

# Digital Ticketing Goes Live for the DDSL Cup Finals

## Client Project Overview

### Digital Ticketing & Event Entry Solution for Dublin & District Schoolboys/girls Soccer League (DDSL)



Ireland's biggest schoolboys/schoolgirls and youth football events needed an event entry solution to match its scale. SportLoMo's new digital ticketing module is now live with DDSL and available across the platform for other sports organisations, leagues, tournaments and event organisers.

**SportLoMo** | **DUBLIN AND DISTRICT SCHOOLBOYS' / GIRLS' LEAGUE**

# Digital Ticketing Goes Live

DDSL Cup Finals Case Study

- Secure QR Validation
- Mobile Phone Scanning
- Live Event Visibility

TOTAL TICKETS	CHECKED IN	REMAINING	CHECK-IN RATE
4,162	1,481	2,681	35.6%

SCANS PER HOUR

Time	Scans
08:00	0
10:00	100
12:00	400
14:00	500
16:00	200
18:00	100

TOP SCANNERS

Scanner	Scans
Conor D.	347
Aoife K.	235
Mark R.	216
Sarah M.	176
Dylan T.	152

## DDSL Profile

The largest youth, schoolboy, and schoolgirl soccer league in Europe.

- **Player Base:** It caters to in excess of 50,000 boys and girls between the ages of 6 and 18.
- **Teams & Clubs:** The league manages over 3,900 squads across 141 affiliated clubs.
- **Match Volume:** It facilitates between 1,500 and 2,000 games every weekend.
- **Support Network:** Operations are heavily supported by around 12,000 volunteer coaches.

**“We are delighted with the product solution which exceeded our expectations both functionally, and in live operations.”**

DDSL Technology, Derek Moore Board Director,  
Dublin & District Schoolboys/girls League

## The Event: Cup Finals at Scale

The DDSL Cup Finals are one of the standout moments in the Irish grassroots football calendar. Historically, a single DDSL Cup Final weekend has attracted more than 15,000 spectators. As the number of competitive finals continued to grow, DDSL expanded the event across two full weekends to manage crowd size, car parking, gate flow and wider venue logistics.

For the 2026 Cup Final Weekends, the league expected an estimated 25,000 spectators across two event blocks at the AUL Complex in Clonsaugh, North Dublin. The event featured 194 teams in 97 distinct Cup Finals, with age groups running from U11 through to U18. The event ran on May 16<sup>th</sup> & 17<sup>th</sup> and May 23<sup>rd</sup> & 24<sup>th</sup>.

The AUL Complex is a major amateur soccer venue, with 12 full-size pitches, an elite all-weather synthetic pitch setup, a modern pavilion, 20 changing rooms, meeting rooms, a strength and conditioning gym, cafe, reception hub and Pavilion Bar & Restaurant. It is a serious venue for a serious event.

## Why Digital Ticketing Was Needed

With crowds growing and all attendees required to purchase tickets online in advance, DDSL needed a ticketing and entry process that could handle busy admission periods without adding complexity for volunteers, staff or supporters. DDSL needed a more modern and secure way to manage event entry, ensuring each ticket could only be used once, preventing forwarded or duplicated tickets from being reused and giving organisers a faster, more reliable way to manage the gates.

## The New SportLoMo Ticketing Solution

SportLoMo developed and deployed the new digital ticketing and event entry module in collaboration with the DDSL. The module is now available across the SportLoMo platform for all sports organisations using SportLoMo.

Each purchased ticket generates a secure QR code. Supporters can access tickets through confirmation emails, their DDSL / SportLoMo account, or the mobile-friendly **'My Tickets'** area within the platform. At the gate, authorised staff and volunteers scan the QR code and the system validates the ticket in real time.

This gives DDSL an end-to-end ticketing solution, covering online purchase, customer ticket access, mobile scanning, duplicate ticket prevention and live operational reporting.

## Mobile Phone Scanning: No Specialist Hardware Required

Supporters arrived at the entry gates and presented their tickets on their phones. Gate stewards or officials then scanned the tickets using standard mobile phones, making entry quick and simple without the need for purchasing expensive scanning equipment. Only authorised phones can scan tickets into the event.

The ticketing module allows event organisers to quickly add scanners, open multiple entry points, and bring volunteers into the process without the need for purchasing expensive specialist equipment.

Key features:

- No dedicated scanning hardware required
- Fast deployment across multiple gates or checkpoints
- Easy onboarding for volunteers and event staff
- Flexible scaling for larger finals days, tournaments and club events
- Reduced operational setup cost

The system was intentionally designed to scan ticket QR identifiers only, **helping minimise GDPR-related concerns and avoiding unnecessary processing of personal information during event entry.**

## Secure Ticket Validation

Each QR ticket is validated in real time. Once a ticket has been scanned successfully, it is marked as used. If the same ticket is presented again, the system flags the duplicate attempt immediately. This helps protect event revenue, improves gate control and gives volunteers clear information while entry is moving at pace.

## First Weekend in Action

The 2026 DDSL Cup Finals provided the first large-scale implementation of the SportLoMo ticketing module. The ticketing solution performed as expected in a busy real-world environment, with strong ticket sales, multiple admission points and heavy gate activity across the first event weekend.

On the first Cup Finals weekend, the system supported 59 registered scanning devices, with 24 devices operating concurrently during peak admission periods. This confirmed that the module supported high-volume sports events using standard mobile phones and a volunteer-friendly scanning process.

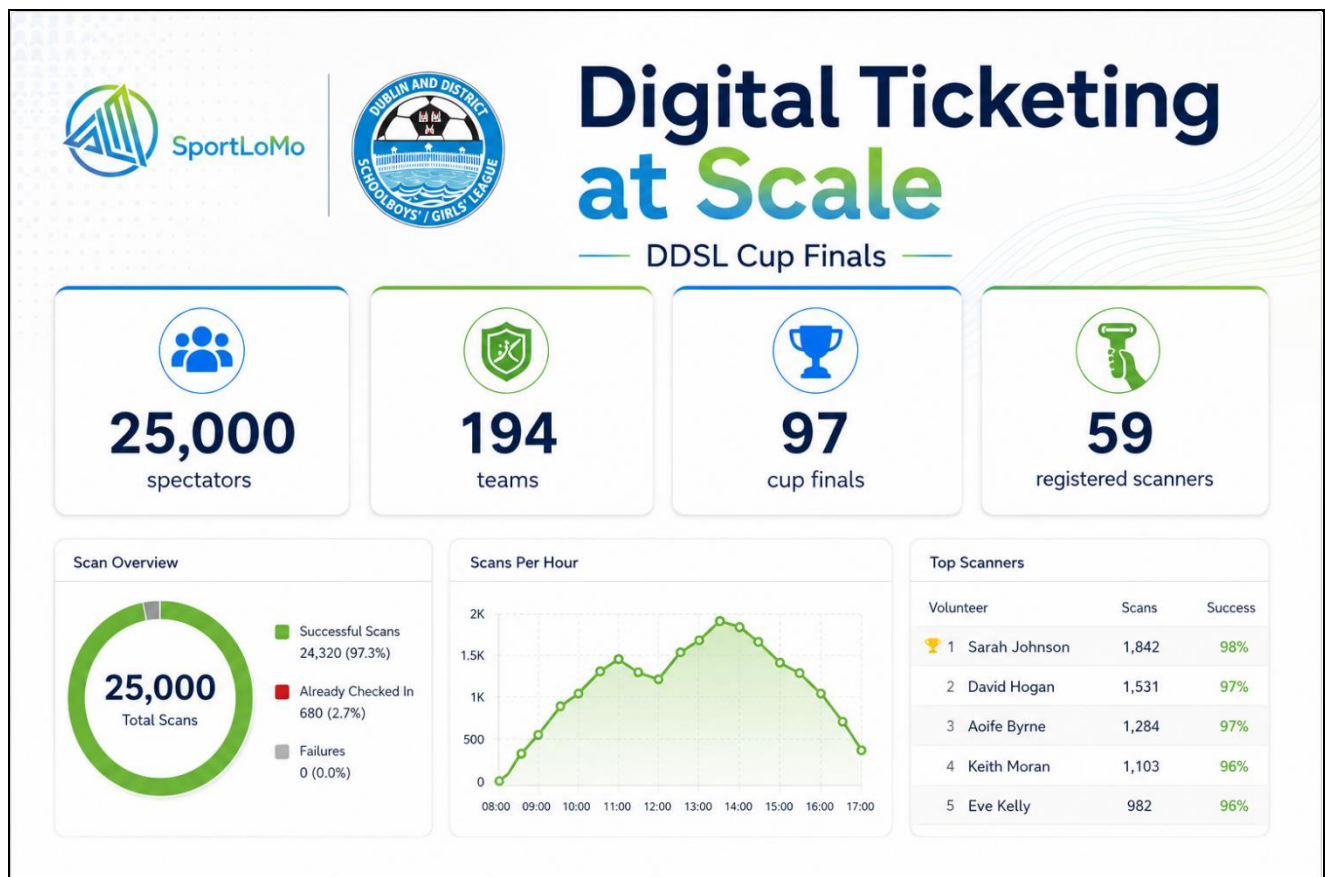
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## Enhancements in Place for the Second Finals Weekend

As with any live event deployment, the first weekend provided useful operational feedback and identified two enhancement features. These were implemented immediately by SportLoMo for the second Cup Finals weekend.

The first enhancement was the **Live DDSL Ticketing Dashboard**. This gave organisers visibility during the event and was delivered for the second weekend of finals. For larger venues and busy finals days, this turns ticketing from an admin task into a live event management tool.



**The Live Dashboard gives a live view of ticket activity, including:**

- Total tickets issued
- Attendees checked in
- Remaining attendees
- Successful and failed scan attempts
- Duplicate ticket attempts
- Hourly entry activity
- Scanner and operator activity
- Attendance breakdowns by event

The second enhancement was faster ticket lookup at the gate. During the first weekend, some supporters arrived with a large selection of tickets purchased, which could slow down the process while the correct entry ticket was located. So, to remedy this, SportLoMo introduced '**search by event**' and '**search by date**' filters, which made it quicker for gate stewards and supporters to find the relevant ticket and keep entry queues moving.

**Both feature enhancements were implemented and in place for the second Cup Finals weekend and addressed both the needs of the customer and the League.**

## Project Objectives

The primary objectives for the DDSL Cup Finals ticketing project were to:

- Improve ticket security and prevent ticket duplication
- Ensure each ticket could only be used once
- Modernise the event entry experience
- Provide organisers with real-time attendance visibility
- Reduce reliance on expensive specialist hardware
- Deliver a scalable solution suitable for large events
- Enhance customer convenience and accessibility

## Better for Supporters

The supporter experience was central to the project. Customers can retrieve and present their tickets from a mobile device using their SportLoMo / DDSL login, their purchase confirmation email, or a saved screenshot of the QR ticket. This reduces the need for printed tickets and makes entry more convenient during busy gate periods.

# Why the DDSL Finals implementation matters beyond DDSL

## Ticketing is Ready Now for Other Sport Events

The DDSL Cup Finals have shown that SportLoMo digital ticketing can operate at scale in a busy live sports environment.

The module is now live, enhanced and available to sports already using the SportLoMo platform. It can support finals days, tournaments, cup weekends, camps, fundraisers, training events and multi-day events.

Because it sits inside SportLoMo, it is not a separate public ticketing tool or standalone system. It is part of the wider platform. This new module gives our sports a practical way to manage ticket sales, secure QR validation, mobile phone scanning, live dashboards and better event control.

There is no charge for SportLoMo clients to use the ticketing system. A small transaction fee applies to each payment processed.

## Testimonial

### Dublin & District Schoolboys/girls League

“Following a review of our event management plan the league determined that there was a need for a streamlined eco-friendly technology solution for both our ticket sales and event access functions.

We engaged our existing technology partner SportLomo to provide a solution that met our needs for a fully integrated feature-function offering which resided within our DDSL Fusion Management System.

The solution is agile, proven out by live feature enhancement requests to the offering which Sportlomo delivered seamlessly between events, scalable, so we can meet the demands of real time peaks in traffic management, secure controlled time bound scan accessibility for key personnel, and comes with a live interactive dashboard for full management control.

We are delighted with the product solution which exceeded our expectations both functionally, and in live operations.”

**DDSL Technology**  
**Derek Moore| Board Director**  
**Dublin & District Schoolboys/girls League**



The Ticketing & Event Entry Module is available for all clients on the SportLoMo platform.

For more information, contact Calum Kyne at SportLoMo at [www.sportlomo.com/contact](http://www.sportlomo.com/contact)