



The museums of the historic architectural district of Icherisheher in Baku sell entrance tickets through self-service terminals.



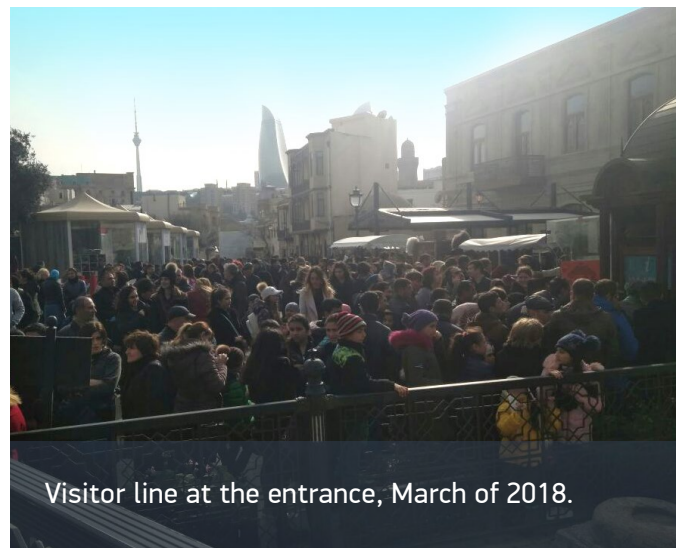
ABOUT THE CLIENT

Overlooking the shores of the Caspian sea for hundreds of years, the ancient walls of the Inner city “Icheri-sheher” annually attract thousands of tourists to Azerbaijan. City authorities make great efforts to develop the tourist infrastructure in order to ensure that the venue is available both to capital city guests and locals. Gradually, the image of the Old city changes.

THE CHALLENGE

Seeking to modernize the historic architectural district, Icherisheher administration has put forward a goal to redistribute the tourist influx. Automating the entrance ticket purchase was a logical way of achieving this goal.

As the district is not a commercial facility, but one that belongs to the government, it was vital that the project conditions be flexible and negotiable.



Visitor line at the entrance, March of 2018.

WHY CHOOSE US

The difficulty of realizing projects of installing technical equipment is the distribution of responsibility. Quite often, logistics, installment, warranty maintenance, and software provision is done by several independent organizations.

In the case of installing payment terminals in the architectural district Icherisheher, the Penki Kontinentai group subsidiary, BS/2 Azerbaijan (BSKom), took full responsibility for carrying out the entire project.

An elevated interest in the project shown by BS/2 is partially due to the active social stance of the company. By supporting the historic district the company helped to foster the cultural heritage of Azerbaijan.

The project that we offered was based on specific customer expectations. BS/2 Azerbaijan analyzed the tourist influx and area of interest statistics and created a tourist flow map. As a result, our company decided to participate in the project as a technological partner, providing equipment and software and benefiting from a fixed ticket sale commission.

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Introducing technologic innovations is an important aspect of developing our historic district. The company BS/2 evaluated our demands with great attention to detail. Their approach to project execution was flexible, allowing for a swift terminal deployment.

Sharaf Novruzov, CIO of the historic architectural reserve “Icheri-sheher”

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THE SOLUTION

The B2G (Business-to-Government) project implemented the latest self-service terminals and a payment solution equivalent in its complexity to those used by large commercial banks.

Thus, the payment kiosks unified into a single network under the Payments^{iQ} management were installed in different areas of the historic district for quick, easy, and safe ticket purchase.

Payments^{iQ} – is a multifunctional software solution for:

- performing payment collection (for utilities, taxes and fines);
- selling services (tickets, recharge codes, vouchers, etc.);
- managing self-service terminal and ATM networks.

When purchasing tickets using the Payments^{iQ} platform, the tourists can manually select places to visit (museums, observation decks, etc.), ticket types and ticket quantity. The customer then proceeds to pay and print tickets on the spot.

The system supports multiple languages including Azerbaijani, Russian and English and provides different ticket categories for children, students, foreign guests, tour guides and tourist group representatives.



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We are thankful to BS/2 specialists for their professionalism in technical support and transaction monitoring services for our kiosks and routine maintenance.

Sharaf Novruzov, CIO of the historic architectural reserve “Icheri-sheher”

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PROJECT EXECUTION BENEFITS

Executing the project enhanced district availability to visitors. According to calculations, about 100 000 guests are expected to visit “Icheri-sheher” each year. As for the district management, the project simplified tourist logistics, optimized personnel work and rendered the ticket sale procedure more transparent.

THE PROJECT ACHIEVED:



REDUCED GUEST SERVICING
TIME



TRANSPARENT VISITOR
STATISTICS



OPTIMIZED STAFF
WORKFLOW



ENHANCED TICKET SALE
AVAILABILITY, SIMPLICITY AND
SECURITY

ABOUT BS/2

The company BS/2 is the Penki kontinentai group affiliate that provides services to 80 countries worldwide. BS/2 creates business solutions designed to automate and optimize the workflow of your business.

For over 26 years, we create specialized innovative software and hardware solutions for banking, financial institutions, and retail. We provide high quality IT products to meet the needs of your clients.

Contacts:

Konstantin Butrimovič

Head of software sales

+370 (620) 21181 | konstantin.butrimovic@bs2.lt

Penkių kontinentų bankinės technologijos
Kareivių st., 2, LT-08248 Vilnius, Lithuania

+370 5 266 45 95 | info@bs2.lt | www.bs2.lt