

Stade Brestois 29 selects fanxp to drive its digital and ticketing transformation



fanxp announces the signing of a technology agreement with **Stade Brestois 29**, a Ligue 1 club, to support the modernisation of its ticketing and digital ecosystem. This strategic deployment, planned over six seasons, aims to equip the Finistère-based club with a robust and scalable software infrastructure, including a unified SSO and a dedicated fan mobile application, to support its growth by diversifying its revenue streams and enhancing the experience offered to its supporters.

A scalable infrastructure to match the club's ambitions

On the cusp of an 8th consecutive season in Ligue 1, and following two historic seasons including a UEFA Champions League campaign in 2024–25, **Stade Brestois 29** is embarking on a new phase of its development. The objective is clear: to secure and optimise ticketing management through a robust architecture capable of handling high volumes of traffic whilst offering maximum flexibility, and already designed with the club's future in mind.

fanxp's involvement unfolds across a structured two-phase technology roadmap, ensuring a smooth transition and a progressive ramp-up of services for supporters.

Phase 1 (2025/2026 Season): Focus on the user experience

From the very first season, the emphasis is placed on unifying customer journeys:

- **Implementation of SSO (Single Sign-On) via nextxp**: a strategic priority enabling fans to access the club's entire digital ecosystem (ticketing, mobile application) with a single login.
- **Engagement and loyalty**: deployment of **bfan** for B2C and B2B segments, strengthening direct interaction with the club's communities.

Phase 2 (2026/2027 Season): A fully integrated software suite

From the 2026/2027 season onwards, Stade Brestois 29 will transition to the full fanxp ecosystem to cover all of its operational needs:

- **Ticketing management (dte)**: comprehensive back office management, digital ticketing, internalised secondary market, CRM flows and matchday on-call support.
- **Interface and sales (nextxp)**: new institutional website, enriched B2C/B2B front office featuring a queue management system and 3D stadium modelling to assist with seat selection.
- **Transactions and finance (extent & ibxp)**: C-Pay full service, D-Pay, E-Pay (cashier control and accounting connector) and PayByLink payment solutions, complemented by the ibxp cancellation service.
- **Innovation services**: integration of a proprietary wallet via **bfan** and implementation of secure hosting with and without redundancy depending on the environment.



Ticketing as a revenue lever

Beyond the technical foundations, the project addresses a concrete commercial challenge: diversifying and growing the club's revenues by equipping its teams with tools tailored to ticketing flow management, purchase journey optimisation, and secondary market control.

The SSO, a stated priority for Stade Brestois 29, sits at the heart of this strategy: a single identity, centralised access, a more consistent fan relationship across all channels.

Thomas Kouck, Co-founder and President of fanxp:

"We are delighted to be supporting Stade Brestois. Being part of building the club's future fan experience, at a time when a new stadium is also taking shape, is a privilege. Beyond the club's ambitions, the values of Stade Brestois, fighting spirit, humility and collective endeavour, resonate deeply with us at fanxp."

Pascal Robert, Chief Executive Officer of Stade Brestois 29:

"In choosing fanxp, we want to offer our fans a simple, seamless journey, from the first click to their seat in the stands. This is a partnership built to last, true to what defines Stade Brestois 29: authenticity and closeness to the people who support us. Our ambition is clear: to put innovation at the service of our supporters, and to give them an experience worthy of their commitment, match after match."

About fanxp

fanxp deploys an integrated ecosystem of digital solutions for sport and entertainment.

Our solutions include:

- **dtc:** Robust back-office software for advanced ticketing management
- **nextxp:** Multi-product front office aimed at enhancing the customer experience
- **extent:** Payment system and financial tracking for unwavering reliability
- **bfan:** Mobile application designed to maximise fan engagement and loyalty
- **ibxp:** Cancellation insurance integrated into ticketing
- **dataxp:** Data management, structuring, and exploitation
- **cloudxp:** Cloud hosting and secure infrastructure
- **iXpole:** Comprehensive management of VIP experiences and hospitality
- **Alyx:** Predictive optimisation of ticketing revenue

Beyond our products, our mission is to provide comprehensive support, tailored to the unique needs of each client.

PRESS CONTACT

market@fan-xp.com