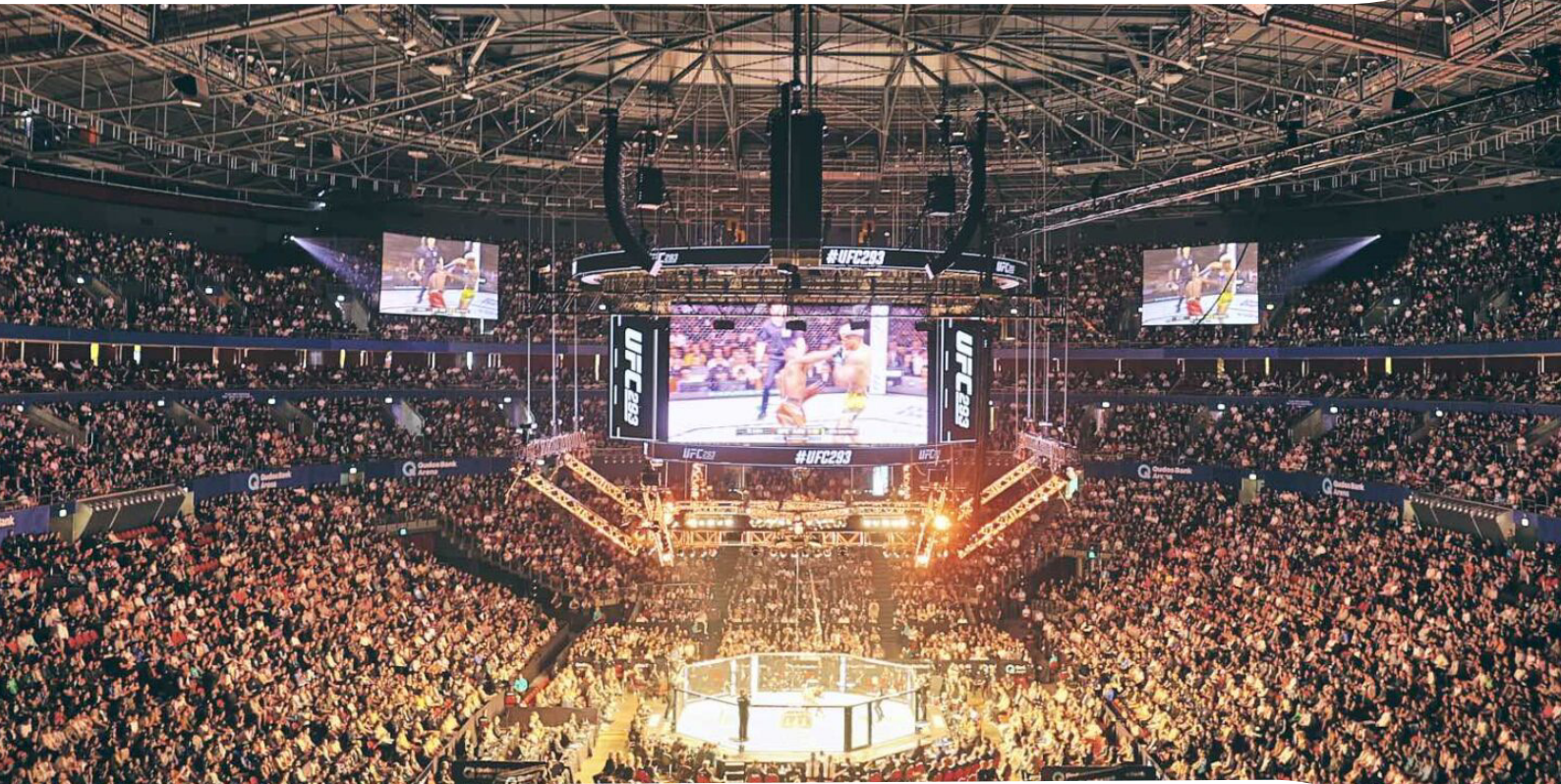




Unifying Arena Operations Across Australia for ASM Global



Best-in-Class Stadium & Venue Management

ASM Global is the world's largest venue management company, overseeing operations across hundreds of venues globally. ASM Global, APAC needed a solution to unify incident management across three of its premier Australian arena venues: Brisbane Entertainment Centre (BEC), Qudos Bank Arena (QBA) in Sydney, and RAC Arena in Perth - in addition to our existing work with Brisbane Convention & Exhibition Centre. Chronosoft was chosen to deliver a grouped incident management platform, capable of meeting both on-the-ground operational needs and the strategic data demands of global executive oversight.

| The Challenge: Multi-Venue Complexity, Fragmented Reporting

While each ASM venue had capable security, medical, and event teams, their operational systems operated independently. This created a number of challenges:

- **Disparate Systems:** Different tools and processes across each venue made standardised reporting and comparisons nearly impossible.
- **Inconsistent Data Structures:** Acts and teams touring between venues encountered different workflows, disrupting continuity.
- **Lack of Cohesive Oversight:** There was no way to view incidents or operations across all sites in real time, nor to extract a unified executive-level report.
- **Dual Operational Modes:** Each venue required systems that supported both daily 24/7 security and maintenance operations, as well as intensive event-day activity.

ASM Global needed a solution that could work at every level, from boots-on-the-ground patrol staff to global reporting teams.



The Solution: One Instance, Six Systems, Total Visibility

Chronosoft's platform was deployed across BEC, QBA, and RAC Arena under a single unified instance. This allowed Chronosoft to deliver a suite of features designed to work fluidly across venues, events, and operational tiers.

1. Unified Yet Customisable Structure

The Chronosoft platform operates as a single instance with six distinct systems: three daily operational streams and three event-day configurations. Each can be customised per venue, per operation type, while providing unified top level reporting for consistency of data.

2. Hierarchical Grouping and Real-Time Views

From the highest executive level down to an individual team member, users can view active jobs, log entries, and operational data in real time. Operations can be filtered by venue, team type (e.g., tech ops, medical, security, talent), or event. This allows senior staff to observe macro-level trends while frontline teams can focus on execution.

3. Operational and Event Layering

Each venue's system is divided into two layers:

- **Daily Operations:** Covers 24/7 activities like patrols, asset checks, visitor logging, and routine maintenance.
- **Event Operations:** Activates for live events and incorporates real-time crowd, medical, and security incident tracking.

4. Event-Specific Intelligence

Using the Event Operations layer, each venue preloads key event details such as ticketing information, seating maps, duty manager rosters, and prohibited item lists. Event templates are cloned and adapted for similar performances or shows with minor configuration adjustments, with minimal admin time.

5. Cross-Venue Comparability

ASM have highlighted that the most valuable capability Chronosoft supplies is the ability to compare operational and incident data between venues. Touring acts that appear at BEC, QBA, and RAC within days of each other are supported by systems that behave identically, with minimal local nuances.



The Results:

Total Cohesion at Every Operational Level

Since deploying Chronosoft's platform, ASM Global's APAC operations have achieved a new standard of cohesion and clarity:

- **36% Reduction in Escalation and Response Time:** Seamless linking of services and roles allows rapid response to incidents.
- **55% Efficiency Gains in Data Review:** Unified reporting structure allows ASM executives to extract consistent insights across venues.
- **98% Adoption Rate Among Frontline Staff:** Even those previously unfamiliar with digital platforms are now fully engaged, thanks to tailored onboarding and intuitive system design.
- **Cross-Venue Learning:** Incidents and resolutions at one venue can now be used to inform best practices at another, fostering continuous improvement.

"Chronosoft has given us an ecosystem that's not only consistent but incredibly dynamic. Whether we're tracking daily operations or managing intense live events, the platform lets us see and act on everything happening in real time across venues, across states, across teams."

– James Wagg, Group Director of Facilities for ASM Global



Key Takeaways for Global Operators

Chronosoft's deployment with ASM Global demonstrates how scalable design, consistent architecture, and configurable operations can serve both localised venue needs and global reporting demands.

Our key recommendations:

- **Design for Multiple Operations:** Separate daily and event workflows, but house them within one system.
- **Leverage Event Templates:** Preload key operational and safety data for each event to reduce prep time.
- **Ensure Top-Down Visibility:** Design your system so executives can see venue-wide performance without losing frontline fidelity.

About Chronosoft

ASM Global's APAC arena network now runs on a tightly unified incident and operations management platform capable of meeting the diverse needs of 24/7 security teams, high-intensity event days, and executive dashboard reporting. With Chronosoft, ASM Global now has a seamless operational continuum from frontline action to boardroom insight.

Want to see what seamless venue integration looks like for your organisation? Book a demo through www.chronosoft.com.au today.