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DYNAMIC NEW PARTNERSHIP CREATES NEXT GENERATION OF TICKETING ANALYTICS FOR ARTS ORGANIZATIONS

ATLANTA, GA and AUSTIN, TX – JANUARY 13, 2020 – Austin-based **Qcue** and Atlanta-based **AnalytixLive** are announcing a new partnership designed to enhance arts organizations' ticketing and pricing capabilities.

AnalytixLive delivers a fusion of sophisticated data analysis and interactive data visualization enabling all team members to contribute to the decision-making process. This "collaborative analytics" approach to decision making allows for both data and experience to play a role in pricing and revenue management decisions.

Qcue, a dynamic pricing and distribution company, will provide automated pricing strategies and direct integration with the venue's ticketing application to allow for more efficient execution of pricing changes. In addition, with the advent of omni-channel distribution, clients can choose to manage their distribution alongside their pricing strategy for a complete full market view of their inventory. This powerful collaboration will combine invaluable insights with seamless access to a dynamic marketplace.

For **Barry Kahn, CEO of Qcue**, this partnership is an opportunity to provide Qcue's technology, once available only to larger sports and music organizations, to the performing arts community. "Arts organizations vary widely in the range of events they produce and their goals. Qcue's tools, combined with Anil's expertise and reputation in the space, gives an arts organization the ability to automate a truly collaborative strategy."

Qcue built the first dynamic pricing platform for live sports and entertainment ticketing over a decade ago and continues to be the standard for dynamic pricing. Their latest offering, Qcue Omni, continues to deliver innovation by challenging the status quo, giving the advantage back to organizations by offering full control of pricing and distribution.

AnalytixLive utilizes technology to fuel an already collaborative process. This process includes discussions around the quantitative data generated from descriptive, predictive and prescriptive analyses.

“Partnering with Barry and his team at Qcue will allow us to offer an exciting new hybrid approach to dynamic pricing that combines the efficiency and power of the Qcue platform with the interactivity and flexibility of the AnalytixLive experience,” said **Anil Malhotra, co-founder and President of Analytix**. Together, Qcue and AnalytixLive will offer unparalleled data insights with a world class user experience moving their clients into the future of ticketing.

Malhotra started Analytix to offer a transparent, data-driven approach to revenue management decisions. It started as a forecasting platform that offered model-driven demand forecasts for live events. Over the past 15 years, AnalytixLive has wrapped its forecasting algorithm with interactive data visualizations, enhanced reporting and live data-driven alerts that democratizes the discussion required for daily revenue management decisions.

About AnalytixLive

AnalytixLive is a collaborative, interactive, data-driven decision hub specifically designed for the arts and culture space. It exists at the intersection of budgeting, variable pricing, dynamic pricing, artistic planning and marketing strategy. AnalytixLive analyzes approximately \$2 billion of ticket sales annually and informs the revenue management decisions made by major arts institutions everyday.

For more information, visit www.analytixlive.com

About Qcue

Qcue created the world's first dynamic pricing engine for live entertainment events, forever changing the way sports and entertainment tickets are priced. Twice named one of the 10 Most Innovative Companies in Sports and one of the 50 Most Innovative Companies in the World, Qcue's pricing and revenue management solutions are used by sports teams, performing arts organizations, venues, and promoters around the world.

For more information, visit www.qcue.com