

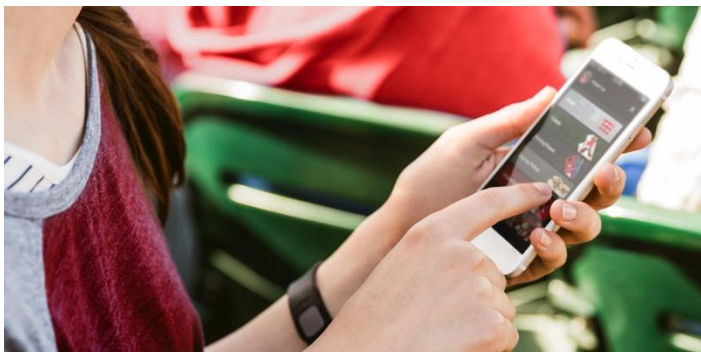


How VenueNext and Visa Developer brought payments right to the stands.

A small startup with a big challenge.

VenueNext is a Silicon Valley based startup that focuses on transforming guest experiences and improving business performance at a number of different venues across sports and entertainment, healthcare, and hospitality. In addition to the platform service they offer, they also help integrate payment capabilities for their venue customers.

As the brains behind much of the technology at Levi's Stadium, home of Super Bowl 50, VenueNext had to ensure that there was seamless in-stadium commerce in the Super Bowl 50 app. With the big game quickly approaching, they asked Visa to help them make it happen so they could deliver a unique, seamless payment experience to the thousands of football fans in attendance while also helping to increase sales.



With Visa Developer we can integrate seamlessly, versus having to integrate with every single gateway and processor.

John Paul, CEO
VenueNext

¹ Source: VenueNext's Data Dashboard.

Innovation in one night.

The VenueNext team came to Visa in December 2015 and were introduced to the Visa Checkout API within Visa Developer. In one night, VenueNext was able to integrate the Visa Checkout SDK into their NFL app. With REST-based interfaces, world-class APIs, and access to the necessary support and resources, the team was able to quickly and easily deliver on their goals.

No beta, just straight to the big game.

Less than two months later, fans were using the app to order drinks without leaving their seats, or pulling out their credit cards, while watching one of the most popular sporting events on earth. They were even able to order merchandise and pick it up on their way out—freeing up their hands to cheer for their favorite team.



What's next for VenueNext?

Now that they've integrated the Visa Checkout API, VenueNext can quickly bring this functionality to their future apps and scale accordingly—whether they're creating a solution for a 50,000-person concert venue or more personalized experiences for a hotel resort.

To learn more about integrating Visa's APIs into your own innovations, visit Visa.com/developer

Start integrating
payments faster than
you can say
touchdown.

