

Mullett Arena at Arizona State University values usheru’s reliable service, price and flexibility for its online and digital needs

Background

Mullett Arena, home to Sun Devil Ice Hockey and the Valley Suns NBA G League team, is located on the main campus of Arizona State University. The venue hosts national live touring acts, concerts, family and comedy shows as well as corporate and private events, charity events and even recently official Presidential campaign events.

Mullett Arena shares its physical and digital footprint with the Mountain America Community Iceplex.

The Challenge

With such a variety of sports and entertainment events, the priority for Mullett Arena’s web platform was to give visitors an easy way to explore the arena’s active schedule and spaces, while retaining the flexibility to adapt to changes - all at a competitive price.

The Solution

Mullett Arena decided to work with usheru to achieve their marketing and informational objectives with the usheru Connect solution, specially designed for arenas to get closer to their audiences and fans.

Objectives



Save Team Time:
Automate event web programming processes using the TM integration (addon)



Ease UX Journey:
De-complexify the myriad of entertainment, sports and shows



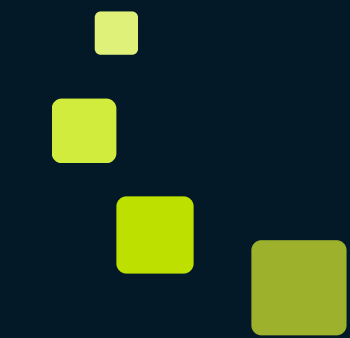
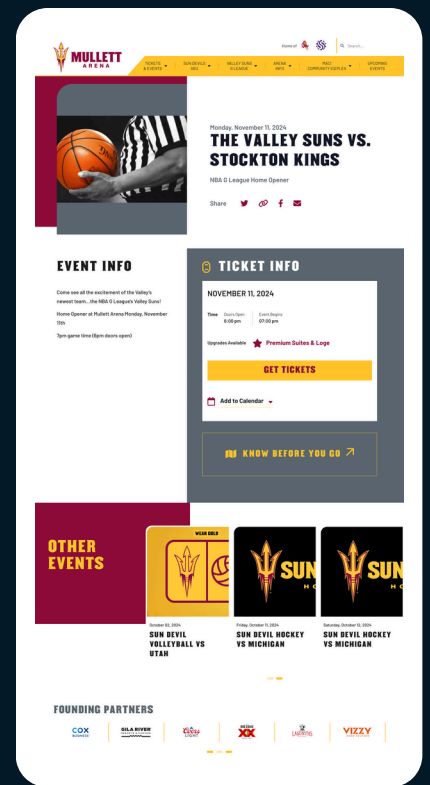
Save Money:
Cut wasteful spending on marketing and digital tools

Outcome



100% Satisfaction

with the usheru solution and client service



“
The team at usheru has been extremely helpful, from inception when we were a hard hat zone just building the venue for its grand opening, through adding new home tenants and events to the daily workings of marketing and promotions.”

Amber Musgrave
General Manager
Mullett Arena