



CASE STUDY



DESTIN MARATHON & INNOVATIVE TIMING SYSTEMS

RUNNERS ARE THRILLED BY IMMEDIATE RESULTS AND HIGH-SPEED PHOTOS DURING THE DESTIN MARATHON

The Kill Cliff® Destin Marathon and Half Marathon in Destin, FL, was committed to providing the best race day experience for their athletes. They were able to capture over 85,000 race day photos for more than 1,000 participants. Runners also enjoyed the ease of immediate results on a convenient kiosk. This was accomplished through the use of Innovative Timing Systems' Jaguar products and the ITS YOUR RACE online race management solutions.

What can Innovative Timing Systems and ITS YOUR RACE do for you? Following this event, we spoke with Zane Holscher, founder of International Running Company and Race Director for the Kill Cliff® Destin Marathon and Half Marathon. We wanted to know why he says he won't use any other solution other than Innovative Timing Systems and ITS YOUR RACE for his events.

**INTERNATIONAL
RUNNING CO.**

"Innovative Timing Systems is known to produce the most accurate results on the market!"

Zane Holscher



What challenges with your event influenced you to look for a solution? Did your event have any unique challenges?

It was difficult to find a timer in our local area (other than myself) that was capable of providing a large event with multiple splits and the most up-to-date technology that I was seeking. It was very important to me that my runners could get their results and photos on an app as soon as they finished. Jaguar was the only system that could provide that.

What goals did you have in mind for your event?

For a first-year event, it is critical to WOW your runners, even if it costs you a little bit more. Your first-year race will set the reputation of your event for many years.

How did you search for a solution to your problem?

Having directed many races, I was very familiar with the other timing solutions out there. They simply didn't have the ability to provide instant results and photos on an app that our runners could immediately post to social media.

Tell me about some solutions you considered, but rejected before deciding upon us.

You could hire a timer and photographer separately, but the photographers are very expensive and it takes forever for the photos to be posted.

What products did you use from Innovative Timing Systems and ITS YOUR RACE?

We used the Jaguar Platinum timing system, the Jaguar Chip Check Reader, the ITS YOUR RACE mobile app, the Jaguar SnapShot to capture photos at splits and the finish, the ITS YOUR RACE online registration and results platform, and the Jaguar RapidResults Kiosk with printouts.

What benefits have you experienced from working with us?

The photos especially blew our runners away. We were a first-year race, but we were giving runners a race experience that several huge events don't even come close to.

What needs did our solutions enhance?

ITS YOUR RACE makes registration and packet pick-up a breeze. It saves hours and hours of labeling bibs before the event, which allowed me to keep online registration open throughout the expo. It saves time, increases revenue, gives our runners an amazing race day experience, and it created a lot of buzz about our event.

How would you rate your overall satisfaction with us and our products?

I wouldn't use any other solution other than ITS YOUR RACE combined with Jaguar for my own events.