

AS Saint-Étienne renews and expands its ticketing and digital ecosystem with fanxp



A fanxp client since 2018, AS Saint-Étienne is renewing its collaboration under a multi-year contract. The club is retaining its ticketing, sales front office and mobile app solutions, and is extending its payment set-up with the extent offering, including payment terminals, as well as 3D modelling of the Stade Geoffroy-Guichard.

Eight seasons of working together

Since 2018, ASSE has relied on fanxp to manage its ticketing, sell online and engage its community through its mobile app. This renewal consolidates that foundation and makes payments the main focus for the seasons ahead.

Renewed solutions

- **dtc, ticketing management:** back office, digital tickets, secondary market, CRM data flows, match-day on-call support and cancellation service.
- **nextxp, online sales:** B2C sales interface.
- **extent, payments and finance:** D-Pay and E-Pay (cash control).

- **bfan, mobile app:** SSO login, media, tickets and gamification.

New features

- **extent:** C-Pay full service, PayByLink, E-Pay accounting connector and payment terminals.
- **nextxp:** 3D modelling of the Stade Geoffroy-Guichard.



Unified payments, from the stadium to digital

With extent, ASSE brings all its payment channels together with a single provider: online payments, remote pay-by-link payments and on-site payments via terminals. For the club's teams, this means centralised revenue tracking, simpler reconciliation between sales and payments, and less manual re-entry thanks to the accounting connector, which automatically transfers data to the accounts. For supporters, 3D modelling offers an immersive experience: they can explore Geoffroy-Guichard and see their seat before booking.

Thomas Kouck, co-founder and Chairman of fanxp:

"With ASSE, we have the privilege of serving an institution, and of working with teams who push us towards excellence and innovation. Thank you all for your renewed trust!"

Anaïs Durand, Ticketing Manager at ASSE:

"Eight seasons of working together, and it is a real pleasure to be continuing with fanxp! It is a tool we use every day, one that keeps up with everything we want to do and gives us the freedom to do exactly what we want for our supporters. We are delighted to continue the journey and to see it grow with new features!"

About fanxp

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

Our solutions include:

- **dte:** robust back-office software for advanced ticketing management
- **nextxp:** multi-product front office designed to enhance the customer experience
- **extent:** payment and financial tracking system for unwavering reliability
- **bfan:** mobile app designed to maximise fan engagement and loyalty

- **dataxp**: data management, structuring and utilisation
- **cloudxp**: secure cloud hosting and infrastructure
- **iXpole**: comprehensive management of VIP experiences and hospitality
- **alyx**: predictive optimisation of ticketing revenue
- **goxp**: mobility and accessibility hub for sporting and cultural events

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

PRESS CONTACT

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