



Empowering guest networks with a custom portal for secure, personalised engagement



<https://pitlochryfestivaltheatre.com>

01796 484626

The Client

Employee Count: 200+

Head Office: Pitlochry PH16 5DR

Pitlochry Festival Theatre (PFT) is a renowned cultural hub nestled in the heart of Scotland's scenic landscape. With a rich history spanning decades, the theatre has consistently offered an array of captivating performances, highlighting the talents of both local and international artists. Embracing the spirit of community and artistic expression, PFT enchants audiences with its diverse repertoire, making it a cherished destination for both locals in the area and visitors alike.

The Challenge

PFT is a longstanding theatre company based in Scotland, required a secure and efficient guest network for their patrons and visitors. They needed to implement a captive portal system to collect valuable demographic information, authenticate users, and comply with GDPR regulations.

Additionally, they aimed to leverage this system for targeted marketing initiatives such as promotional offers and email capture. PFT ultimately sought a solution that could offer control over their guest network without compromising user experience.



razorblue's exceptional expertise and dedication transformed our guest network into a secure and personalised experience. Their agile approach and seamless integration of our branding within the portal exceeded our expectations.

Their proactive support and efficient handling of challenges throughout the project ensured implementation was stress free and successful.

razorblue Approach

The razorblue team demonstrated exceptional commitment and expertise throughout the project, going beyond the initial scope to ensure they met the business' needs and objectives ensuring they were fully satisfied with the solution and its capabilities which was put in place. Overcoming initial challenges during the broadcasting phase, the team resolved teething issues swiftly during testing, thus ensuring a smooth and secure service implementation. Additionally, razorblue enhanced the client's security measures by implementing pre-validation user blocking, strengthening the guest network's integrity.

Moreover, razorblue's agile approach allowed for seamless customisation and fine-tuning of the portal, accommodating last-minute adjustments to the client's specifications. By remaining flexible and responsive to PFT's evolving needs, razorblue facilitated a seamless and personalised user experience, reinforcing the brand's identity and bolstering their marketing capabilities.

Continuing to support Pitlochry Festival Theatre as a managed IT client, razorblue provided ongoing IT services and network infrastructure assistance, underscoring their commitment to fostering enduring and robust client relationships. A proactive approach significantly improved PFT's digital infrastructure, delivering a secure and tailored solution that enhanced customer engagement and strengthened data security measures.

The Outcome

To address PFT's requirements, razorblue collaborated with a third-party provider to establish a robust and fully customisable captive portal.

razorblue were able to help the client seamlessly integrate their branding and marketing strategies into the portal, effectively utilising the platform for targeted customer engagement. razorblue configured the portal within the business' network infrastructure, ensuring its widespread implementation across all licensed access points.

Rigorous testing was conducted by our implementation team to guarantee the efficiency and security of the system before it went live, providing a seamless and secure guest network experience for PFT's customers.

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infrastructure?**

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