

Case Study: Dyreparken

The success story of Dyreparken Zoo
and Amusement Park going mobile



3,8 Million

navigation
queries



100 000 000 NOK
incl VAT

Sales via Yonoton
platform (summer 2021)



300 000

app
installations



#1

most downloaded
travel app in Norway



650 000

transactions made
via Yonoton

Norway's largest theme park, Dyreparken, is known to be one of the most innovative players in the theme park business. Dyreparken uses Powered by Yonoton -platform built App, Point of Sale, self-service kiosks, Magic wristbands and virtual queuing solution.



Dyreparken as a forerunner of digital tourism

Dyreparken in numbers



60 hectares

(148 acres) Norway's largest outdoor attraction.



Expanding

further 30 hectares (74 acres) during the upcoming years.



1 009 164

visitors per year (2019). Norway's most frequently visited attraction.



Named in gallups as the **number one**

out of 52 travel destinations in Norway (TNS Gallup).



12 km

(7.5 miles) from Kristiansand, Norway.



Established

1964



190

full-time employees and 1350 seasonal employees, including actors.



365 days a year

with high season June - August.



Variety

Consists of a zoo, an amusement park, a waterpark, a pirate world and a wide selection of activities and restaurant options.



Destination Dyreparken

also includes five different accommodation concepts: Dyreparken Hotell, the pirate hotel "Abra Havn", fairy tale village Cardamom Town, Roligheden Camping and Dyreparken Safari Camp, which opened in 2019.



125

different animal species.

Financial numbers



€47 million

turnover.



€11 million

turnover produced by the hotels.



60 000

hotel nights per year on average.



Average visitor staying

2 days per year



80%

of income realizing within 8 weeks.



July

the ultimate high season.



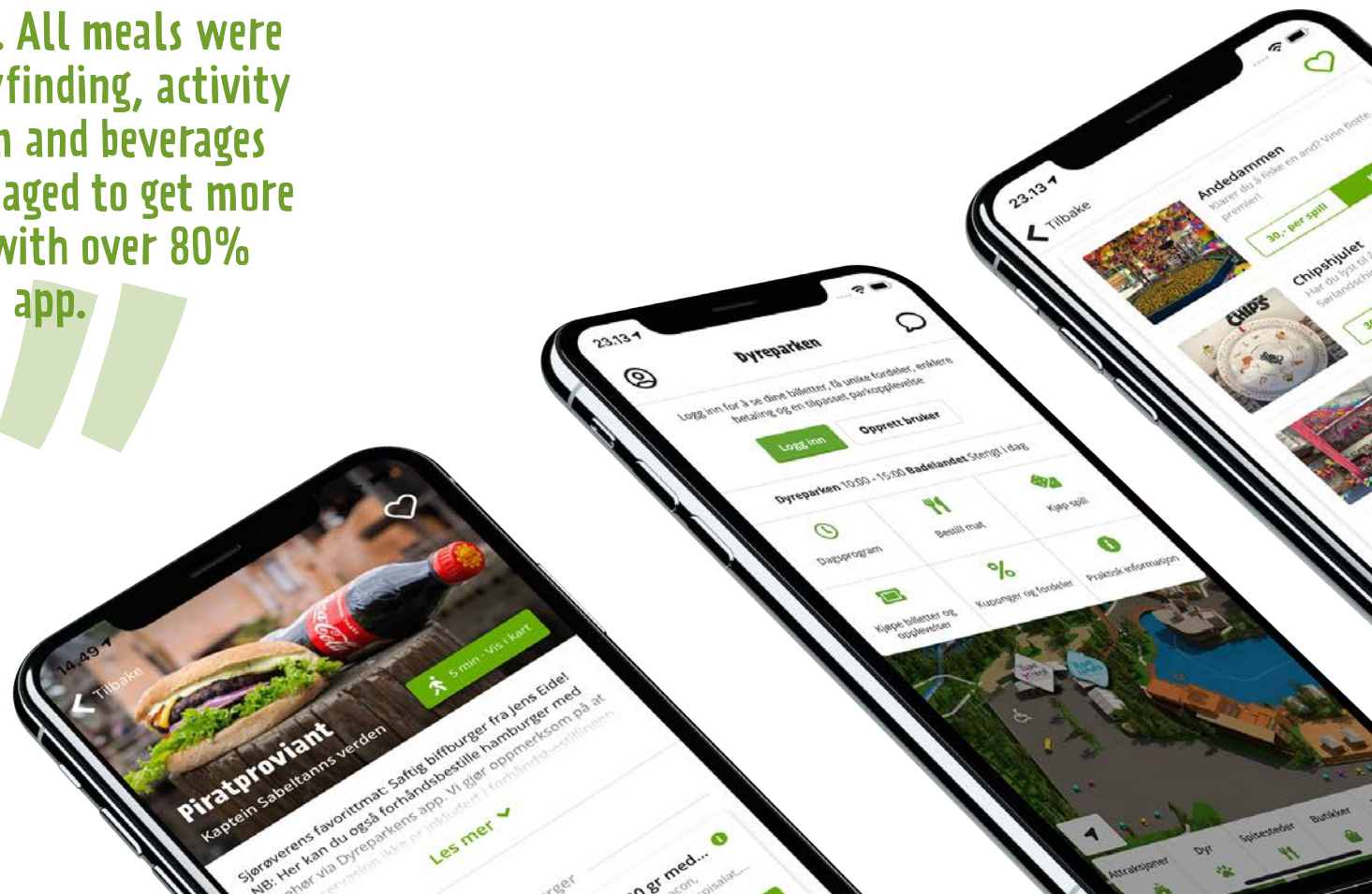
30 000

season ticket holders.

How the Dyreparken app saved us from COVID-19

Our application turned out to be more essential than ever, during the Corona-pandemic. All meals were pre-ordered through the app, wayfinding, activity program and even buying ice cream and beverages was done within the app. We managed to get more app downloads than ever before, with over 80% of our visiting families having the app.

Andre Steinsholm,
Head of Sales and e-commerce in Dyreparken.



Why did Dyreparken choose to go digital?

Dyreparken, the park whose name is the direct Norwegian translation of the word “zoo”, is known to be one of the most innovative players in the theme park business, offering its visitors new evolving modern-day experiences. Technology is used in the park in various ways to enhance the customer experience.

Before the project started, Dyreparken had a previously-built mobile application, which they weren't fully satisfied with. Dyreparken desired a robust platform on top of which they can solidly build their current and new business.

We have a saying here in Dyreparken that we don't do digitalization for the sake of digitalization - we do it to enhance the experience of the park”, explains Per Arnstein Aamot, managing director of Dyreparken, emphasizing the word enhance. “We don't do it to replace the experience of the park. That is something we have to consider very thoroughly every time we start a new digital project. The point is not to have people walking around with a cellphone in their hand all the time. But if we can enhance something that we already provide as a strong experience - that's what we want to aim for.

Per Arnstein Aamot,
CEO of Dyreparken

We had two main reasons for developing a mobile application. First reason is to give visitors a better guest experience. We want to provide them with customized content and information during their journey. Secondly, we want to gain more insights about the customer and the customer journey. How do visitors move around in the park? What do they do? This is important information for us to be able to plan and develop the park even further.

Elisabeth Drange Tønnessen,
Head of marketing insights and analysis at Dyreparken

The following features have been central since the planning


1 
easy-to-use
management tools

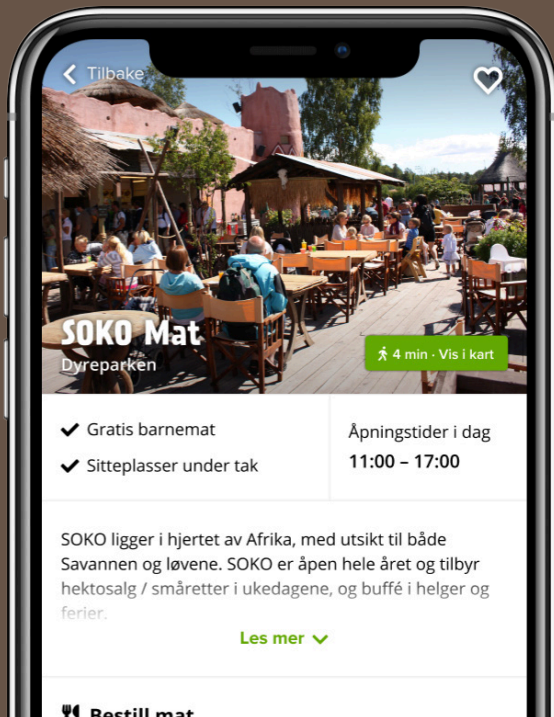
3 
modern tools for digital
marketing and communication

5 
tools for collecting and
benefiting from accurate
customer data

2 
options for digital
payments via application

4 
opportunity to
automate marketing

6 
interactive map and
wayfinding service to help
visitors move around the large
park area.



Choosing an Omnichannel Solution



Why Yonoton?

Dyreparken reviewed several vendors for realizing the project. Yonoton, a Finnish technology company providing revenue-driven technology for its demanding customers, was selected as the best provider and Dyreparken's long-time digital partner.

What convinced the park of the selection, is the versatility of the platform provided by Yonoton. Dyreparken branded app, PoS (point-of-sale), self-service kiosks, NFC-payment options, interactive maps and virtual queuing could all be managed from one single platform.

The purchase data together with other data sources will give us valuable information regarding purchasing behaviour, what products are purchased and when, which can be used in our planning.

Elisabeth Drange Tønnessen,
Head of marketing insights and analysis at Dyreparken



The Ecosystem

The Yonoton platform is an ecosystem for hospitality where the intelligence lives in the back end in cloud. The cloud platform is the hub for managing the whole ecosystem as described in the picture below:

Data visualisation (Zoined)

Ticketing/ access control (REZTIC)

Payment services (Nets, VIPPS)

Financial services (Visma)

Cash register (ELOtouch)

Map services (Proximi.io)

Management Tool

One interface for management of various touchpoints



The back end is the hub for:

- Product management
- Sales locations management
- Event management
- Customer management (CRM)
- Loyalty management
- Messaging
- Reporting
- Publishing management (news, programmes)

Application

Your customer facing portable payments, experiences, marketing and engagement tool



PoS

An optimised point of sale experience for your staff and customers



Order management

Connects orders from the app, webshop, PoS and kiosk as well as external sales interfaces into the same operations pipeline.



Self-service kiosk

Save time and serve your customers faster than ever by deploying our self-service kiosks



NFC

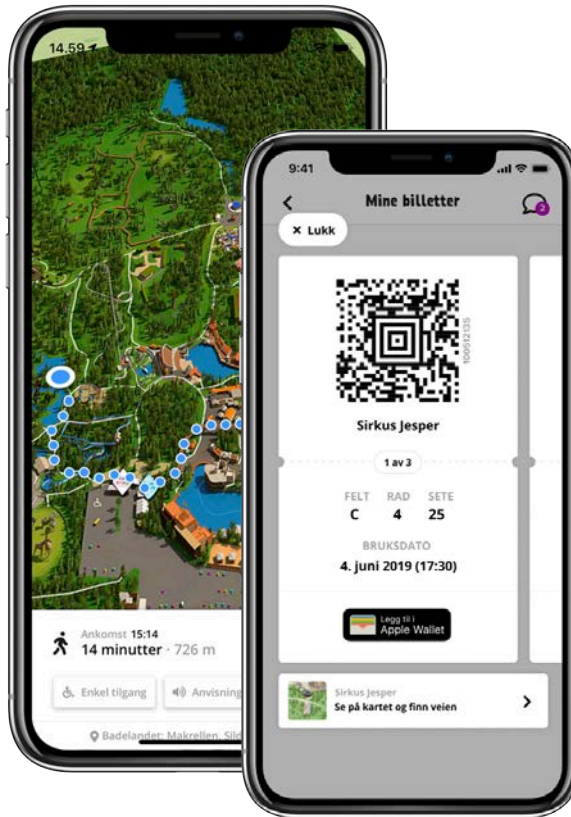
Take advantage of new technologies by taking payments through NFC chips



The APP

Enhancing the visitor experience

The main target of the mobile application was to bring concrete benefits to the park's visitors, encouraging as large a percentage of visitors as possible to install it. Therefore, the mobile application's layout and functionality was designed from a user-centric approach, providing assistance to the visitor every step of their journey to the park.



experiences

- Seat / table / delivery / fast lane
- Ultimate service
- Cutting queues
- Personalised benefits
- Positioning
- Wayfinding

payments

- Pre-order
- Product list
- Mobile payments
- Gift cards

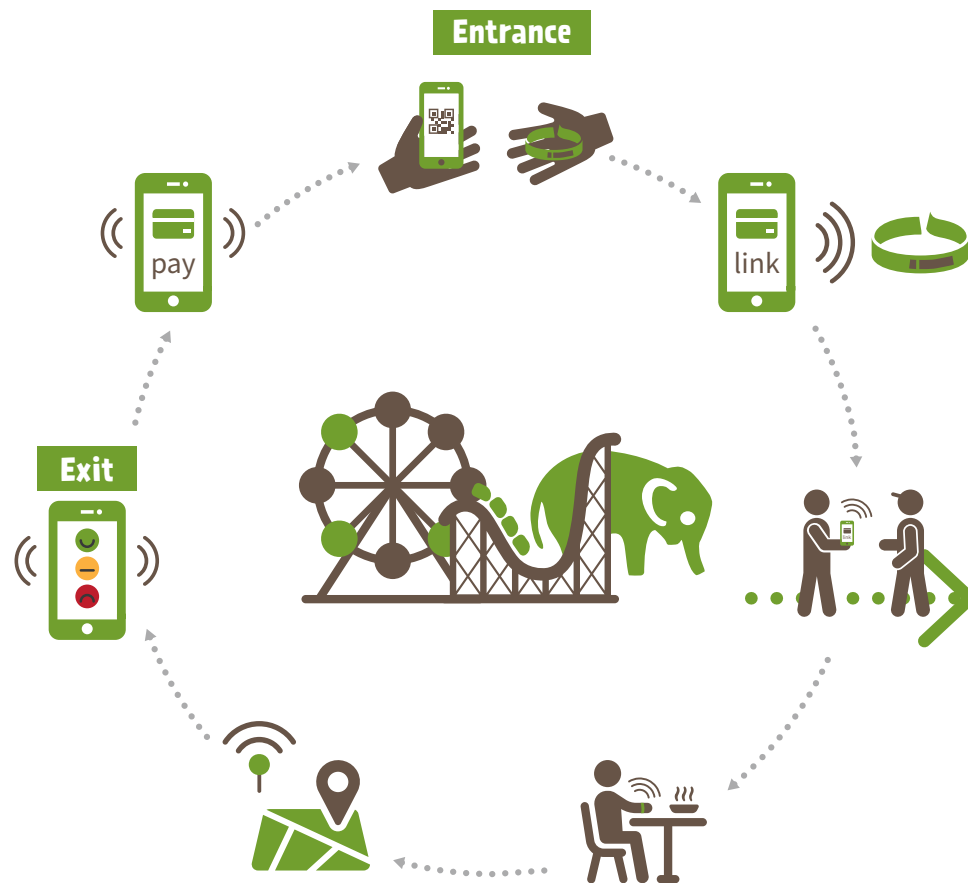
marketing

- Campaigns & competitions
- Push notifications
- Discounts
- News
- Feedback
- Based on data

engagement

- Loyalty programmes
- Stamp cards
- Vouchers
- Bonuses





Plan in advance

The most eager users can already download the mobile application from home and start planning their trip. A logged-in user can start crafting their own itinerary by favoriting attractions and events. Each attraction, animal or other sight is featured in the application, along with a description. Through the calendar, a visitor can see what is happening at the park on the day of their visit. They can also mark their favourite events in order to get a notification when e.g. lions are fed. There are dozens of events happening every day, ranging from pirate breakfasts to evening shows and the extremely popular animal presentations. There is so much to see and do, that a one-day visit is over faster than you realize!

The app also includes all the practical information required before, during and after the visit, such as opening hours, driving instructions and ticket prices. The application also features all the restaurants in the park, allowing foodies or picky eaters to browse through options already prior to the visit.

Find your way across the park

Dyreparken covers a vast area, and has quite little physical signage, making it difficult to navigate around - especially if you are not confident reading a paper map. Nowadays that category covers two thirds of people, with 80% of under 30-year-olds even confessing to being unable to read paper maps. Once arriving at the park, the users can easily orientate themselves with the mobile application, which is considered by majority the most natural way of navigating around. Their accurate position is calculated across the indoor and outdoor areas and shown as a blue dot on the map.

Different attractions and services are shown on the map based on categories or search results. For example, the park's pharmacy can be located in a few seconds, if the need should arise. Information on park amenities at your fingertips is especially important taking into consideration the fact that visitors can stay overnight at the park premises, and many visitors stay until the late hours to watch the popular evening shows.

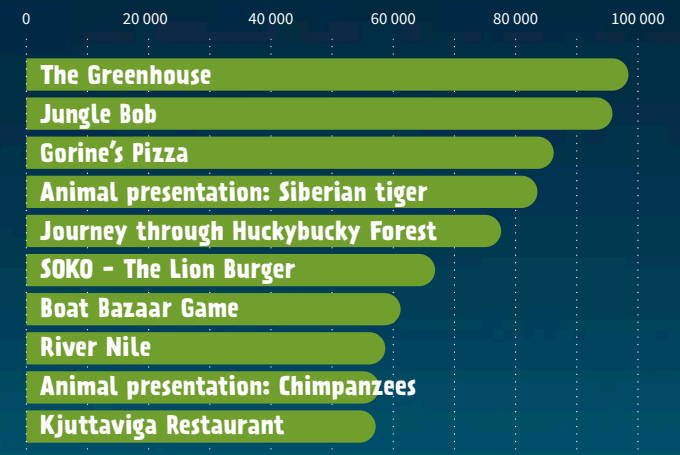
The park consists of multiple separate areas, which are separated by forests and water bodies, making it difficult to see how to navigate from one area to another and estimate the distances. The mobile application displays the distance from your current location to each point of the map in both meters and minutes. Dyreparken's largest customer group is families, and when moving around the large area

with small children and prams, you want to know if the walk to the next thing you are planning to see will take you 5 minutes or 25 minutes. The route search on top of the beautiful Dyreparken map makes navigation smooth in the park.

The navigation functionality turned out to be extremely popular among the visitors. During the high-peak summer months of June and July, a total 2 613 000 wayfinding requests were triggered. This equals to 28 queries per visitor!

The single most searched-for location in the park this summer was the Greenhouse, a traditional waffle room serving fresh vegetables and herbs grown inside the building itself. The Greenhouse received 98 176 searches. The second most sought-after location with 97 285 queries was one of the rides. JungleBob is an exhilarating bob ride for both children and adults, sledding through the zoo. Animals follow very quickly after in the list, with the title of most requested animal presentation of Siberian tiger. The Siberian tiger was looked up in the navigation 85 399 times.

Top 10 searched locations in the app

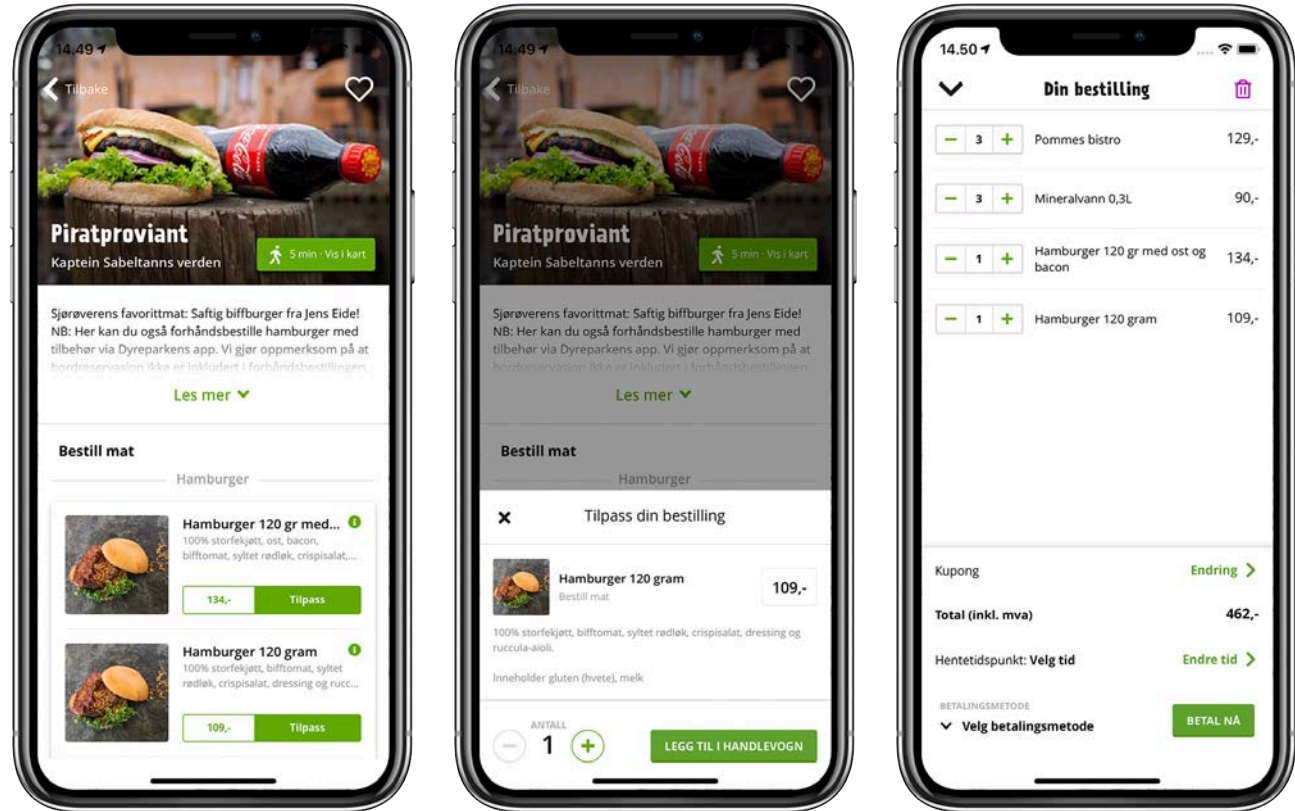


Skip the queues

When hunger hits after exploring the park for hours, visitors can easily browse through from over 20 restaurant options or even directly order and purchase meals through the application. If you order a burger from the app in advance, it will be ready and waiting for you once you arrive at the restaurant. What's even better - it is even possible to make a pre-order and choose the preferred time for picking it up. The mobile app is integrated with VIPPS and Nets Netaxept payment methods, making it fast and secure to pay and skip the queues.

Whether it's entrance tickets, tickets to shows, games, rides, food or beverage; visitors can ease their day and make purchases simply through the application. This will, in time, enable Dyreparken to go fully digital and to cut off old-fashioned ticket booths.

During the 2021 summer, transactions totalling 61 000 000 NOK were made via the Dyreparken app.



Point of Sale

Yonoton PoS is a software-based Point of sale system running on Android platform. It can be installed on Android devices that support Android 8.1 or newer. Yonoton PoS was created for the need of versatile PoS system whereas the market leading systems are very hardware dependent. Its design is based on customer needs in Restaurants, theme parks and hotels.

In restaurant set-up the Yonoton PoS supports both eat-in and eat-out models accompanied with Yonoton's infrastructure meaning that other Yonoton services are managed in the same manner with PoS. The consumer could for example order the lunch from the application created by Yonoton and the order could be further managed in the PoS at the counter. The Point-of-sale system is part of a bigger ecosystem, whereas the point-of-sale system serves the customers willing to do transactions in person. The same application can also be used as order management system.



Yonoton PoS is built to support offline transactions. Cash and credit card payments are possible to conduct during offline stage. Once the network connection is re-stored, the offline transactions are sent to the server and the functions are working normally.

Features

- Employee login with user levels
- Shopping basket
- Product option handling
- Eat-in ordering
- Eat-out ordering
- Cash handling
- Order history
- Payment methods
- Cash payments
- Integrated card terminal payments
- NFC payments
- Mobile payments (Vipps)
- Discounting
- Barcode scanning
- Receipt printing
- Work orders for kitchen
- Stamp cards
- Gift cards
- Tipping
- Table management

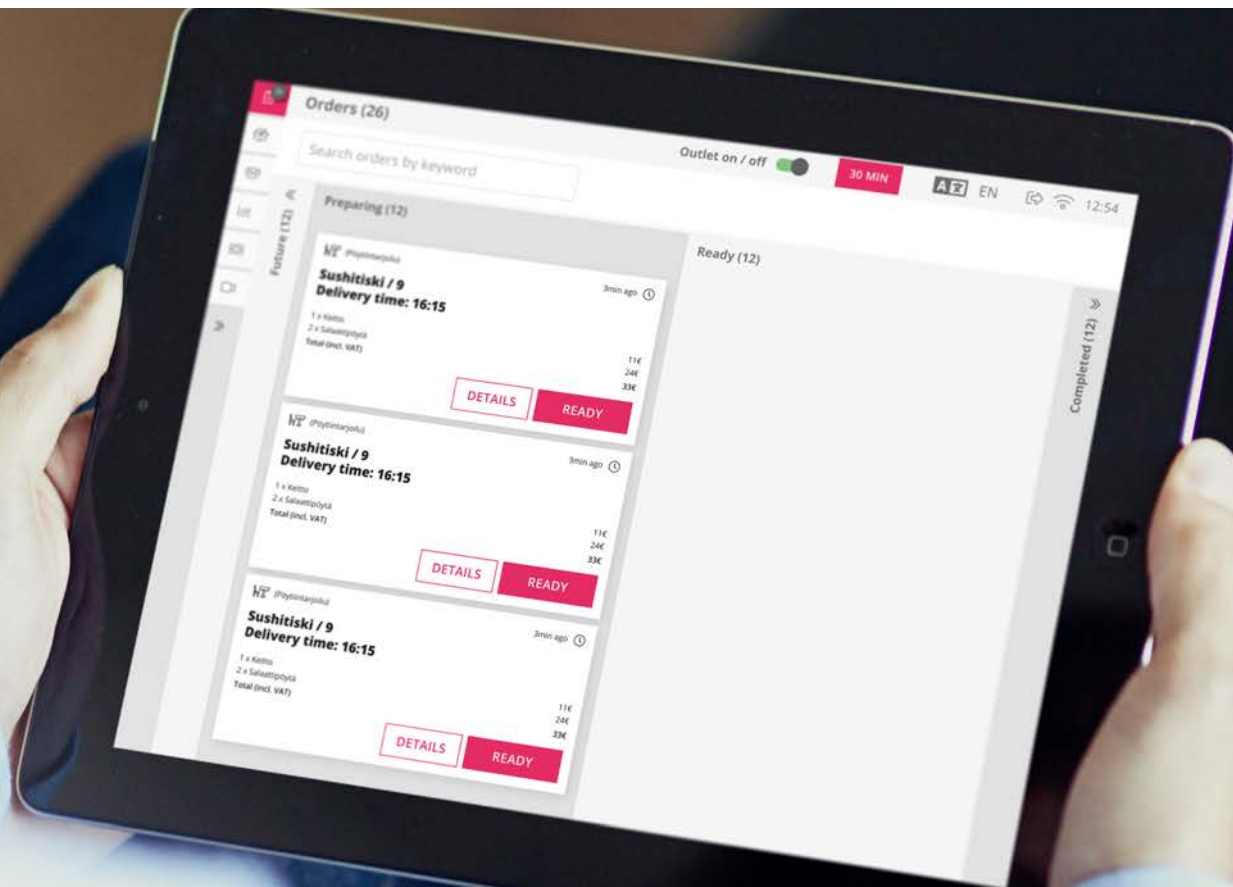


Order management

The Yonoton order management tool allows for optimizing restaurant operations through a central point where orders made through different sales channels can be processed in one interface, which allows for smooth restaurant operations.

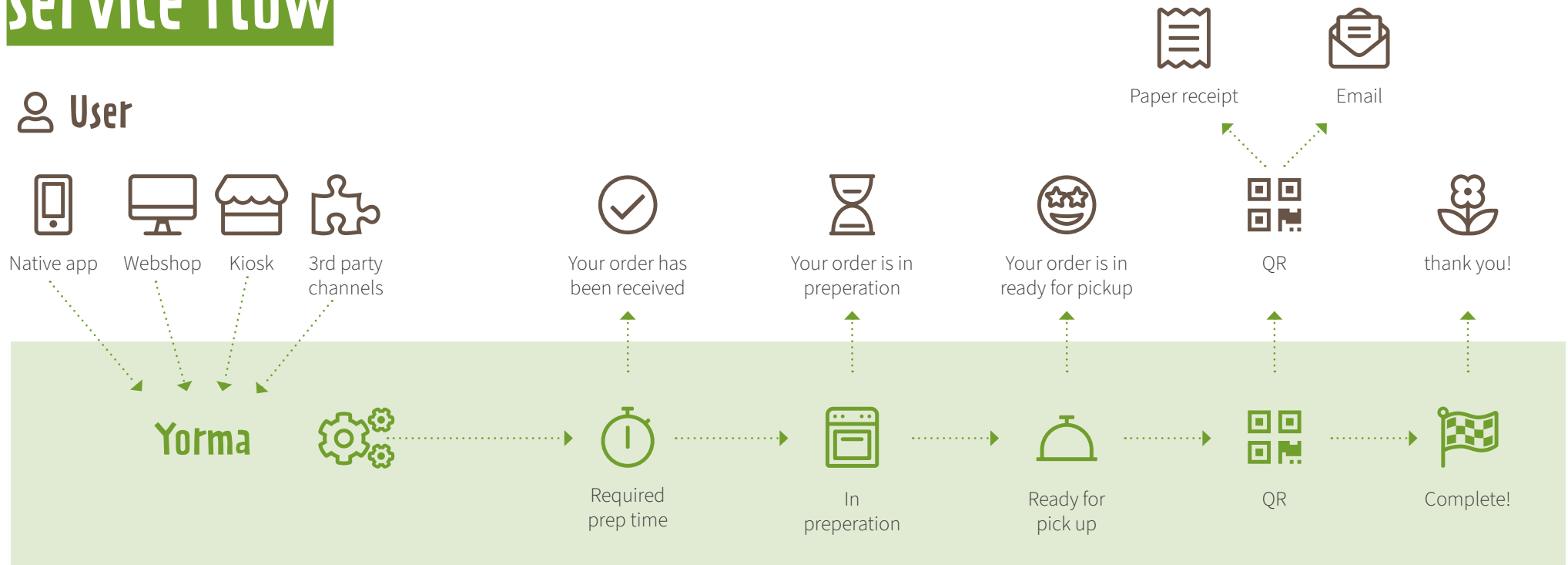
Yorma connects mobile orders from the mobile app, webshop, point-of-sale and kiosk as well as external sales interfaces into the same operations pipeline. This allows staff to focus on creating the best hospitality experience as operations just work.

Orders can be received and sent to conference rooms, offices or at pickup point depending on the needs of the specific site. The staff can choose to use a mobile interface or stationary units. If desired, receipt printers can be utilized for process management.

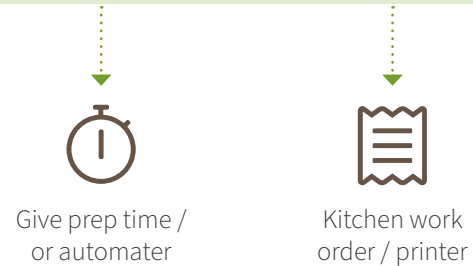


Order management service flow

User



Kitchen



Kiosk

Yonoton kiosk's main use case is to offer self-service experience for food ordering in fast and fast casual restaurants.

User can complete the order and pay the bill on the device and then observe the order's status either from an order status monitor or from a mobile optimized website that can be opened from a QR code of the receipt. The order is sent to the kitchen device Yonops where the personnel of the restaurant can adjust the status of the order. Yonoton Kiosk can also be used for ticket selling.

Yonoton Kiosk can be installed on any Android 8.1 device and it supports the necessary additional devices to make the self-service experience as smooth as possible.



Features

- Promotional idle commercials
- Eat in or eat out ordering
- Product option handling
- Recommended products
- Loyalty Schemas
- Multiple Payment Methods
- Integrated card terminal payments
- Onscreen mobile payments
- NFC payments
- Receipt Printing
- Order monitors

NFC: "Superbånd"

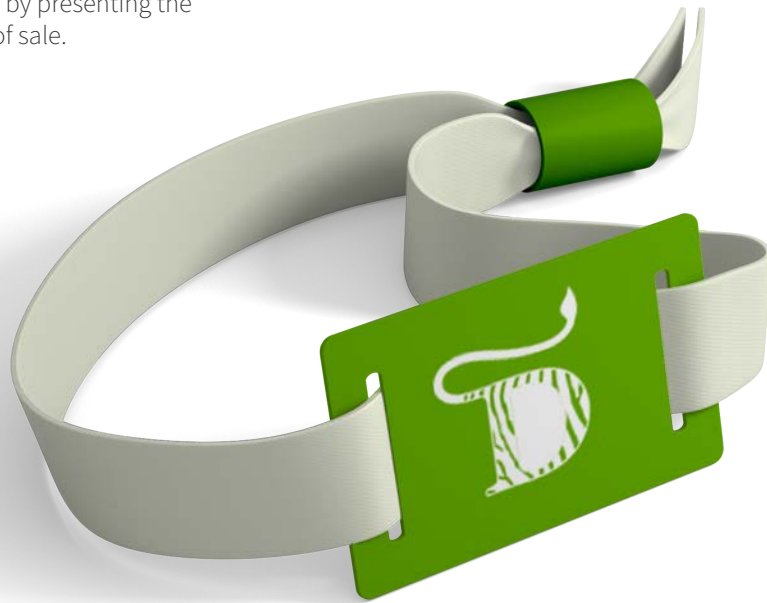
Wristbands are ment to reduce the number of visitors waiting at various entrances and sales locations. They render quick and easy cashless payment opportunities at food and beverage outlets, gift shops, and more.

After getting the wristband, the visitor can connect it to the personal account using the ID on the wristband.

Using the Dyrenparkens app, visitors can name each wristband, add/change payment method, and set the amount of money allowed to spend per day.

When visitors want to purchase something, attend an entertaining event or game, they can do it by presenting the wristband to a reader installed at a point of sale.

Wristband payment takes approximately half the time compared to using credit cards or cash.



Controll budget and spending

The platform provides users the ability to check all purchases made by the wristband owner as well as control over the expenses by setting the amount of money the wristband owner is allowed to spend per day.

Make Cashless payments

With wristbands, users do not need to distribute cash to the children or other family members or friends. The parent's payment method will be used for the child wristband and the parent can choose the amount available for each wristband.

Track how money is being spent

Users can find out information on products and services acquired using the wristband: the name of the product or service, the place where it was purchased, the price, and date.

Open lockers

Wristband is also being used as a "door key" to open lockers of the waterpark.





Virtual Queuing: “Superkø”

Yonoton Virtual Queueing can use either NFC chips or printed QR-codes. The solution minimizes touching in order to allow for hygienic operations. For users without an app, the solution relies on the user having a physical token.

The token can be either an NFC chip, where the UUID is read or a printed QR code that can be read with a scanner. In addition to offline queueing, the queueing flow can be implemented in any Powered by Yonoton mobile application.

The ride manager app allows the ride manager to control the queue from their phone. It has two operating modes: manual or scheduled.

Insights into customer journey

From the park's perspective, the most fascinating results are the numbers. Through the analytics, we can cast light into questions that have been previously in the shadows.

Payments made simple

The app brings many new payment options, making purchases faster and increases revenues. Compared to regular payments, it is greatly beneficial for Dyreparken to direct visitors to make payments through the mobile application. Digital payments are faster, cheaper than regular card & cash payments, and provide richer customer data. The more people are guided to digital ordering, the less physical ticket booths are needed at the park.

Through big data Dyreparken understands their visitors' behaviour in-depth. This enables Dyreparken to build a more precise customer database to be used for communication and marketing purposes. Enabling seamless purchase and ordering also smoothen processes for both employees and visitors.

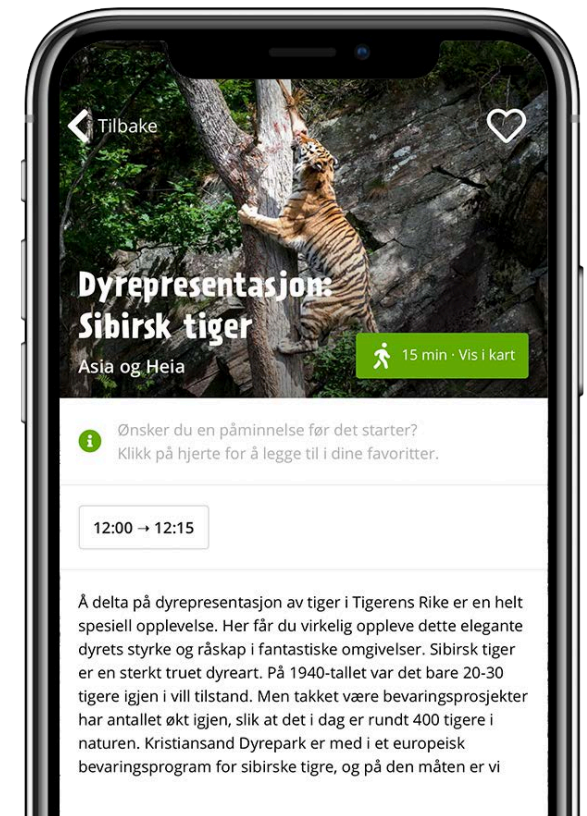
Through Yonoton's research, purchases via mobile application are 25% higher compared to regular purchases.

Dyreparken can see key performance indicators from Powered by Yonoton platform's customer management system. Such as:

- Revenue via app
- What was purchased
- Purchases by individual visitors
- Average purchase
- What bundles worked
- Number of pre-orders
- Discount vouchers used
- Promotion codes used
- What time did people buy things
- How did marketing campaigns work out
- Success of targeted marketing

Keeping information relevant

As the park is open year-round, keeping the information up-to-date regarding opening times, seasonal events, routes with no winter access and so forth is crucial. The digital map in the app has been integrated directly to Dyreparken's own databases, making most of the maintenance work automatic. If any aspects of the app do need manual changes, those can be carried out without any programming skills through a web interface. Most changes require no updates to the mobile application itself. For example, when the new Captain Sabertooth's World theme park area was opened in summer 2019, it was automatically added to the mobile application by simply adding it as a location to Dyreparken's own backend.

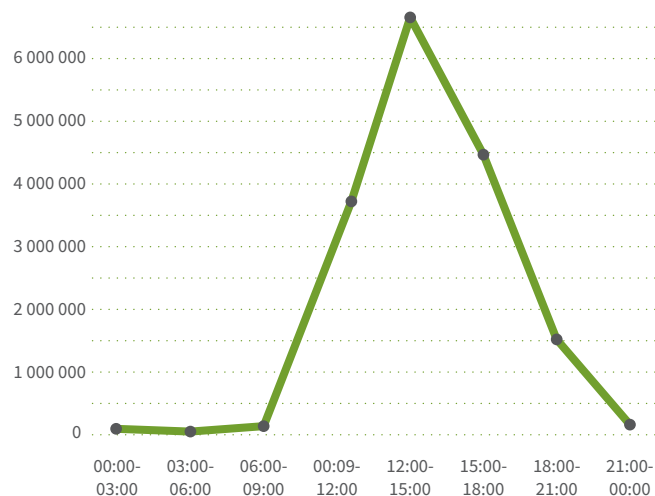


More data than ever before

Previously, all the data Dyreparken had was from the daily ticket sales and feedback collected at the end of the visits. Everything happening in-between was in the darkness. In the background, the mobile application now collects analytics about how people move throughout the day across the entire park area. All location data is collected and processed in a GDPR-compatible manner.

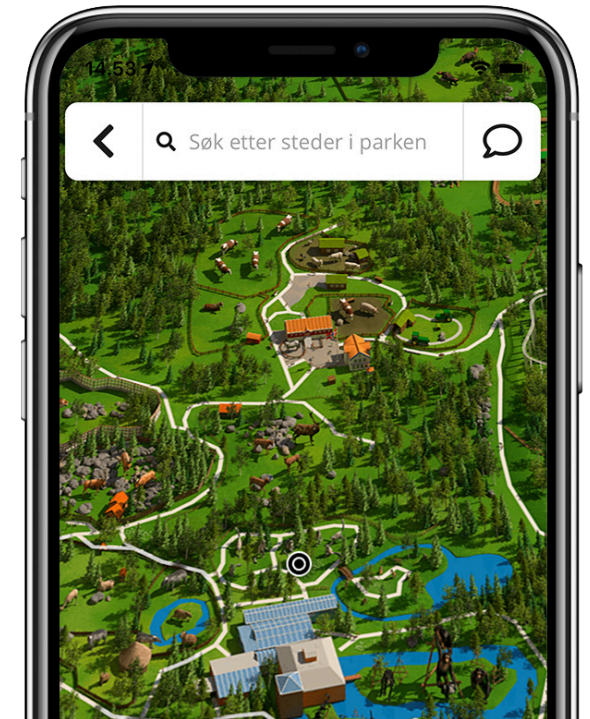
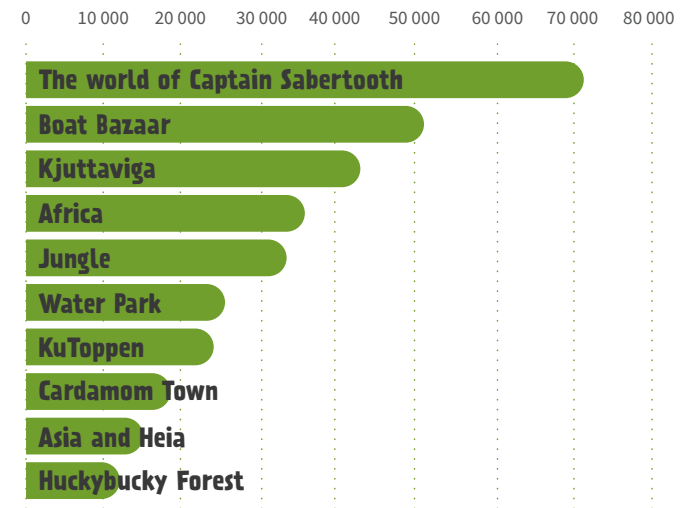
With the help of the data collected, Dyreparken can analyze the intent and action of the visitors more profoundly than ever before. The data reveals that there is movement within the park around the clock, with people enjoying the nighttime shows and staying overnight at the on-site accommodation walking around even during the wee hours.

Movement in the park at different times of the day in the month of July



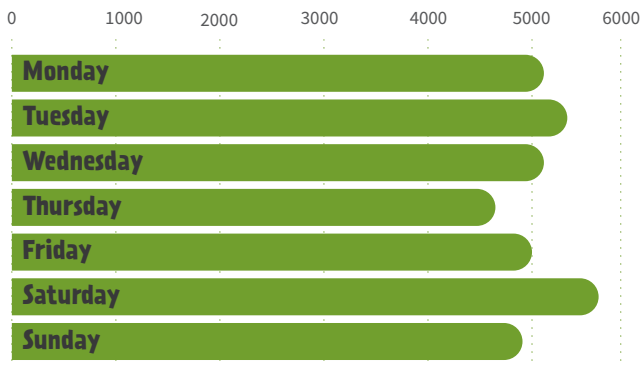
Popularity of different area can be assessed from heatmaps and the amount of geofence enter and exit events. Geofences are virtual fences or perimeters around physical locations. At Dyreparken, the area is covered with 97 overlapping geofences of different sizes and shapes. The largest ones are used to determine the whole area of Kristiansand and destination Dyreparken. Medium-sized fences area used to divide the park into the various themed areas, such as waterpark, Africa and Jungle. The smallest geofences are covering individual animal enclosures or amusement park rides. Every time a visitor with the mobile application walks into or out of one of these regions, that is recorded for future analytics. The time spent in the area, dwell time, is also stored for analyzing how long people spend queuing or enjoying the attraction. For example, the area “Africa”, which features lions, leopards, a train ride through the jungle and a log ride on “River Nile”, attracted 351 451 recorded visits with an average visit duration of 44 minutes and 24 seconds.

Visit amounts in different parts of the park



We can even dig deeper into the analytics and see that the visitor numbers in Africa are quite even throughout the week. The most popular dates during the summer are Saturdays, with least visitors coming on Thursdays.

Visits in Africa by weekday



This data will be vital information for Dyreparken for planning upcoming seasons and the planned expansion of the park. Per Arnstein Aamot, CEO of Dyreparken, explains: "There's a lot of established truths about how we think people are moving around in the park. When we investigated this more thoroughly, we found that it was actually quite different."

Some of the questions this data helps to answer:

- Is the staff divided in the optimal manner across the park?
- Are the opening times of restaurants and shops matching the demand?
- Is the event programme reflecting visitor needs?
- What has been the outcome of investments made, e.g. opening of The world of Captain Sabertooth in summer 2019?
- Which areas are less popular and would need updating?
- How could products be bundled together for more lucrative offering?
- What kind of paths do certain visitor groups typically take in the park?
- Do local and international tourists explore the park differently?
- How long do certain visitor groups stay at different attractions?
- Are families with small children using the park differently to young couples?
- How does the weather affect people's movement and purchases?

Hypertargeted messaging

The mobile application is also one of Dyreparken's main communication channels. It is an unparalleled tool for reaching visitors moving around the park with relevant messaging. Dyreparken has customized the communication through push messages based on where they are, what kind of visitor they are, what kind of tickets they have and other data at hand.

Location plays an important role in the messaging. Geofences, in addition to their use in data collection, can also act as virtual borders to trigger location-based messages. The message could be anything from greeting a visitor once they arrive to the park to targeting them with a discount when they are passing by an ice cream stand. The messages can be set to be sent only during a certain time of the day; like sending out a push notification near a café before its closing time to sell out all the ready-made produce.

Notifications can also be used to inform about upcoming events that are taking place close by to give everyone interested the opportunity to attend. By looking at the visitor type and where they have been at the park, it is possible to give visitors tips on what to do next. For example, for visitors who spent a lot of time in the pirate theme park area, Dyreparken could recommend a pirate-themed evening show.

After the visit, the application provides an excellent opportunity to attract visitors back to the park. Especially for local visitors, a message about special programme happening later on in the year can be a good bait to come back to the park. In the future, through Facebook login, it will be also possible to target users through social media after their visit.



Future endeavours

A great aspect of a mobile application in comparison to a printed book is the fact that it can be edited and updated. Even though the Dyreparken app has already been released, it can be always improved to reach new levels of customer experience.

Using live data

Collecting historical data about the park is important, now and in the upcoming seasons. Dyreparken wants to take this to real-time. “We want to get to the point where we have live data, so we could see during the day how the customers are moving around,” explains Elisabeth Drange Tønnessen, sales and data analyst at Dyreparken. “Queues are one of our largest problems. When we notice a large number of people in one part of the park, we could use push campaigns to encourage them to spread around. We also want to be able to customize content and experience even more based on knowing our visitors better.”

Real visiting and behavioral data also enables creative testing of marketing efforts. Dyreparken can start testing different marketing messages and analyse the effectiveness of them in real-life. The testing can be as granular as checking how many people have visited the Tiger Tunnel after an extensive marketing campaign. By accumulating historical location data from a long period, it is possible to see the peak of traffic brought by the campaign. It is also possible to gain insight on how design changes have made a change in how easily visitors find a specific area, and how long they stay there.

Real-time sales data analytics

ZOINED Analytics helps Dyreparken make better decisions with real-time sales data across all Yonoton sales channels (App, Point-of-Sales, Kiosks and NFC wristbands).

Interactive, visual dashboards help Dyreparken to plan and monitor daily and weekly performance during the busy summer season. Whether it is analysis by departments, staff, customers, products, categories or campaigns, users can easily check the big picture and the details from analytics tool. Zoined is used to optimise areas such as cross-sell and up-sell, staff, category and campaign performance, customer analytics and workforce planning. By understanding for example peak hours and demand patterns, managers can schedule staff effectively. The service can be accessed from anywhere, with any device, at any time.

With the tight integration between Yonoton and Zoined, hundreds of dashboards, reports and KPIs are available immediately with data from Yonoton and other 3rd party data sources. The views for different user roles and users were further customized by the Dyreparken users themselves into exactly the insights they need throughout the organisation.

The analytics service works well on all levels of the organisation. The system is visual and intuitive to enable users to create and modify reports and dashboards to their specific needs. It's also easy to distribute information to stakeholders with automated email reports.

Automated email reports

Staff is kept updated also with daily scheduled email reports that can be scheduled and configured by business users themselves to include exactly the KPIs and comparisons needed.

The emails open up with the relevant insights directly viewable. It is easy to continue the analysis directly from the email to the web portal in the proper context for further drill-downs of data, or for change of analysis perspective.

Zoined analytics has a very good visual way of showing the numbers with great flexibility in the way the numbers can be presented. It is also flexible with the possibility of making good dashboards to cover different needs and it is easy to add users and give them access to what they need. For example a site manager can see his/her store or all stores within a group that compete against each other etc.

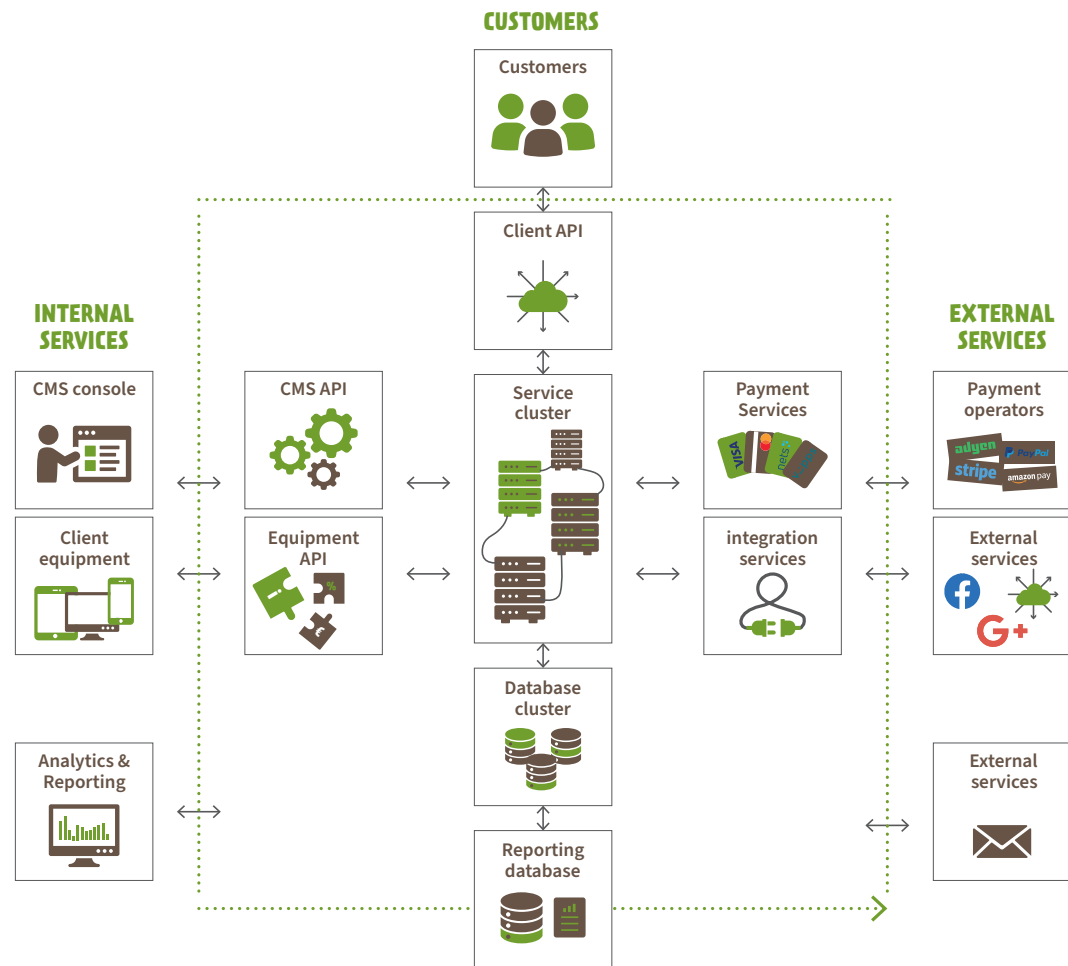
Åkki Lidi, Head of F&B department at Dyreparken.



How was the solution created

The Dyreparken's digital ecosystem was built on Yonoton's versatile SaaS-platform. This provides a readymade toolbox of different features aimed for ultimate visitor satisfaction, increased loyalty, new revenue streams and data based business. The functionality on offer spans over mobile payments, user engagement, data collection, targeted marketing and unique experiences like fast lanes & personalized benefits. Dyreparken could take their pick from these puzzle pieces to include in their own tailored whitelabel application. The visualization and user experience of the mobile application, including the outlook of the maps and navigation functionality, was built to match precisely the wishes of Dyreparken and their graphic design team used in this project. Yonoton executed several integrations to essential services related to Dyreparken's daily business such as the country's most used mobile payment platform VIPPS and Nets' Netaxept payment API's and ticketing data from the Reztic.

The location-based services in the Dyreparken application are provided by the Proximi.io platform. The core of Proximi.io is their capability of utilizing a combination of multiple positioning technologies in a single project, allowing for smooth positioning across different indoor and outdoor areas. The Dyreparken project utilizes both native positioning (GPS/ Wi-Fi information) and Bluetooth beacons. A total of 105 Bluetooth Low Energy beacons were installed at Dyreparken, ensuring key areas were covered with accurate location data. The Proximi.io platform automatically prioritizes between different positioning technologies, ensuring accuracy and optimized use of mobile phone's battery. Features provided by Proximi.io in the app are indoor-to-outdoor positioning (blue dot), navigation, geofencing and location-based analytics gathering.



The Success

The Dyreparken mobile application has been in the pockets of the visitors since the end of June 2019, guiding visitors around the park and making payments easier. The year 2021 Dyreparken started using the complete Powered by Yonoton's digital ecosystem. Application was supplemented by Point-of-Sale, order management system, self-service kiosks, NFC wristbands and virtual queuing.

You could summarize the Dyreparken's service as a digital all-you-can-do pass for all the fun in the 600 000 m² (6.5 million square feet) amusement park and zoo. The app itself has been immensely popular since the release, with 300 000 installations. It was ranked as the #1 most installed travel application and overall #5 most installed application in Norway in July on Google Play. During the 2021 summer, transactions totalling 61 000 000 NOK were made via the Dyreparken app and total of 87 000 000 NOK via the Yonoton platform (consisting PoS'ses, wristbands and self-service kiosks).

“If we want to grow, we need to be stronger on gathering information on our guests and learn more about them. We need to know who they are, how they are acting and where they are moving. This is the key aim of our digitalization, and the collaboration with Yonoton is an important tool for reaching that,” sums Per Arnstein Aamot, managing director of Dyreparken.

Per Arnstein Aamot,
CEO of Dyreparken



About Yonoton

Yonoton is the leading expert in digital ordering and payment service for the theme park, hospitality and entertainment sectors.

Yonoton's omnichannel SaaS platform is trusted by the world's largest companies in several industries. Yonoton offers a one digital platform to operate branded applications, PoS (Point of Sale), webordering, self-service kiosks and NFC payments.

Like many of the world's most innovative companies, Yonoton originates from Helsinki, Finland. The company is known for its built-in ability to manage in-event mobile purchasing which can be utilized to maximize revenues, to cut queues and combining mobile applications with NFC wristbands, point-of-sale systems and other sales channels. The ability to provide seamless mobile purchasing acts as a basis for all monetization features related to direct sales or sponsorship opportunities, which are naturally enhanced with a customizable set of features to offer the ultimate customer experience. Yonoton is experienced to support all types of complex multi-merchant environments of modern venues.

Yonoton technology is designed to be truly flexible and scalable to provide the perfect fit for various needs within the scope of different venues. Its most visible part is the mobile application supporting iOS and Android natively together with web-based interfaces to provide ease of use when applicable. Public interfaces are supported with a highly scalable cloud-based server infrastructure. The infrastructure is accessible using ready-made, easy-to-use user interfaces or via the documented APIs for any additional integration or development needs.

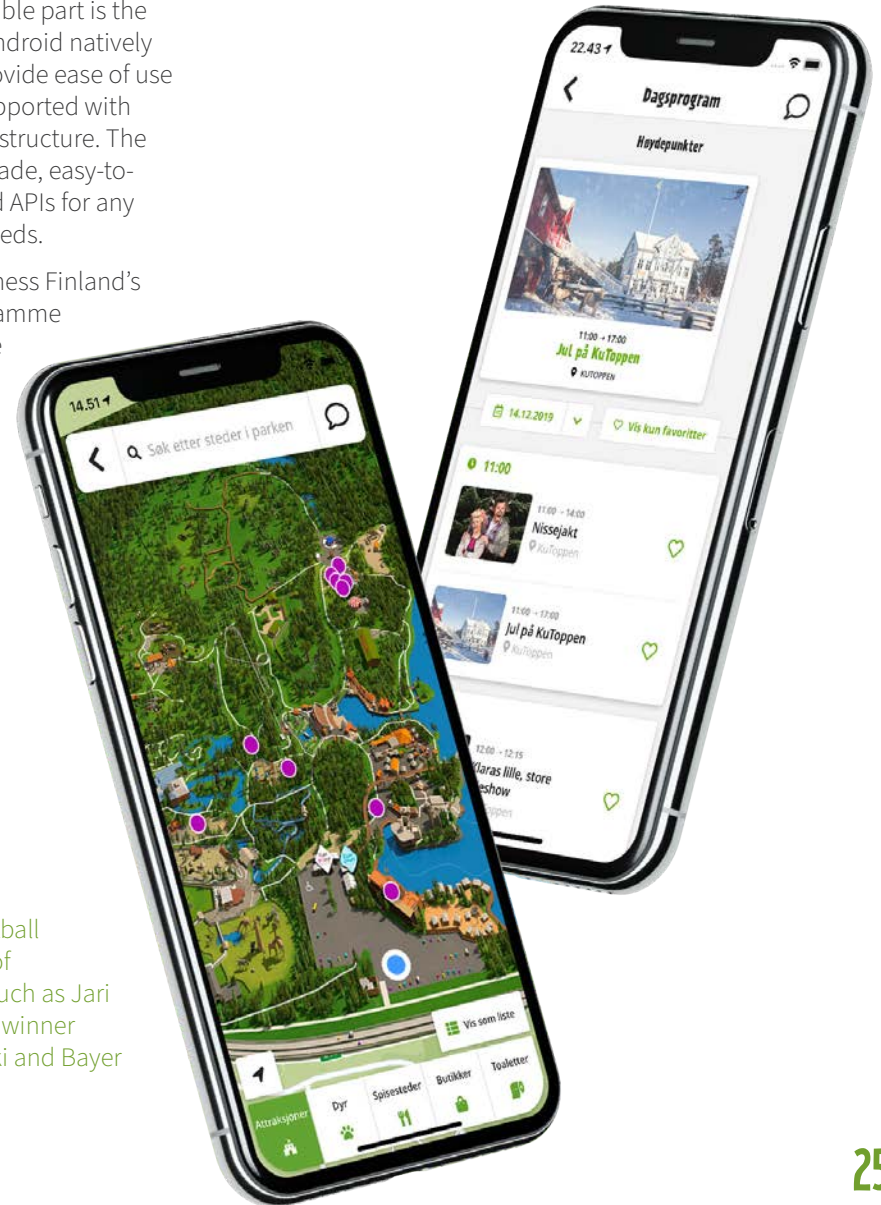
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In 09/2019 Yonoton was selected to Business Finland's (YIC) Young Innovative Companies -programme and was granted 1,25 million Euros by the Finnish government organization. The programme is aimed at supporting the most promising Finnish companies in global expansion.

Did you know...?

Yonoton has a decent Sunday league football team. Our shareholders include a dozen of current and former professional players such as Jari "The King" Litmanen, Champions League winner Sami Hyypiä, Norwich striker Teemu Pukki and Bayer Leverkusen captain Lukas Hradecky.





Want to reach
the same
success?

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