

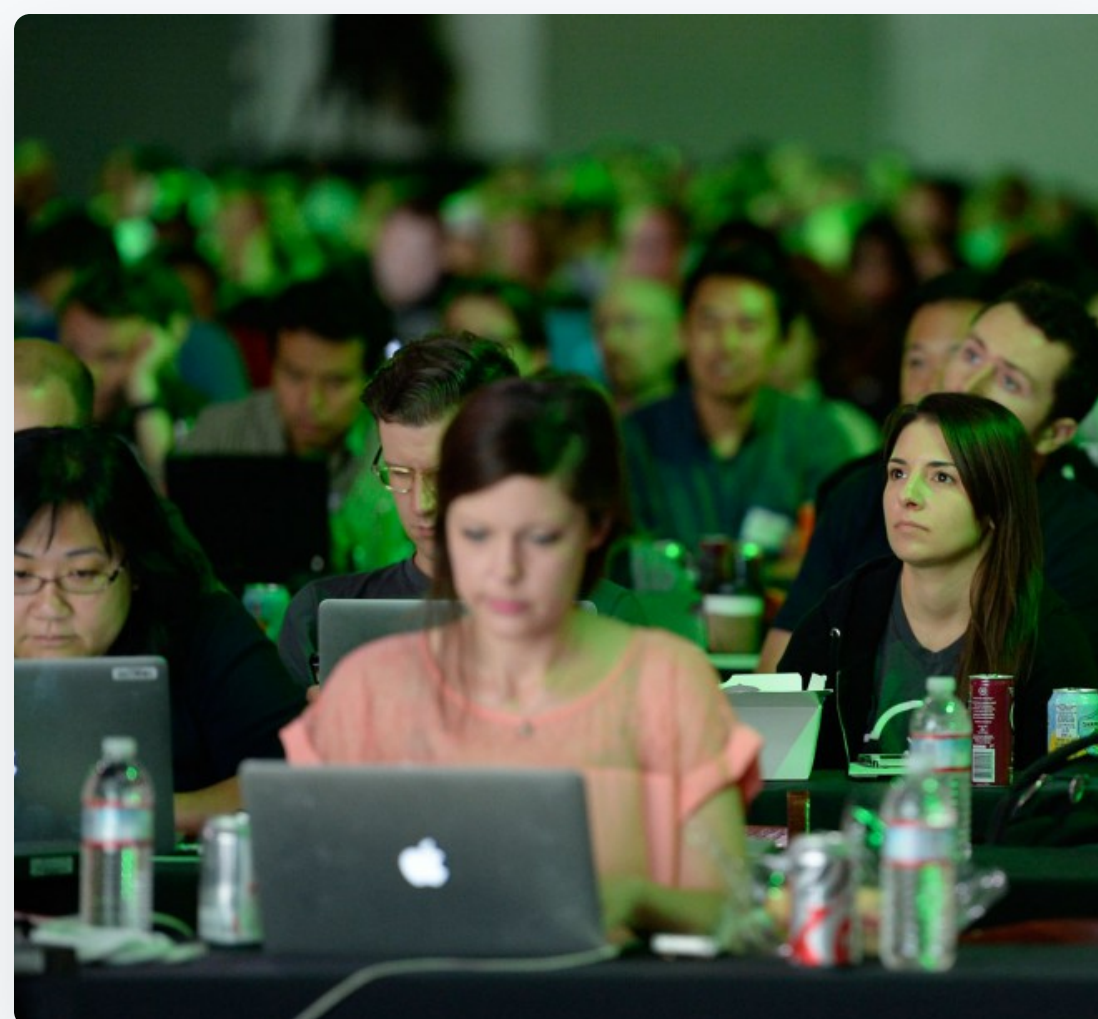


Universe: owning the offline and online customer experience with Stripe Terminal

Universe is a global ticketing platform for people to discover and create events all over the world. Live in 159 countries, it provides event creators, brands and local attractions tools that make it simple to customize and manage the best events, while also providing discovery tools to make finding memorable events easy. After launching in Toronto in 2011 with small cooking classes, Universe has offices in North America, Europe and Asia and powers large scale events like TechCrunch Disrupt, Red Bull Air Race and MTV festivals.

Extending the platform in new directions

Historically, Universe focused on the online ticketing experience around events, but has expanded into in-person tools that help customers shape the experience of the event itself. Stripe Terminal enables Universe to better customize the in-person experience, allowing event hosts to not only accept card payments for walk-up ticket sales, but to also sell ticket upgrades, add-ons, and merchandise at the door. This is extending the Universe platform in new directions, bringing more functionality to the sellers on the platform, as CEO and Co-founder Craig Follett explains: *"Having capabilities to build new experiences in very creative ways at point of sale will unlock new opportunities and new experiences [...] We're really excited to create some magic at the event itself."*



Universe uses Stripe Terminal to power in-person ticket sales for events like TechCrunch Disrupt.

“

For the simplicity of our infrastructure it was critical that we did not introduce a new, separate POS system or terminal, because for us to be efficient and grow our business at scale we need to be really selective about the payment vendors we integrate with.”

Joshua Kelly
Chief Technology Officer

“

It only took us a few sprints to produce something, and the team working on the Terminal integration isn't 20 or 30 developers, it's just three. That speaks to the velocity and agility, definitely [...] As far as a plug and play with the existing platform, it was a really natural extension; we didn't have to build any custom support in our back-end or infrastructure. Everything just worked.

Joshua Kelly
Chief Technology Officer

Quick and easy integration

Stripe's web and mobile SDKs allowed Universe to easily and quickly extend its existing Stripe integration to support in-person payments. The team went from initial development to demo'ing to live production in just over a month, using Stripe's developer-friendly tools.

Emphasis on mobile and simplicity

Universe partnered with Stripe to take the complexity out of in-person payments for the event organizers on its platform. Some organizers on Universe, for example, don't own the physical event space, so they can't install complicated infrastructure. By offering mobile devices and interfaces, Universe ensures organizers will have a seamless setup process for on-site sales.

With this in mind, they needed a partner who understood how to keep things simple for customers, so they opted for Stripe Terminal as a natural, simple extension of their existing integration.

Simplifying card-present compliance

Universe was cautious of navigating the compliance burden of card-present transactions, and needed a partner that could abstract away the associated complexity. Joshua explains their thinking: *"When we approached card-present transactions it was really a new level for us, and something that was concerning from an effort and investment perspective, and so far that has been dramatically simplified because of the fact that the new point of sale is point-to-point encrypted."*

Stripe provided Universe with pre-certified EMV card readers loaded with PCI compliant software, and Stripe's security keys, enabling end-to-end encryption on their transaction data. This impact, according to Josh, is material: *"Stripe has allowed us to not just make card-not-present compliance a lot easier, but it's bringing that ease of compliance into the card-present realm and that's allowing us to extend our business into places we wouldn't have been able to otherwise."*

Visit stripe.com/terminal
to learn more