



## **GUIDE TO BUYING A TICKETING SYSTEM - PART 2**

Includes:

- Information on all the major ticketing suppliers selling in the UK and Ireland
- Feedback from Irish users
- Who uses what system in the Republic of Ireland

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# Tessitura

## 1. About the supplier

Name of system	Tessitura
Contact name	Jack Reuben
Contact email	
Contact phone number	
1.1 Who have you installed in the last 12 months within UK and Ireland?	Pitlochry Festival Theatre Theatre Royal Newcastle Theatre Royal Plymouth Mayflower Theatre Royal Centre, Nottingham Playhouse, Lakeside Arts Centre, Dance4
1.2 What is the average number of tickets sold per year for those new clients?	10,000 to 800,000
1.3 How many customer services/support staff do you have?	4 UK- 40 more worldwide that assist
Any additional notes?	Tessitura has 317 arts and cultural organizations using their system. About 10% of those are in the UK. We work with organizations with 5 users and we work with organizations with 400 users. The needs are the same and the system can accommodate large, medium and small

## 2. Web sales functionality

2.1 For Assigned Seated performances, can customers view the actual seating plan and pick their preferred seat?	Yes
2.2 Does the system allow for print at home ticketing? Does it allow for smart phone UBC download?	Yes on print at home. Smart phones can download the print at home document if they can receive a pdf
2.3 When a returning internet customer logs back in, are they able to change their own mailing preferences and contact details?	Yes
2.4 Can the arts organisation use their own website and then link into your internet ticketing functionality? Can the ticket sales screens be branded to match the arts organisation's look and feel?	Yes. totally customizable. We do not charge ticket fees. ALL transactions are processed via the arts organisation merchant accounts. We do not hold any funds.
2.5.1 Is there a basket time out during ticket purchase?	Yes
2.5.2 Is this a pre-configured time, or can it be altered to suit the client?	Yes
Any additional notes?	Internet capabilities range from extensive and highly personalized (such as Royal Albert Hall and Royal Shakespeare Company) to very straightforward. The web interface is very customisable and we also have an express approach to do this quickly as a service.

### 3. Hosting options

3.1 Is the system hosted or Server based	Both
3.2 What you would recommend as an option for small to medium scale clients?	Hosted requires less IT resources and minimizes investment. We have small to medium using both hosted and in-house
3.3 What broadband speed is required for ticket sales with a hosted solution?	Most services will handle it.
3.4 What happens to the system if the internet connectivity fails? What procedures would you recommend the organisation put in place?	There are various best practices we can discuss with clients and prospects.
Any additional notes?	

### 4. Ticketing functionality

4.1.1 Can the system sell for multiple different seating plans?	Yes
4.1.2 Can the arts organisation set up their own new seating plans?	Yes
4.1.3 Can they amend seating plans after a show has gone on sale?	Yes
4.2 Can you change the price breaks on theatre plans?	Yes
4.3 Can you set up Memberships to give different levels of benefits?	Yes
4.4 Can memberships automatically assign rights for priority booking and flags for targeted mailing?	Yes
4.5 Can members priority booking rights be used via internet ticket sales?	Automatically
4.6 Are you able to sell packages of performances in one simple transaction?	Yes
4.7 Can the system support one off donations?	Yes
4.8 Can the system sell a limited amount of merchandising (programmes, parking, interval drinks etc) in the same transaction as ticketing and packages?	Yes
4.9 can the system be used at remote locations to sell tickets on the door?	Yes
4.10 Does the system allow for ongoing grouping/identification of customer based on buying history?	Yes
4.11 Is there a tool for writing direct mail (via post and email) flagging who has been a mailed and subsequently recording who has responded by buying a ticket?	Yes
4.12 Does the system allow for user defined marketing analysis?	Yes
4.13 Are you able to link into other software packages – Artifax Event or Accounting software?	Yes
Any additional notes?	As all the yes answers indicate, Tessitura is well suited for almost all arts and cultural organisation needs. We work with 317 organisations and ONLY work with arts and cultural organisations. The capabilities are extensive

## 5. Housekeeping, Credit Cards and PCI compliance

5.1 How do you fulfil the PCI compliance requirements?	Tessitura is PCI compliant
5.2 Is there a limit to the number of customer records or performances?	No practical limit-some of our users have over 2,000,000 customer records and some do over 3,000 performances per year.
5.3 Does the system store operator audits automatically?	Yes
5.4 Can you limit system access per operator/user?	Yes
5.5 Can you set up scheduled reporting?	Yes
5.6 How are credit and debit card sales handled via the internet – is it necessary to purchase additional services/software?	Internet is just another channel to Tessitura. The same (or an additional) merchant account is used with an outside processor and the organisation receives the money.
5.7 Does the system work with a fully integrated payment gateway? If so – which one?	Yes
Any additional notes?	

## 6. Support and upgrades

6.1 Do you provide customer support in office hours, and what do you consider to be standard office hours?	9- 5 staffed support 24x7 for any critical needs
6.2 Do you provide out of hours support? What do you consider to be out of hours?	24x7 for critical needs.
6.3 Is there an extra charge for out of hours response? What is the average response time to an out of hours call?	No extra cost. Response time within the hour-typically much faster.
6.4 Do you offer training to new customers and do you offer bespoke training to existing customers?	Yes- we train onsite for new customers We can customise any training for existing. We also have e-learning programs, incredible documentation and recently started boot camps. We also use webex where appropriate for training
6.5 How much do you charge for a training day?	Will discuss with prospects directly. As a nonprofit ourselves, our costs are reasonable.
6.6 Do you offer regular on-going training for system upgrades?	We provide comprehensive documentation around upgrades and they are not painful. For hosted customers we do the upgrades.
Any additional notes?	Tessitura support, consulting and learning resources are extensive and highly rated

## SeatAdvisor Box Office (SABO)

### 1. About the supplier

Name of system	SeatAdvisor Box Office (SABO)
Contact name	Hugh O'Morain
Contact email	hugh@seatadvisor.eu
Contact phone number	+353863808997
1.1 Who have you installed in the last 12 months within UK and Ireland?	<p>Wrexham Football Club            Bristol Rugby            Celtic Crusaders Rugby            Harrogate Theatre            Lichfield Garrick Theatre            Gate Theatre            Glasgow Rocks Basketball            Knockhill Racing Circuit            Rugby World Cup            Theatre Royal            Cochrane Theatre            TLT Theatre            Guildford Heat Basketball            Surrey Sports Park            Cheshire Jets Basketball            Contemporary Urban Centre            Tivoli Theatre            Micropolix Theme Park            Surrey Storm Netball            The University Of Surrey            Surrey Storm Squash            The Venue Theatre            The Wick Theatre            Forum Theatre Waterford            Mondello Park Racing Circuit            Fossett's Circus            Park Holidays            Greystones Theatre            Whitehall Theatre            The Firestation Theatre            Seamus Ennis Centre            Mount Wolseley Hotel - Ice Rink            Whites On Ice - Ice Rink</p>
1.2 What is the average number of tickets sold per year for those new clients?	100000
1.3 How many customer services/support staff do you have?	32
Any additional notes?	<p>We are an Irish owned company but our primary markets include the USA and Asia Pacific also.            We currently serve over 1500 venues globally.            We are the largest hosted ticketing systems provider globally at 31st December 2009.</p>

### 2. Web sales functionality

2.1 For Assigned Seated performances, can customers view the actual seating plan and pick their preferred seat?	Yes
2.2 Does the system allow for print at home	Yes

ticketing? Does it allow for smart phone UBC download?	
2.3 When a returning internet customer logs back in, are they able to change their own mailing preferences and contact details?	Yes
2.4 Can the arts organisation use their own website and then link into your internet ticketing functionality? Can the ticket sales screens be branded to match the arts organisation's look and feel?	Yes to both questions. all elements are entirely customisable per client.
2.5.1 Is there a basket time out during ticket purchase?	Yes
2.5.2 Is this a pre-configured time, or can it be altered to suit the client?	Yes
Any additional notes?	Customers can see a view from their seat to the stage for every seat in the house while booking online.

### 3. Hosting options

3.1 Is the system hosted or Server based	System Hosted
3.2 What you would recommend as an option for small to medium scale clients?	Cloud based hosted system.
3.3 What broadband speed is required for ticket sales with a hosted solution?	Minimum 2mbps
3.4 What happens to the system if the internet connectivity fails? What procedures would you recommend the organisation put in place?	We provide full backup connectivity services should your primary connectivity. Backup options include satellite internet, 3g internet and data services. SABO can also be operated on a fully manual system without internet connectivity in the case of a natural disaster or other act of god.
Any additional notes?	

### 4. Ticketing functionality

4.1.1 Can the system sell for multiple different seating plans?	Yes
4.1.2 Can the arts organisation set up their own new seating plans?	Yes
4.1.3 Can they amend seating plans after a show has gone on sale?	Yes
4.2 Can you change the price breaks on theatre plans?	Yes
4.3 Can you set up Memberships to give different levels of benefits?	Yes
4.4 Can memberships automatically assign rights for priority booking and flags for targeted mailing?	Yes
4.5 Can members priority booking rights be used via internet ticket sales?	Automatically
4.6 Are you able to sell packages of performances in one simple transaction?	Yes
4.7 Can the system support one off donations?	Yes
4.8 Can the system sell a limited amount of	Yes

merchandising (programmes, parking, interval drinks etc) in the same transaction as ticketing and packages?	
4.9 can the system be used at remote locations to sell tickets on the door?	Yes
4.10 Does the system allow for ongoing grouping/identification of customer based on buying history?	Yes
4.11 Is there a tool for writing direct mail (via post and email) flagging who has been a mailed and subsequently recording who has responded by buying a ticket?	Yes
4.12 Does the system allow for user defined marketing analysis?	Yes
4.13 Are you able to link into other software packages – Artifax Event or Accounting software?	Yes
Any additional notes?	Full API available. System comes preconfigured with integrations to SAP, Oracle, Sage, Salesforce, Purple Seven, Quick books, Microsoft Dynamics and all other enterprise level software packages

## 5. Housekeeping, Credit Cards and PCI compliance

5.1 How do you fulfil the PCI compliance requirements?	System is delivered with full PCI-DSS compliance. Certificates available on request. The client will not need to go through the compliance process as we also provide all our customers with their merchant banking and payment gateway facilities directly. This offers large savings for customers on the cost of their merchant fees. An average sized SABO customer (100,000 tickets) will save approximately €75,000 per annum by using SeatAdvisor's merchant facilities over their traditional provider. We also offer quicker settlement times than most merchant banks. This improves cash flow for venues
5.2 Is there a limit to the number of customer records or performances?	No
5.3 Does the system store operator audits automatically?	Yes
5.4 Can you limit system access per operator/user?	Yes
5.5 Can you set up scheduled reporting?	Yes
5.6 How are credit and debit card sales handled via the internet – is it necessary to purchase additional services/software?	System accepts online payments for all card types. System is delivered with preconfigured merchant account and payment gateway removing the need for the venue to set up these services
5.7 Does the system work with a fully integrated payment gateway? If so – which one?	Yes Over 20 global gateways are currently integrated including all major EU, US and ASIA-PAC providers
Any additional notes?	

## 6. Support and upgrades

6.1 Do you provide customer support in office hours, and what do you consider to be standard office hours?	Support is provided 24 hours a day seven days a week to all customers
6.2 Do you provide out of hours support? What do you consider to be out of hours?	Support is provided 24 hours a day seven days a week to all customers
6.3 Is there an extra charge for out of hours response? What is the average response time to an out of hours call?	No. All calls answered within 10 seconds.
6.4 Do you offer training to new customers and do you offer bespoke training to existing customers?	Yes we offer training. Bespoke training available also
6.5 How much do you charge for a training day?	550 per day. Video Training available for free.
6.6 Do you offer regular on-going training for system upgrades?	System is upgraded with new updates once per month
Any additional notes?	

# Spektrix

## 1. About the supplier

Name of system	Spektrix
Contact name	Mark Brittain
Contact email	mark.brittain@spektrix.com
Contact phone number	+44 20 7183 3969
1.1 Who have you installed in the last 12 months within UK and Ireland?	Live: ADC Theatre (Cambridge), Bush Theatre (London), Canal Café (London), High Tide Festival (London/Suffolk), Jacksons Lane (London), Lincoln Theatre Royal (Lincoln), Royal Academy of Dramatic Art (London), Sutton Theatres (London). Forthcoming (within the next four months): Alnwick Playhouse (Alnwick), The Apex (Bury St. Edmunds), Blackheath Halls (London), The Braid (Ballymena), Crescent Theatre (Birmingham), Derry Playhouse (Londonderry), Forum28 (Barrow-In-Furness), North Down Borough Council (Bangor), Quarterhouse (Folkestone), The Red Hedgehog (London), The Space (London), Theatre503 (London).
1.2 What is the average number of tickets sold per year for those new clients?	5,000 - 60,000
1.3 How many customer services/support staff do you have?	5
Any additional notes?	The Spektrix solution is very scalable, and as a result it is suitable both for small and very large venues. We make data migration very straightforward, and we are able to recreate the entire existing sales database if required. This can include full customer data and historic sales data. For example, the Lincoln Theatre Royal migration involved 10 years of historic customer and sales information, and around 800,000 tickets. We can also import data about membership and donations. We have carried out a number of 'live' migrations, with ticket sales pausing overnight while we switch the data over to the Spektrix system.

## 2. Web sales functionality

2.1 For Assigned Seated performances, can customers view the actual seating plan and pick their preferred seat?	Yes. Alternatively, customers can choose their required number of seats from an unreserved plan.
2.2 Does the system allow for print at home ticketing? Does it allow for smart phone UBC download?	Tickets can be printed at home, or delivered via SMS to mobile handsets.
2.3 When a returning internet customer logs back in, are they able to change their own mailing preferences and contact details?	Yes. It is also possible to set a number of customisable 'tags' to collect detailed information from new or existing customers.
2.4 Can the arts organisation use their own website and then link into your internet ticketing functionality? Can the ticket sales screens be	The Spektrix solution seamlessly integrates to a venue's existing website in order to provide styled booking pages to match the look and

branded to match the arts organisation's look and feel?	feel of the surrounding website. Customers are never navigated away from the venue's website when booking tickets or entering payment information.
2.5.1 Is there a basket time out during ticket purchase?	Yes
2.5.2 Is this a pre-configured time, or can it be altered to suit the client?	Yes
Any additional notes?	We provide a very powerful online interface to the Spektrix solution. All box office sales functionality is mirrored online, including offers, memberships and merchandise, with the aim of maximising cross and up-selling opportunities. We provide a number of options for online integration, and we are happy to do as much of the integration work as required ourselves – at no additional cost to the client.

### 3. Hosting options

3.1 Is the system hosted or Server based	System Hosted
3.2 What you would recommend as an option for small to medium scale clients?	We believe that the Spektrix Software as a Service model is the best option for theatres, regardless of whether they're small, medium or large. This model removes the technical hassles from running a box office, allowing venues to concentrate on the business of providing exceptional service to their customers. This model also reflects the worldwide trend towards software being provided in this way.
3.3 What broadband speed is required for ticket sales with a hosted solution?	A 1Mbit low-latency broadband connection is recommended. The Spektrix solution is designed to be accessed via a low bandwidth connection, however a low-latency connection will ensure the system is very responsive.
3.4 What happens to the system if the internet connectivity fails? What procedures would you recommend the organisation put in place?	The Spektrix system is tested over mobile broadband 3G connections and these can be used both as a backup as well as to extend the box office to any number of remote locations. We would advise organisations to purchase a Pay-As-You-Go 3G dongle, which could be used if their main internet connection fails.
Any additional notes?	The Spektrix solution is hosted in a tier-3 data centre, with measures in place to ensure a very high level of resiliency and redundancy. We are able to guarantee at least a 99.982% uptime rate, and venues can be confident in the security of their data; we perform backups every 6 hours, and an offsite backup every 24 hours. In addition, we are able to restore the sales database to any point within the previous seven days, if required. We believe it would be very difficult to replicate this high level of resiliency and redundancy on a server based in-house system.

#### 4. Ticketing functionality

4.1.1 Can the system sell for multiple different seating plans?	Yes
4.1.2 Can the arts organisation set up their own new seating plans?	Yes
4.1.3 Can they amend seating plans after a show has gone on sale?	It is not possible to fully amend seating plans once an event is created, although certain changes can be made by the Spektrix support team. We work closely with venues to ensure that seating plans are set up correctly in the first instance.
4.2 Can you change the price breaks on theatre plans?	Yes
4.3 Can you set up Memberships to give different levels of benefits?	Yes
4.4 Can memberships automatically assign rights for priority booking and flags for targeted mailing?	Yes
4.5 Can members priority booking rights be used via internet ticket sales?	Automatically
4.6 Are you able to sell packages of performances in one simple transaction?	Yes
4.7 Can the system support one off donations?	Yes
4.8 Can the system sell a limited amount of merchandising (programmes, parking, interval drinks etc) in the same transaction as ticketing and packages?	Yes
4.9 can the system be used at remote locations to sell tickets on the door?	Yes
4.10 Does the system allow for ongoing grouping/identification of customer based on buying history?	Yes
4.11 Is there a tool for writing direct mail (via post and email) flagging who has been a mailed and subsequently recording who has responded by buying a ticket?	Yes
4.12 Does the system allow for user defined marketing analysis?	Yes
4.13 Are you able to link into other software packages – Artifax Event or Accounting software?	The Spektrix system is pre-integrated with the marketing toolkit provided by Purple Seven, and our reporting allows easy integration with other software packages; all data can be exported from Spektrix in .csv format, and flexible attributes can be assigned to events, which could be used to store information such as account codes.
Any additional notes?	The Spektrix system is very intuitive and easy to use and makes traditionally complex tasks such as ticket exchanges or returns very straightforward. Custom reports can be set up in the marketing interface to allow venues to obtain exactly the information they want out of the system. In addition, the advanced features in Spektrix that allow powerful offers to be set up online or behind the box office, complicated segmentation of customer information and return

	on investment reporting, place the Spektrix system ahead of many of its competitors. The web-based nature of the Spektrix solution allows access from anywhere that has an internet connection, and any number of users may be logged in at one time.
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## 5. Housekeeping, Credit Cards and PCI compliance

5.1 How do you fulfil the PCI compliance requirements?	The Spektrix solution provides a secure and fully compliant mechanism for taking customer card information over the phone, behind the counter and online. We are PCI compliant ourselves for the purpose of collecting these card details, and we pass them securely to a level-1 compliant payment provider, who processes the payment and obtains authorisation for the payment directly from the venue's merchant bank. In other words, we handle all of the technical aspects of PCI compliance. In addition, we are also able to advise on venue's internal procedures and record-keeping, ensuring they also comply with the PCI standard.
5.2 Is there a limit to the number of customer records or performances?	There is no limit on the number of customer records or amount of sales data that can be held within the Spektrix system. Due the scalability of the Spektrix solution, system responsiveness does not decrease as the database size increases.
5.3 Does the system store operator audits automatically?	Yes
5.4 Can you limit system access per operator/user?	Yes
5.5 Can you set up scheduled reporting?	Yes
5.6 How are credit and debit card sales handled via the internet – is it necessary to purchase additional services/software?	Card sales are processed by one of our integrated payment providers. Card details are entered directly into a Spektrix iframe which sits inside the venue's parent page, and are passed to the payment provider securely. The payment processor then obtains authorisation from the venue's own merchant acquirer, which deposits funds directly into the venue's bank account overnight.
5.7 Does the system work with a fully integrated payment gateway? If so – which one?	Yes YESpay and SagePay
Any additional notes?	In addition to the fully secure integrated payments provided by Spektrix, we are also able to provide detailed help and advice in ensuring all systems used by the client are fully PCI compliant. Phone sales and chip & PIN sales are fully integrated, ensuring payments take only a matter of seconds, and that card refunds can be easily performed and linked to the original payment, vastly reducing the possibility of chargebacks from the venue's merchant bank.

## 6. Support and upgrades

<p>6.1 Do you provide customer support in office hours, and what do you consider to be standard office hours?</p>	<p>Routine support issues are dealt with between 10am and 6pm, from Monday to Friday. Support is given via telephone and email. We are able to provide very effective remote support as the solution resides on our servers, and we can make updates and help our customers to solve problems easily.</p>
<p>6.2 Do you provide out of hours support? What do you consider to be out of hours?</p>	<p>Emergency support is provided from 10am to 8pm, 365 days a year.</p>
<p>6.3 Is there an extra charge for out of hours response? What is the average response time to an out of hours call?</p>	<p>There are no extra charges for any support calls. We aim to respond to all emergency support issues within 30 minutes, with action and resolution following immediately. Non-emergency support issues are responded to within 8 hours.</p>
<p>6.4 Do you offer training to new customers and do you offer bespoke training to existing customers?</p>	<p>Yes, we provide on-site and remote training for new customers, and we regularly provide new training for existing customers, particularly if a new key member of staff (eg Box Office Manager) joins the organisation. In addition, we hold regular user group meetings at client venues in order to encourage users to share their marketing and audience development knowledge, and to allow users to provide feedback directly to the development team.</p>
<p>6.5 How much do you charge for a training day?</p>	<p>There is no additional charge for any training on the Spektrix system.</p>
<p>6.6 Do you offer regular on-going training for system upgrades?</p>	<p>Yes, and system upgrades are always accompanied by release notes and updated documentation.</p>
<p>Any additional notes?</p>	<p>In addition to the support hours outlined above, the Spektrix system is monitored 24 hours a day by our engineers. All training and upgrades are provided within the service charge, and all upgrades are deployed remotely overnight, so venues don't have to wait for an engineer to visit them to install any upgrades. All of our clients stay on the latest version of the software, which allows us to provide effective support. We supplement our 'traditional' support channels with regular user group meetings, an online support centre and full documentation. We have a strong reputation for service and support and as a result we are happy for prospective clients to contact any of our existing clients for references.</p>

# Ticketsolve

## 1. About the supplier

Name of system	Ticketsolve
Contact name	Paul Fadden
Contact email	pfadden@ticketsolve.com
Contact phone number	01 4100647
1.1 Who have you installed in the last 12 months within UK and Ireland?	Soho Theatre Leicester Square Theatre Comhaltas Leprachaun Museum Clonmel Festival Cressett Theatre Royal Court Liverpool Wakefield Wildcats Salford City Reds Broadway Theatre London Galway Arts Festival Stratford East Theatre London
1.2 What is the average number of tickets sold per year for those new clients?	50000
1.3 How many customer services/support staff do you have?	Four Customer Service / Support Staff
Any additional notes?	Our data transfer team have a streamlined process script that allows us to do an initial data transfer within a day. As each customer constructs their shows and data differently we place this information in a test site. This allows our customers to review the data within our system and provide us with feedback. After this feedback is incorporated we transfer the data to the live site for live use. The process takes 2 days of activity to complete the process.

## 2. Web sales functionality

2.1 For Assigned Seated performances, can customers view the actual seating plan and pick their preferred seat?	Yes customers can choose their own seat online, customers can also
2.2 Does the system allow for print at home ticketing? Does it allow for smart phone UBC download?	Customers can choose from a number of fulfillment options i.e. print at home which will be accompanied with a unique bar-code, collect at box office, postage and packaging.
2.3 When a returning internet customer logs back in, are they able to change their own mailing preferences and contact details?	Yes
2.4 Can the arts organisation use their own website and then link into your internet ticketing functionality? Can the ticket sales screens be branded to match the arts organisation's look and feel?	Yes
2.5.1 Is there a basket time out during ticket purchase?	Yes
2.5.2 Is this a pre-configured time, or can it be altered to suit the client?	Yes

Any additional notes?	Ticketsolve works closely with the customer to integrate seamlessly with their website. We also support the facility for micro-sites which allow the customer to have various website designs with only one backend. We also provide significant amount of flexibility and settings that are configurable by the client.
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### 3. Hosting options

3.1 Is the system hosted or Server based	System Hosted
3.2 What you would recommend as an option for small to medium scale clients?	System Hosted. This allows a venue to benefit from a shared infrastructure and disaster recovery facilities that would be prohibitive for them as individual organizations. Also it allows the client to receive updates real-time seamlessly to their computer.
3.3 What broadband speed is required for ticket sales with a hosted solution?	1m/b is recommended though the system can perform on lower speeds.
3.4 What happens to the system if the internet connectivity fails? What procedures would you recommend the organisation put in place?	Ticketsolve's system works well with a 3G data card (many of our demo are done on this technology).
Any additional notes?	Ticketsolve believes strongly that have a system hosted solution is the most cost effective as well as facilitating the ability to future-proof the system by deploying continuous upgrades efficiently as well as leveraging of the investment in internet technology.

### 4. Ticketing functionality

4.1.1 Can the system sell for multiple different seating plans?	Yes
4.1.2 Can the arts organisation set up their own new seating plans?	Yes
4.1.3 Can they amend seating plans after a show has gone on sale?	Yes
4.2 Can you change the price breaks on theatre plans?	Yes
4.3 Can you set up Memberships to give different levels of benefits?	Yes
4.4 Can memberships automatically assign rights for priority booking and flags for targeted mailing?	Yes
4.5 Can members priority booking rights be used via internet ticket sales?	Automatically
4.6 Are you able to sell packages of performances in one simple transaction?	Yes
4.7 Can the system support one off donations?	Yes
4.8 Can the system sell a limited amount of merchandising (programmes, parking, interval drinks etc) in the same transaction as ticketing and packages?	Yes
4.9 can the system be used at remote locations to sell tickets on the door?	Yes

4.10 Does the system allow for ongoing grouping/identification of customer based on buying history?	Yes
4.11 Is there a tool for writing direct mail (via post and email) flagging who has been a mailed and subsequently recording who has responded by buying a ticket?	Yes
4.12 Does the system allow for user defined marketing analysis?	Yes
4.13 Are you able to link into other software packages – Artifax Event or Accounting software?	Ticketsolve support API that send information is a readable format for various software packages.
Any additional notes?	Ticketsolve has recently developed a membership suite which permits the client tremendous flexibility in terms of offerings to its customers. This combined with it's integration with MailChimp and it rich reporting suite allows the client to analyze its audience the success of various membership and promotion schemes.

### **5. Housekeeping, Credit Cards and PCI compliance**

5.1 How do you fulfil the PCI compliance requirements?	Yes. We do not store any credit card information on our system and remotely transact through the PCI compliant Level 1 payment provider of Realex.
5.2 Is there a limit to the number of customer records or performances?	No
5.3 Does the system store operator audits automatically?	Yes
5.4 Can you limit system access per operator/user?	Yes
5.5 Can you set up scheduled reporting?	Ticketsolve is has automated email services currently and is working on scheduled reporting in next round of development.
5.6 How are credit and debit card sales handled via the internet – is it necessary to purchase additional services/software?	Ticketsolve integrates with Realex payment processing. The customers has a relationship with Realex but the purchase is seamlessly process through the website.
5.7 Does the system work with a fully integrated payment gateway? If so – which one?	Yes Realex
Any additional notes?	Ticketsolve applies the most current in security in terms of encryption and secure features. Also, through our integration with Realex we provide Level 1PCI compliance. Ticketsolve understand the important of security to our customers transactions and welcome all questions in the area.

### **6. Support and upgrades**

6.1 Do you provide customer support in office hours, and what do you consider to be standard office hours?	Standard Office Hours at 8am to 6pm. Support Line is available 24 hours and Email is monitored 24 hours.
6.2 Do you provide out of hours support? What do you consider to be out of hours?	All support is provided 24 hours. Any revenue effecting problems are addressed immediately.
6.3 Is there an extra charge for out of hours	There is no charge of our of hours support. Any

response? What is the average response time to an out of hours call?	revenue effecting problems are addressed immediately.
6.4 Do you offer training to new customers and do you offer bespoke training to existing customers?	We offer free training to new customers and bespoke training as required.
6.5 How much do you charge for a training day?	We do no charge for training days.
6.6 Do you offer regular on-going training for system upgrades?	All upgrades are deployed outside of normal working hours. New features are communicated through Release Notes and supported through webinars and operations calls. These notes are integrated into the system to each feature has complete documentation.
Any additional notes?	

# NEAT Ticketing

## 1. About the supplier

Name of system	NEAT Ticketing
Contact name	Ian Brown
Contact email	ian.brown@nouveau.co.uk
Contact phone number	+44 (0) 7779 721516
1.1 Who have you installed in the last 12 months within UK and Ireland?	Watermill Theatre, Newbury Worthing Theatres Goodwood Estate What to do Guernsey Red Shed Tickets UK Events and Productions Strode Theatre <u>In process:</u> Newcastle City Hall Starmix Management Front of House Organisation plus, presently, 6 others customers whose names we are unable to disclose. Some are large-scale venues.
1.2 What is the average number of tickets sold per year for those new clients?	2 million
1.3 How many customer services/support staff do you have?	15
Any additional notes?	

## 2. Web sales functionality

2.1 For Assigned Seated performances, can customers view the actual seating plan and pick their preferred seat?	Yes
2.2 Does the system allow for print at home ticketing? Does it allow for smart phone UBC download?	Yes to both. We also supply a barcode scanning system for e-tickets and e-vouchers
2.3 When a returning internet customer logs back in, are they able to change their own mailing preferences and contact details?	Yes
2.4 Can the arts organisation use their own website and then link into your internet ticketing functionality? Can the ticket sales screens be branded to match the arts organisation's look and feel?	Yes to both. Internet ticketing website is skinned to look exactly like their own.
2.5.1 Is there a basket time out during ticket purchase?	Yes
2.5.2 Is this a pre-configured time, or can it be altered to suit the client?	Yes
Any additional notes?	Time-out is configurable.

## 3. Hosting options

3.1 Is the system hosted or Server based	Both
3.2 What you would recommend as an option for small to medium scale clients?	System hosted. This is a "pay as you go" arrangement, does not require up-front purchase of user licenses and eliminates the need for in-house server/backup hardware and system administration expertise

3.3 What broadband speed is required for ticket sales with a hosted solution?	Preferably SDSL but 2Mb low-latency ADSL Broadband is OK.
3.4 What happens to the system if the internet connectivity fails? What procedures would you recommend the organisation put in place?	A holding page will be displayed explaining the internet is down for reasons beyond the theatre's control. Log onto the website using a laptop from any location where connectivity is still available
Any additional notes?	Nouveau's Data Centre has full resilience e.g. dual internet pipes in the unlikely event that one should fail

#### 4. Ticketing functionality

4.1.1 Can the system sell for multiple different seating plans?	Yes
4.1.2 Can the arts organisation set up their own new seating plans?	Yes
4.1.3 Can they amend seating plans after a show has gone on sale?	Yes
4.2 Can you change the price breaks on theatre plans?	Yes
4.3 Can you set up Memberships to give different levels of benefits?	Yes
4.4 Can memberships automatically assign rights for priority booking and flags for targeted mailing?	Yes
4.5 Can members priority booking rights be used via internet ticket sales?	Automatically
4.6 Are you able to sell packages of performances in one simple transaction?	Yes
4.7 Can the system support one off donations?	Yes
4.8 Can the system sell a limited amount of merchandising (programmes, parking, interval drinks etc) in the same transaction as ticketing and packages?	Yes
4.9 can the system be used at remote locations to sell tickets on the door?	Yes
4.10 Does the system allow for ongoing grouping/identification of customer based on buying history?	Yes
4.11 Is there a tool for writing direct mail (via post and email) flagging who has been a mailed and subsequently recording who has responded by buying a ticket?	Yes
4.12 Does the system allow for user defined marketing analysis?	Yes
4.13 Are you able to link into other software packages – Artifax Event or Accounting software?	Yes
Any additional notes?	4.3 NEAT contains extensive Membership Management capabilities 4.7 NEAT also has an optional Fundraising module 4.10 NEAT also has a "Ticketing in a Box" terminal for locations where no connectivity exists

	<p>4.12 NEAT has an optional eCampaign module. This is a HTML flyer creator and editor, linked directly with CRM, that tracks and reports upon every sent e-mail (opens, subscribes, un-subscribes, bounces and clickthrus)</p> <p>4.13 NEAT is integrated into Microsoft Dynamics CRM that contains powerful Marketing/audience development tools e.g.:</p> <ol style="list-style-type: none"> <li>1. "Advanced Find" (for non-IT literate users to conduct simple or complex queries on a large range of user-definable parameters)</li> <li>2. Standard reports that can encompass any Marketing reporting requirement. Workflows can also be incorporated to automatically generate reports at given times, attach them to an e-mail and send them to defined users</li> </ol>
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### 5. Housekeeping, Credit Cards and PCI compliance

5.1 How do you fulfil the PCI compliance requirements?	NEAT is certified as PCI compliant. It is infact out-of-scope as the system never permits debit or credit card data to enter the system.
5.2 Is there a limit to the number of customer records or performances?	There is no limit. Dynamics CRM is highly scale-able and uses a SQL database that itself is highly scale-able.
5.3 Does the system store operator audits automatically?	Yes
5.4 Can you limit system access per operator/user?	Yes
5.5 Can you set up scheduled reporting?	Yes
5.6 How are credit and debit card sales handled via the internet – is it necessary to purchase additional services/software?	We interface with the customer's preferred Payment Processor. It is not necessary to purchase additional services and software.
5.7 Does the system work with a fully integrated payment gateway? If so – which one?	Yes Customer's choice.
Any additional notes?	RBS Wordpay, Streamline, Commidea, Paypal, Capita, Datacash are typical customer choices. We charge for set-up and test with the Payment Provider (typically 1 day)

### 6. Support and upgrades

6.1 Do you provide customer support in office hours, and what do you consider to be standard office hours?	08.00 - 18.00 x Business Days
6.2 Do you provide out of hours support? What do you consider to be out of hours?	Either: 08.00-22.00 x Business Days 08.00-22.00 x 365 days or 24 x 7 x 365 days
6.3 Is there an extra charge for out of hours response? What is the average response time to an out of hours call?	Yes, there is an extra charge. Average response time (logged call and "problem ticket" issued is within 30 minutes)
6.4 Do you offer training to new customers and do you offer bespoke training to existing customers?	Yes to both
6.5 How much do you charge for a training day?	£650/€715

6.6 Do you offer regular on-going training for system upgrades?	Yes when requested by the customer (see below)
Any additional notes?	<p>System upgrades are released twice-yearly and are accompanied by Release Notes plus User Guide updates. These are usually self-explanatory.</p> <p>System updates are free-of-charge as we encourage all users to use the latest s/w Version.</p>

# Admit One

## 1. About the supplier

Name of system	Admit One
Contact name	Peter S Morton
Contact email	peter.morton@cslimited.co.uk
Contact phone number	+44 1202 657527
1.1 Who have you installed in the last 12 months within UK and Ireland?	UCI Cinemas (Ireland), Eclipse Cinemas, Dominion Cinema, SGC Cinemas, Cork Midsummer Festival, Three choirs Festival, Cork Film Festival + others international
1.2 What is the average number of tickets sold per year for those new clients?	1000000
1.3 How many customer services/support staff do you have?	6
Any additional notes?	We are geared for all types of box office environments including mixed model seating plans and temporary box offices. We have Selling models for Box Office, Internet, IPHONE, Remote Box Office, Central Sales.

## 2. Web sales functionality

2.1 For Assigned Seated performances, can customers view the actual seating plan and pick their preferred seat?	Yes
2.2 Does the system allow for print at home ticketing? Does it allow for smart phone UBC download?	Print at Home, Yes. Smartphone using a dedicated IPHONE application tailored per customer.
2.3 When a returning internet customer logs back in, are they able to change their own mailing preferences and contact details?	Yes, if setup
2.4 Can the arts organisation use their own website and then link into your internet ticketing functionality? Can the ticket sales screens be branded to match the arts organisation's look and feel?	Yes for all points.
2.5.1 Is there a basket time out during ticket purchase?	Yes
2.5.2 Is this a pre-configured time, or can it be altered to suit the client?	Yes
Any additional notes?	Internet sales models offered are fully hosted, or locally hosted.

## 3. Hosting options

3.1 Is the system hosted or Server based	Both
3.2 What you would recommend as an option for small to medium scale clients?	Internet Hosted by ourselves using our common domain name and security. Box office solution at site.
3.3 What broadband speed is required for ticket sales with a hosted solution?	Any. Out network traffic is exceptionally light.
3.4 What happens to the system if the internet connectivity fails? What procedures would you recommend the organisation put in place?	If fully hosted, show times and information will still be available, but the booking element will be postponed until connection is re-established, with information to call the box office.
Any additional notes?	

#### 4. Ticketing functionality

4.1.1 Can the system sell for multiple different seating plans?	Yes
4.1.2 Can the arts organisation set up their own new seating plans?	Yes
4.1.3 Can they amend seating plans after a show has gone on sale?	Yes
4.2 Can you change the price breaks on theatre plans?	Yes
4.3 Can you set up Memberships to give different levels of benefits?	Yes
4.4 Can memberships automatically assign rights for priority booking and flags for targeted mailing?	Yes
4.5 Can members priority booking rights be used via internet ticket sales?	Automatically
4.6 Are you able to sell packages of performances in one simple transaction?	Yes
4.7 Can the system support one off donations?	Yes
4.8 Can the system sell a limited amount of merchandising (programmes, parking, interval drinks etc) in the same transaction as ticketing and packages?	Yes
4.9 can the system be used at remote locations to sell tickets on the door?	Yes
4.10 Does the system allow for ongoing grouping/identification of customer based on buying history?	Yes
4.11 Is there a tool for writing direct mail (via post and email) flagging who has been a mailed and subsequently recording who has responded by buying a ticket?	Yes
4.12 Does the system allow for user defined marketing analysis?	Yes
4.13 Are you able to link into other software packages – Artifax Event or Accounting software?	See Notes
Any additional notes?	We have a fully flexible macro based system which would allow the integration with third party packaged.

#### 5. Housekeeping, Credit Cards and PCI compliance

5.1 How do you fulfil the PCI compliance requirements?	We use third party PCI compliant card processing organisations such as YES-PAY and COMMIDEA. Our own systems are compliant and as such can be self certified (level 4) or undergo any PCI compliance checks. Our hosted solutions are on automatic compliancy scans every quarter.
5.2 Is there a limit to the number of customer records or performances?	None
5.3 Does the system store operator audits automatically?	Yes
5.4 Can you limit system access per	Yes

operator/user?	
5.5 Can you set up scheduled reporting?	Yes
5.6 How are credit and debit card sales handled via the internet – is it necessary to purchase additional services/software?	Yes we use third parties such as YES-PAY and COMMIDEA to provide processing services. Both of these companies have a proven track record and have very competitive rates.
5.7 Does the system work with a fully integrated payment gateway? If so – which one?	Yes Multiple
Any additional notes?	

## 6. Support and upgrades

6.1 Do you provide customer support in office hours, and what do you consider to be standard office hours?	Standard Office Hours.. 9:30-17:30 Mon-Thu, 9:30-15:30 Friday.
6.2 Do you provide out of hours support? What do you consider to be out of hours?	Yes. 24 x 7 265 days per year for all P1 issues
6.3 Is there an extra charge for out of hours response? What is the average response time to an out of hours call?	No additional costs. Response time is immediate.
6.4 Do you offer training to new customers and do you offer bespoke training to existing customers?	Yes to both
6.5 How much do you charge for a training day?	475 EUR per day
6.6 Do you offer regular on-going training for system upgrades?	Yes
Any additional notes?	

# AudienceView

## 1. About the supplier

Name of system	AudienceView
Contact name	Bill Crane, Sales Director
Contact email	bill.crane@audienceview.com
Contact phone number	4.4787964409e+011
1.1 Who have you installed in the last 12 months within UK and Ireland?	Victoria Palace Theatre, London Aldeburgh Theatre, East Anglia Bournemouth International Centre and Pavilion Theatre, Bournemouth Kilkenny Arts Festival, Ireland Cat Laughs Comedy Festival, Ireland
1.2 What is the average number of tickets sold per year for those new clients?	300000
1.3 How many customer services/support staff do you have?	35-40
Any additional notes?	For more details on AudienceView and its current worldwide customer base visit <a href="http://www.audienceview.com">www.audienceview.com</a>

## 2. Web sales functionality

2.1 For Assigned Seated performances, can customers view the actual seating plan and pick their preferred seat?	Yes, online pick a seat is standard for the customer
2.2 Does the system allow for print at home ticketing? Does it allow for smart phone UBC download?	Print at home ticketing is developed as standard. Smart Phone UBC download is not delivered as standard and requires further development dependant on customer requirements.
2.3 When a returning internet customer logs back in, are they able to change their own mailing preferences and contact details?	Yes
2.4 Can the arts organisation use their own website and then link into your internet ticketing functionality? Can the ticket sales screens be branded to match the arts organisation's look and feel?	<p>Yes, however AudienceView's content management solution (CMS) allows for all a theatre's website to be controlled via the application.</p> <p>Most organizations have to link out when it's time to buy tickets. This creates a poor user experience that confuses the ticket buyer and ultimately might make them pick up the phone and call. The AV CMS tool allows you to embed ticket purchases directly into the website. No more tabs or additional browser windows opening. No more losing the brand identity. No more unnecessary phone orders. The goal of the CMS is to make ticket buying easier for customers .</p> <p>Using the AudienceView CMS allows clients to increase revenues while potentially decreasing costs – the perfect combination!</p>
2.5.1 Is there a basket time out during ticket purchase?	Yes

2.5.2 Is this a pre-configured time, or can it be altered to suit the client?	Yes
Any additional notes?	<p>The ticket industry is witnessing a seismic shift in consumer buying patterns. Major changes are occurring whereby fewer tickets are being purchased through traditional retail channels, with a much larger trend towards online. This underscores the importance of engaging customers in a user-friendly online experience. The AudienceView application operating web based software with a web-centric focus ensures this.</p> <p>AudienceView provides a fully integrated web sales module – completely branded to a clients needs and completely integrated with all offline customer account record data. In AudienceView, online customers act almost like employees in their ability to select tickets for themselves in a number of ways; however, access to what fields and content they can see is completely defined by the organization. The online buying experience enables you to fully define how a customer interacts with your organization.</p> <p>Importantly, for the venues this means that complete customer management and pricing can be controlled online.</p> <p>For all clients, when a customer clicks on “Buy Tickets” from the corporate website, they will be taken to a unique custom-branded online page. This page acts as the ‘front-door’ for all your products and services. Ultimately the online site is the “one-stop shop”. A typical opening page will list the various upcoming events at the venue(s). Here the customer can see a snapshot of performances, shows and dates. The client can fully configure how they want this page to be categorized, whether by date, venue, performance, or series. The online landing page can come complete with branded header to maintain a uniformed look with your corporate website or utilising our CMS tool every part of your corporate site can be managed through the application.</p>

### 3. Hosting options

3.1 Is the system hosted or Server based	Both
3.2 What you would recommend as an option for small to medium scale clients?	<p>This is dependent on a clients IT resource. The capabilities of the application are the same which ever option is chosen.</p> <p>With the onset of stricter regulations from the payment processing industry (PCI and PA DSS</p>

	<p>compliance) we are finding many customers migrating to our hosted platform as this level of compliance is included.</p> <p>We recommend a hosted service but many of our clients we support have an in-house solution.</p>
3.3 What broadband speed is required for ticket sales with a hosted solution?	ADSL or broadband connectivity is required for ticket office sales. The bandwidth is dependent upon the number of users but in our experience an organisations existing bandwidth is normally more than sufficient.
3.4 What happens to the system if the internet connectivity fails? What procedures would you recommend the organisation put in place?	<p>Online sales would continue to function but there would be no access by the ticket office if the organisations internet connectivity failed.</p> <p>Our hosted solution guarantees internet connectivity and has links with over 30 ISP's.</p> <p>We recommend clients have a secondary connectivity link from an alternative ISP provider for backup purposes. Because the application is web-based it may also be accessed from any computer with internet access i.e. secondary or temporary offices.</p>
Any additional notes?	

#### 4. Ticketing functionality

4.1.1 Can the system sell for multiple different seating plans?	Yes
4.1.2 Can the arts organisation set up their own new seating plans?	Yes
4.1.3 Can they amend seating plans after a show has gone on sale?	Yes
4.2 Can you change the price breaks on theatre plans?	Yes
4.3 Can you set up Memberships to give different levels of benefits?	Yes
4.4 Can memberships automatically assign rights for priority booking and flags for targeted mailing?	Yes
4.5 Can members priority booking rights be used via internet ticket sales?	Automatically
4.6 Are you able to sell packages of performances in one simple transaction?	Yes
4.7 Can the system support one off donations?	Yes
4.8 Can the system sell a limited amount of merchandising (programmes, parking, interval drinks etc) in the same transaction as ticketing and packages?	Yes
4.9 can the system be used at remote locations to sell tickets on the door?	Yes
4.10 Does the system allow for ongoing grouping/identification of customer based on buying history?	Yes
4.11 Is there a tool for writing direct mail (via	Yes

post and email) flagging who has been a mailed and subsequently recording who has responded by buying a ticket?	
4.12 Does the system allow for user defined marketing analysis?	Yes
4.13 Are you able to link into other software packages – Artifax Event or Accounting software?	Yes
Any additional notes?	<p>AudienceView is a state-of-the-art web-based integrated ticketing, CRM, fundraising, and access control software solution. AudienceView provides a single centralised database allowing organisations to capture and track sales leads, manage seat inventory in real-time, improve the overall customer experience, and increase revenues by offering additional products and services through a wider range of sales channels.</p> <p>AudienceView is designed to increase client ticketing sales by helping sales agents to deliver a superior service, offering real time system configuration and by providing an easy to use internet sales platform. The integrated CRM, data analytics and reporting tool gives marketers and key commercial decision makers the opportunity to target the best sales opportunities and set measurable sales strategies.</p> <p>AudienceView empowers customer service representatives with a single view of customer data. At a glance, the customer service representative can view historical data, which may include feedback, buying pattern and their preferred channel of communication for updates and membership renewals, as well as any actions or activities associated with the customer. AudienceView enhances the customer experience by allowing the customer to communicate with an organisation through multiple channels, including the ability to update contact details and preferences, and reviewing past purchases online.</p> <p>The AudienceView software has been designed to be easily configured to suit client sales and business process. The entire system, including reporting is accessible via easy-to-use graphical web-based screens. AudienceView also allows real-time access from multiple users, whether they are in the box office, call centre, online, retail store, or outlet, all users have access to the same data and can manage various aspects of the ticket acquisition process.</p> <p>Different rights and permissions can be established, by role (point of sale station) and user, therefore allowing different features of the product to be enabled or disabled dependent</p>

	upon your business processes and procedures. This allows clients to modify and change business and administrative processes in a dynamic way, and will allow you to provide access to the system for different sales, marketing and business users – giving you an opportunity to streamline administrative and sales processes, and potentially outsource various components of the business, as and when needed.
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## 5. Housekeeping, Credit Cards and PCI compliance

5.1 How do you fulfil the PCI compliance requirements?	The AudienceView application is fully PCI and PA DSS compliant. The process and audit took a year to complete and each new version of the application is audited when made generally available. Our Hosted service offers full and immediate compliance to our customers and our in-house solution can be fully implemented in a customer controlled compliant environment. Certificates of compliance are available on request.
5.2 Is there a limit to the number of customer records or performances?	There are no limitations on the number of records or number of performances.
5.3 Does the system store operator audits automatically?	Yes
5.4 Can you limit system access per operator/user?	Yes
5.5 Can you set up scheduled reporting?	Yes
5.6 How are credit and debit card sales handled via the internet – is it necessary to purchase additional services/software?	All clients must have a relationship with a payment processing gateway. Our preferred partner in the UK / Ireland is ServeBase. No additional software is required.
5.7 Does the system work with a fully integrated payment gateway? If so – which one?	Yes ServeBase
Any additional notes?	

## 6. Support and upgrades

6.1 Do you provide customer support in office hours, and what do you consider to be standard office hours?	The support organization at AudienceView is a 24 hr / 7 days a week operation across spanning eight time zones. Our current level of 24 support analysts have an average of 3.5 years experience supporting AudienceView, with a strong ticketing business background to service both technical and business related questions. We have a Business / Support Analyst and an Account Manager each with over 5 years experience permanently located in the UK and Ireland and available for technical support. At all times, there is an on-call analyst to service priority one issues with automatic escalation and backup support. Supporting priority one issues is a fully redundant process with subject matter experts available on standby to assist any investigation or develop a fix. Priority One calls are on a 24/7 basis. General support hours
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	Monday – Friday 9am – 5:30pm (UK and Ireland hours) plus an additional 5 hours support from our Toronto based support facility.
6.2 Do you provide out of hours support? What do you consider to be out of hours?	See above. Support is provided out of hours for priority one calls. A priority one call is generally defined as a venues ability to sell tickets to a customer. However, service level agreements are always reached with a client prior to any agreement and can be adapted to their requirements.
6.3 Is there an extra charge for out of hours response? What is the average response time to an out of hours call?	There's no extra charge for an out of hours contact. Priority one requests are responded to immediately.
6.4 Do you offer training to new customers and do you offer bespoke training to existing customers?	Yes, training is offered at all levels to existing clients and at various stages through implementation and launch.
6.5 How much do you charge for a training day?	Training is charged for based upon on a pre-agreed professional services rate with each customer. A full statement of work detailing fees is produced and agreed with the customer prior to the training taking place.
6.6 Do you offer regular on-going training for system upgrades?	Yes, this is included as standard.
Any additional notes?	

# PatronBase

## 1. About the supplier

Name of system	PatronBase
Contact name	Andrew Thomas
Contact email	andrew@patronbase.co.uk
Contact phone number	+44 (0) 29 2125 2175
1.1 Who have you installed in the last 12 months within UK and Ireland?	Wem Town Hall Gulbenkian Theatre, University of Kent Rich Mix, London Salisbury Arts Centre Dumfries and Galloway Arts Association Embrace Arts @ RA Centre New Wolsey Theatre, Ipswich Perth Theatre / Perth Concert Hall Derby Quad
1.2 What is the average number of tickets sold per year for those new clients?	65000
1.3 How many customer services/support staff do you have?	6
Any additional notes?	With the average figure it is worth noting that we work with visual arts and small venues (20,000 per year) up to 150-250,000 per year venues

## 2. Web sales functionality

2.1 For Assigned Seated performances, can customers view the actual seating plan and pick their preferred seat?	Yes
2.2 Does the system allow for print at home ticketing? Does it allow for smart phone UBC download?	Print at Home is currently in testing awaiting release.
2.3 When a returning internet customer logs back in, are they able to change their own mailing preferences and contact details?	Yes
2.4 Can the arts organisation use their own website and then link into your internet ticketing functionality? Can the ticket sales screens be branded to match the arts organisation's look and feel?	Yes
2.5.1 Is there a basket time out during ticket purchase?	Yes
2.5.2 Is this a pre-configured time, or can it be altered to suit the client?	Yes
Any additional notes?	

## 3. Hosting options

3.1 Is the system hosted or Server based	Both
3.2 What you would recommend as an option for small to medium scale clients?	Local hosted server installation.
3.3 What broadband speed is required for ticket sales with a hosted solution?	2MB ADSL
3.4 What happens to the system if the internet connectivity fails? What procedures would you recommend the organisation put in place?	For locally hosted, there is no access for Web purchasers to buy tickets. A secondary line would give back up.

Any additional notes?	
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#### 4. Ticketing functionality

4.1.1 Can the system sell for multiple different seating plans?	Yes
4.1.2 Can the arts organisation set up their own new seating plans?	Yes
4.1.3 Can they amend seating plans after a show has gone on sale?	Yes
4.2 Can you change the price breaks on theatre plans?	Yes
4.3 Can you set up Memberships to give different levels of benefits?	Yes
4.4 Can memberships automatically assign rights for priority booking and flags for targeted mailing?	Yes
4.5 Can members priority booking rights be used via internet ticket sales?	Automatically
4.6 Are you able to sell packages of performances in one simple transaction?	Yes
4.7 Can the system support one off donations?	Yes
4.8 Can the system sell a limited amount of merchandising (programmes, parking, interval drinks etc) in the same transaction as ticketing and packages?	Yes
4.9 can the system be used at remote locations to sell tickets on the door?	Yes
4.10 Does the system allow for ongoing grouping/identification of customer based on buying history?	Yes
4.11 Is there a tool for writing direct mail (via post and email) flagging who has been a mailed and subsequently recording who has responded by buying a ticket?	Yes
4.12 Does the system allow for user defined marketing analysis?	Yes
4.13 Are you able to link into other software packages – Artifax Event or Accounting software?	Yes
Any additional notes?	<p>We allow of Round Up donations - rounding to the nearest €5 for example, we can prompt for a certain level of donation, as well as donating to a specific cause.</p> <p>We can provide XML output which could be used for import into an accounting system. We have an integration to Artifax Event, that allows events to be added to PatronBase directly from Artifax. We also have a built in space and resource management tool.</p>

#### 5. Housekeeping, Credit Cards and PCI compliance

5.1 How do you fulfil the PCI compliance requirements?	No card information is held within PatronBase. We use third party software which itself in PCI DSS compliant.
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5.2 Is there a limit to the number of customer records or performances?	No
5.3 Does the system store operator audits automatically?	Yes
5.4 Can you limit system access per operator/user?	Yes
5.5 Can you set up scheduled reporting?	Yes
5.6 How are credit and debit card sales handled via the internet – is it necessary to purchase additional services/software?	We have a number of interfaces to UK banks, as well as payment service providers such as Realex. Payment services providers have commercial models, which are typically 10-20 cents per cleared transaction
5.7 Does the system work with a fully integrated payment gateway? If so – which one?	Yes Several as below
Any additional notes?	SagePay Comms XL WPM (under development) Realex

## 6. Support and upgrades

6.1 Do you provide customer support in office hours, and what do you consider to be standard office hours?	Monday to Friday 8:30 to 6pm for standard, low priority support and training issues.
6.2 Do you provide out of hours support? What do you consider to be out of hours?	Times not above
6.3 Is there an extra charge for out of hours response? What is the average response time to an out of hours call?	Not if it is a business critical fault or disruption to service
6.4 Do you offer training to new customers and do you offer bespoke training to existing customers?	Training is offered to new customers on a train-the-trainer basis. All customers receive one FREE days training per year and unlimited access to web sessions, once they have been trained on the basic system. We offer bespoke traing for departments and levels of system access.
6.5 How much do you charge for a training day?	450
6.6 Do you offer regular on-going training for system upgrades?	Yes
Any additional notes?	

# VIA

## 1. About the supplier

Name of system	VIA
Contact name	Tony Davey
Contact email	tony.davey@red61.com
Contact phone number	+44 845 867 2203
1.1 Who have you installed in the last 12 months within UK and Ireland?	Edinburgh Festival Fringe Society
1.2 What is the average number of tickets sold per year for those new clients?	1.4 million
1.3 How many customer services/support staff do you have?	4
Any additional notes?	

## 2. Web sales functionality

2.1 For Assigned Seated performances, can customers view the actual seating plan and pick their preferred seat?	Yes
2.2 Does the system allow for print at home ticketing? Does it allow for smart phone UBC download?	VIA does have print at home functionality. Smart phone functionality will be added in 2010.
2.3 When a returning internet customer logs back in, are they able to change their own mailing preferences and contact details?	Yes
2.4 Can the arts organisation use their own website and then link into your internet ticketing functionality? Can the ticket sales screens be branded to match the arts organisation's look and feel?	VIA offers a number of options from links from hosted secure payment pages to a solution fully integrated into the website through the VIA API.
2.5.1 Is there a basket time out during ticket purchase?	Yes
2.5.2 Is this a pre-configured time, or can it be altered to suit the client?	Yes
Any additional notes?	

## 3. Hosting options

3.1 Is the system hosted or Server based	Both
3.2 What you would recommend as an option for small to medium scale clients?	<p>Clients are offered a number of options from the full in-house server option to a hosted server or a fully online client.</p> <p>Small to medium clients should use the solution best suited to their technical abilities and requirements based on volume of ticket sales.</p> <p>VIA clients range from small 60 seat Fringe venues that sell a few thousand tickets to larger venues that sell hundreds of thousands of tickets.</p>
3.3 What broadband speed is required for ticket sales with a hosted solution?	Red61 recommends a business level adsl service.
3.4 What happens to the system if the internet connectivity fails? What procedures would you recommend the organisation put in place?	As with any mission critical system, organisations should have a full backup and disaster recovery plan which should include loss

	of internet connection.
Any additional notes?	

#### 4. Ticketing functionality

4.1.1 Can the system sell for multiple different seating plans?	Yes
4.1.2 Can the arts organisation set up their own new seating plans?	Yes
4.1.3 Can they amend seating plans after a show has gone on sale?	Yes
4.2 Can you change the price breaks on theatre plans?	Yes
4.3 Can you set up Memberships to give different levels of benefits?	Yes
4.4 Can memberships automatically assign rights for priority booking and flags for targeted mailing?	Yes
4.5 Can members priority booking rights be used via internet ticket sales?	Automatically
4.6 Are you able to sell packages of performances in one simple transaction?	Planned development for 2010
4.7 Can the system support one off donations?	Yes
4.8 Can the system sell a limited amount of merchandising (programmes, parking, interval drinks etc) in the same transaction as ticketing and packages?	Yes
4.9 can the system be used at remote locations to sell tickets on the door?	Yes
4.10 Does the system allow for ongoing grouping/identification of customer based on buying history?	Yes
4.11 Is there a tool for writing direct mail (via post and email) flagging who has been a mailed and subsequently recording who has responded by buying a ticket?	Yes
4.12 Does the system allow for user defined marketing analysis?	Yes
4.13 Are you able to link into other software packages – Artifax Event or Accounting software?	Yes
Any additional notes?	The VIA API is designed to output to other software packages including accounts packages, mailing software and iPhone Apps.

#### 5. Housekeeping, Credit Cards and PCI compliance

5.1 How do you fulfil the PCI compliance requirements?	VIA is fully PCI:DSS compliant.
5.2 Is there a limit to the number of customer records or performances?	No
5.3 Does the system store operator audits automatically?	Yes
5.4 Can you limit system access per operator/user?	Yes
5.5 Can you set up scheduled reporting?	Yes

5.6 How are credit and debit card sales handled via the internet – is it necessary to purchase additional services/software?	The transactions are handled by the VIA server and transmitted over a secure VPN through a payment gateway.
5.7 Does the system work with a fully integrated payment gateway? If so – which one?	Yes Datacash and Paypoint
Any additional notes?	

## 6. Support and upgrades

6.1 Do you provide customer support in office hours, and what do you consider to be standard office hours?	We offer support to match the opening hours of the client. When you're open, we're here to support you.
6.2 Do you provide out of hours support? What do you consider to be out of hours?	We don't accept the term 'out of hours'.
6.3 Is there an extra charge for out of hours response? What is the average response time to an out of hours call?	We provide a full SLA on support times and can mould them to fit particular customer requirements. Responses are based on critical and non critical problems, with an average response for a critical problem, i.e. where the customer has lost the ability to
6.4 Do you offer training to new customers and do you offer bespoke training to existing customers?	Yes we do.
6.5 How much do you charge for a training day?	Training is currently charged at €473 per day.
6.6 Do you offer regular on-going training for system upgrades?	Yes
Any additional notes?	

# ProVenueDatabox

## 1. About the supplier

Name of system	ProVenueDatabox
Contact name	Fergus O'Keefe
Contact email	fokeefe@tickets.com
Contact phone number	00 44 1908 232404
1.1 Who have you installed in the last 12 months within UK and Ireland?	Visual Centr for Contemporary Arts, Carlow; East 15 Acting School; E M Forster Theatre; Derby County Football Club; UK Centre for Carnival Arts; Pound Arts Centre; Northampton Saints Rugby Club; The Ambassador, Dublin (Bodies/CSI exhibitions); Dundee Football Club; Derby Theatre; The Glens Centre, Manorhamilton.
1.2 What is the average number of tickets sold per year for those new clients?	150,000 (ranging from 30,000 to 750,000)
1.3 How many customer services/support staff do you have?	26
Any additional notes?	Tickets.com are proud to have the only Service Desk Institute accredited help desk in the ticketing software market place. The Service Desk independently audit our team each year and the results are shared on our customer website <a href="http://www.provenue.net">www.provenue.net</a> . The majority of our help desk and staff in other departments have worked in Theatres and Arts Centres, giving a greater understanding of our venue's requirements. There are currently 14 first line support staff with a further team of 12 in second and third line support.

## 2. Web sales functionality

2.1 For Assigned Seated performances, can customers view the actual seating plan and pick their preferred seat?	<p>Customers can currently view graphical representations of the venue's seating plan with the option to click for a view of the stage from those seats. The seating plan can be broken down in to 26 areas so the 'best available' method of selection is more specific.</p> <p>Tickets.com understand the growing requirement for customer's to be able to pick specific seats and have pushed this functionality to the top of the development list for ProVenue. ProVenue will ultimately be a free upgrade for all of our customers.</p>
2.2 Does the system allow for print at home ticketing? Does it allow for smart phone UBC download?	ProVenueDatabox partially supports print at home ticketing. Customers can receive an eTicket with bar code and ticket details although the ability to scan this ticket at the venue is not currently available. This functionality is available in the next major upgrade to ProVenueDatabox, ProVenue.
2.3 When a returning internet customer logs back in, are they able to change their own mailing preferences and contact details?	Yes.

2.4 Can the arts organisation use their own website and then link into your internet ticketing functionality? Can the ticket sales screens be branded to match the arts organisation's look and feel?	Yes. The look and feel of the internet ticketing transaction pages is determined by the venue.
2.5.1 Is there a basket time out during ticket purchase?	Yes
2.5.2 Is this a pre-configured time, or can it be altered to suit the client?	Yes
Any additional notes?	The time can be altered to suit the client.

### 3. Hosting options

3.1 Is the system hosted or Server based	ProVenueDatabox is currently Server Hosted. ProVenue, the next major upgrade, will be System Hosted.
3.2 What you would recommend as an option for small to medium scale clients?	Each client has different business requirements that determine which option would suit their organisation best. Some clients prefer to have their data on site especially if there are issues with local broadband connectivity. Others, who do not have any IT support, prefer not to have the worry of looking after hardware and networking.
3.3 What broadband speed is required for ticket sales with a hosted solution?	We cannot comment on other web based solutions, however ProVenue will run perfectly well through a 3g enabled mobile phone.
3.4 What happens to the system if the internet connectivity fails? What procedures would you recommend the organisation put in place?	We would always advise the client on resilience, as of course a web based system relies on an internet connection. The amount of resilience the venue builds in depends entirely on budget, from a simple spare 3g connection to a spare internet connection supplied by a different provider.  Most systems should be able to export the next event's manifest to Microsoft Word or Excel, so that in the event of complete loss of connectivity the front of house team can still see where people should be seated. In the case of ProVenue, if the client lost all internet connectivity and did not have the manifest, they could ring our support team to who would have access to their system.
Any additional notes?	

### 4. Ticketing functionality

4.1.1 Can the system sell for multiple different seating plans?	Yes
4.1.2 Can the arts organisation set up their own new seating plans?	Yes
4.1.3 Can they amend seating plans after a show has gone on sale?	Yes
4.2 Can you change the price breaks on theatre	Yes

plans?	
4.3 Can you set up Memberships to give different levels of benefits?	Yes
4.4 Can memberships automatically assign rights for priority booking and flags for targeted mailing?	Members can be flagged for targeted mailing, however priority booking needs to be managed manually in the back office ticketing system.
4.5 Can members priority booking rights be used via internet ticket sales?	Automatically
4.6 Are you able to sell packages of performances in one simple transaction?	Yes
4.7 Can the system support one off donations?	Yes
4.8 Can the system sell a limited amount of merchandising (programmes, parking, interval drinks etc) in the same transaction as ticketing and packages?	Yes
4.9 can the system be used at remote locations to sell tickets on the door?	Yes
4.10 Does the system allow for ongoing grouping/identification of customer based on buying history?	Yes
4.11 Is there a tool for writing direct mail (via post and email) flagging who has been a mailed and subsequently recording who has responded by buying a ticket?	Yes
4.12 Does the system allow for user defined marketing analysis?	Yes
4.13 Are you able to link into other software packages – Artifax Event or Accounting software?	Yes
Any additional notes?	ProVenueDatabox currently has interfaces with Sage accounting software and Progress Fundraising software and Tickets.com are always keen to look at interfaces with other 3rd party software packages such as Artifax.

## 5. Housekeeping, Credit Cards and PCI compliance

5.1 How do you fulfil the PCI compliance requirements?	<p>Over two years ago one of our venues informed us that they were going to go through a Level One PCI audit, in order to help them pass the audit we prioritised development and encrypted card numbers within ProVenueDatabox, which in turn helped the venue pass the audit. With the recent changes to PCI compliancy regulations, we have engaged a 3rd party company, Trustwave, to help our venues achieve compliancy with ProVenueDatabox.</p> <p>ProVenueOnline (ProVenueDatabox's internet ticketing engine) and ProVenue (the next major upgrade to ProVenueDatabox) are already PA DSS accredited.</p>
5.2 Is there a limit to the number of customer records or performances?	There is no physical limit, some of our larger ProVenueDatabox clients have well over half a million customer records in their database. In terms of performances, each time a performance is created a record is created in the 'Shows' database for each seat.

5.3 Does the system store operator audits automatically?	Yes
5.4 Can you limit system access per operator/user?	Yes
5.5 Can you set up scheduled reporting?	This is not currently available with ProVenueDatabox but will be available with ProVenue.
5.6 How are credit and debit card sales handled via the internet – is it necessary to purchase additional services/software?	Internet payments can either be processed by Tickets.com or by our Payment Service Provider, CommsXL. There is a €110.00 one off charge to set up the CommsXL account.
5.7 Does the system work with a fully integrated payment gateway? If so – which one?	Yes YesPay, CommsXL
Any additional notes?	ProVenueDatabox is integrated with YesPay for back office card authorisation and CommsXL for internet ticket sales.

## 6. Support and upgrades

6.1 Do you provide customer support in office hours, and what do you consider to be standard office hours?	From 9am until 5.30pm Monday to Friday, full support is available, from 'How do I' questions to mission critical enquiries.
6.2 Do you provide out of hours support? What do you consider to be out of hours?	From 5.30pm until 11pm Monday to Friday and 9am until 11pm Saturday, Sunday and Bank Holidays.
6.3 Is there an extra charge for out of hours response? What is the average response time to an out of hours call?	There is no additional charge for out of hours calls. The majority of calls are responded to immediately and the average response time is under 15 minutes.
6.4 Do you offer training to new customers and do you offer bespoke training to existing customers?	Yes, as well as on-site training for new customers and bespoke for existing, we regularly hold regional training courses and free of charge customer days.
6.5 How much do you charge for a training day?	On site bespoke training days are €770.00 plus expenses. Regional short courses are also available at €150.00 per delegate. We also hold regular regional customer days free of charge, which are a combination of workshops, courses and focus groups.
6.6 Do you offer regular on-going training for system upgrades?	We aim to develop more releases with fewer changes rather than infrequent releases with lots of new functionality so that training for an upgrade should not be required. With each upgrade there are release notes which go in to detail about any new functio
Any additional notes?	

## **Box Office Managers Responses**

### **1. How easy is it to train new staff?**

ADMIT ONE USER "Quite quick and easy if it is just for front office/sales. Not so easy if it is back office. Would need 1 day full training and a couple of days practice to really get to terms with it"

TICKETSOLVE USER "Very easy."

THEATRE PACK USER "Training is difficult as mistakes are easily made and are difficult to rectify. Full supervision must be given to trainees at all times."

TICKETSOLVE USER "Quite easy, system is user friendly"

AUDIENCE VIEW USER " New staff seem to take to the system quite quickly, we would also have regular training sessions with the existing team as new products are brought in or where refreshers are needed."

SABO easy as it is an intuitive system that has a recognisable user interface as it works as a standard webpage

SABO We only have a small staff here and we were all trained together with the exception of one member of staff who was trained when she started with us and it was easy enough

PROVENUE DATABOX USER Very easy. Helpsheets available on the system and Databox staff available for in-house training

SABO USER Fine: half a day for the basics. Perhaps a week to become expert.

### **2. How do the staff feel about using the system?**

ADMIT ONE USER "It's easy enough to use but still problematic. For instance it freezes, filters don't clear properly, randomly prints mailing cards & receipts, certain functions appear to be available but are not."

TICKETSOLVE USER "Very positive in general."

THEATRE PACK USER "After training and constant use they are fine but anyone who has used a more modern system has lots of difficulties."

TICKETSOLVE USER "Basically OK, as always various problems occur from time to time"

AUDIENCE VIEW USER "Feedback is generally good."

SABO USER "There has been little negative comments other than the usual frustrations of daily IT usage but the feedback in general is positive."

PROVENUE DATABOX USER "Very happy with it as both ticketing system and database."

SABO USER In general, very positive.

### **3. Reports – how do they work in practice, do you get what you want?**

ADMIT ONE USER "The reports are good in that they are easy to read and analyse. "

TICKETSOLVE USER "Reports are immediate and customisable."

THEATRE PACK USER "Financially it reports well but not from the marketing and data side. Lot of time an effort needed to produce simple and necessary reports"

TICKETSOLVE USER "The reporting feature can be quite difficult – to know the exact information to extract from the system"

AUDIENCE VIEW USER "Reporting function works well, we have both core reports that are already part of the system and have had some reports customised for our own Accounts department. Reports can be scheduled to run automatically and be issued through the system by email, which is very useful, particularly with promoters. For example, all our management staff get an automated email daily detailing the previous days sales on all events – this makes it very easy to track sales and marketing trends without having to pull lots of reports."

SABO USER "Yes – very good, there is also an add-on package called Purple 7 which provides very detailed marketing reports. The best thing about reports is they are easily exportable to excel and producers can be given login for access to their events reports 24/7."

SABO USER "Generally reports are absolutely fine, however when putting together the survey for *Theatre Forum Annual Audience Benchmarking Research*, it was difficult to extract some information."

PROVENUE DATABOX USER "Easily accessible and straightforward to use. Instructions and helpsheets provided are straightforward. Report results are easy to use & understand. There are a few issues when pulling reports from Databox, regarding addresses, as the system relies on the UK addressing system with postcodes etc."

SABO USER I can schedule automatic reports as well as generate on demand, specific reports. Can be generated in both XL and HTML, which is very handy.

PROVENUE DATABOX USER Some reports work better than others. Merchadising reports are very poor.

#### **4. How do you find support when you report minor matters?**

ADMIT ONE USER "Really only reacts immediately if it is a huge problem. But with minor matters they don't treat them as seriously and we often have to make contact a number of times before they are attended to. "

TICKETSOLVE USER "Very responsive, usually solved immediately"

THEATRE PACK USER "Support is quite consistently good. Provider knows the system very well"

TICKETSOLVE USER "Can be very slow to get back to us"

AUDIENCE VIEW USER "There is an online support portal where we report all problems immediately, minor or major. We can categorise the nature of the problem to ensure it gets dealt with appropriately i.e. critical problems get addressed immediately, minor problems are put in a queue until a support agent is available. Generally, in the case of minor matters we hear back later the same day to advise what the situation is."

SABO USER "We email the support email and there is usually a response within 10mins and resolved in less than half an hour so very good support".

SABO USER "Generally no problem, usually quite prompt".

PROVENUE DATABOX "Quite satisfactory. Some support staff are more knowledgeable than others, but in general Databox staff do their very best to find a solution quickly."

PROVENUE DATABOX Limited support. 9-5 Monday – Friday is not good enough. Some times the minor matters take longer sort out.

## **5. How is support for major problems?**

ADMIT ONE USER "They are attended to straight away. "

TICKETSOLVE USER "Major issues are few and far between. When they have arisen, they are handled quickly."

THEATRE PACK USER "Major problems have not occurred too often but most have been sorted over the phone or by linking in to the system. Down time has been mostly kept to a minimum."

TICKETSOLVE USER "Good

AUDIENCE VIEW USER "As above, critical matters are escalated immediately whether reported online or by phone. Generally, in the case of a critical issue, someone from the system supplier dials into our server immediately on receiving the call to sort the issue out."

SABO USER "Apart from one issue at the start that was more to do with initial contract agreements than technical issues I have found SABO to be very helpful with major issues – they will do their best to fix the problem by logging in remotely and again issues are usually fixed within an hour. They have even helped me with issues that are not strictly covered by the contract."

SABO USER "Excellent"

## **6. What is your overall view of support?**

ADMIT ONE USER "The major problem with support is in terms of communication. When discussing a problem and trying to find a solution it is extremely difficult to have a 'layman's' conversation. It is assumed not only that you have an extensive knowledge of the system itself but that you have an extensive knowledge of software development. As a result mistakes are often made. "

TICKETSOLVE USER "Very good."

THEATRE PACK USER "Quite good but this is possible because it is the same problems that keep occurring."

TICKETSOLVE USER "Very slow"

AUDIENCE VIEW USER "Overall, we are satisfied with the support."

SABO USER "Very helpful, particularly as I have had previous experience with Databox support and compared to that SABO are a dream to deal with!"

SABO USER "Has never failed us yet!"

## **7. How responsive is the supplier to developing the software?**

ADMIT ONE USER "Not very. Upgrades were made this year on our request, even though they had been available for a number of years and should have been automatically offered each year"

TICKETSOLVE USER "Regular updates – usually monthly."

THEATRE PACK USER "I feel the software has been developed fully and there is no scope for improvement."

TICKETSOLVE USER "Quite good if they feel the development is worthwhile"

AUDIENCE VIEW USER "Very, the company is always working on developing the software both through the core product and through customisations requested by clients. We are often given demonstrations of changes when they are in development stages."

SABO USER Very. "We have been using them less than a year and they have already developed at least 3 different areas I had recommended. They are continually improving the system by listening to what the customers need."

PROVENUE DATABOX USER "We've recently updated our system from Databox 4 to ProVenue. We updated the system ourselves in-house and Databox support staff were on-hand at all times to assist. Support staff are also very helpful in assisting with the possibility of setting up online ticketing."

SABO USER "Yes. User feedback seems to be a major driver in the changes that are made".

PROVENUE DATABOX USER "Not very. We were promised improvements, particularly with online booking systems, but nothing has come to fruition".

## **8. Do you feel as if the product is improving and progressing – and in a sensible and robust way?**

ADMIT ONE USER "The upgrades this year did make things easier at the point of sale for instance we were able to reserve seats for the first time"

TICKETSOLVE USER "Yes"

THEATRE PACK USER "See Q 7"

TICKETSOLVE USER "Yes for most improvements"

AUDIENCE VIEW USER "Yes, the Company, as above, are constantly working on improving the product and taking their clients requests and needs into consideration when doing so. The only time where there can sometimes be a problem is because they deal with such large sections of the market across both American & European ticketing companies - the requests from both can be very different – in fact sometimes conflicting, so it's important that they stay in touch with their clients about proposed changes to ensure that they are suitable for as many as possible.

I have only been using the software for just under 2 years now and even in that time it has progressed significantly, particularly in its online ticketing.

SABO USER "Yes – sensible as the developments are practical and make the day to day use of the system easier and reduces the amount of time needed to do certain tasks".

SABO USER "We have only had the system for a year now and the majority of the updates as far as we can see have not been major. However most of the changes and tweaks have been an improvement."

PROVENUE DATABOX Yes

PROVENUE DATABOX No

**9. Do you talk to other users of the product? (is this arranged officially or unofficially?)**

ADMIT ONE USER "Unofficially talk to another user and they have the same problems as we do."

TICKETSOLVE USER "Yes – informally."

THEATRE PACK USER "There has been a couple of opportunities to talk with other users. Some official some unofficial."

TICKETSOLVE USER "I did once when we were having a particular problem."

AUDIENCE VIEW USER "Yes, there are regular user forums arranged by users, attended also by the software company."

SABO USER "Not since initial instalment – haven't really needed to, was unofficial."

SABO USER "We are hopefully taking time in November to visit other venues that use this system and others to see how things work elsewhere."

PROVENUE DATABOX USER "Yes, - other staff in other venues (unofficially)."

**10. How well did the supplier prepare you for the installation?**

ADMIT ONE USER "Not at all"

TICKETSOLVE USER "Very good training and a smooth(ish) transition from our old system."

THEATRE PACK USER "Installed before my starting date."

TICKETSOLVE USER "Not very well and they didn't provide good training in the beginning, but we have since had further training days."

AUDIENCE VIEW USER "I wasn't here for the installation, so I can't comment. However, we have completed an upgrade in the last year and found them very helpful in preparing for it. They remained very involved all the time, attending regular progress meetings before the upgrade and ensuring any problems we encountered during testing stages were resolved quickly etc."

SABO USER "They installed everything themselves on site".

SABO USER "We had several training sessions here at our own site and after that phone/online training, everything went quite smoothly and we were able to put the system into operation without any major issues."

SABO USER "Comprehensive training, plus the offer of technicians to be physically present for two days at launch. We told them they could go after about 6 hours on the first day."

**Would you recommend that other venues purchase from this supplier?**

SABO USER "Yes, however while it works well with venues, I don't think festivals would find it cost effective as there is a charge for every extra venue added to an organisation".

### **Any other comments?**

SABO USER "SABO can turn out to be more expensive than you think – however adding a booking fee per ticket will cover this cost. They provide ticket stock also at a much cheaper rate than other suppliers in Ireland. We have had a couple of issues on the accounting side but nothing major that wasn't quickly sorted out."

PROVENUE DATABOX USER "As a comprehensive ticketing and database system, Databox is very efficient and easy to use. We would recommend it."

SABO USER "SABO is inexpensive to get up and running. They are also flexible in terms of the way you can pay for the system (via a licensing agreement, pay-per-ticket method etc), which can make it easier to install in terms of cash-flow. It is a browser based system, so does need a rock-solid, fast, broadband line to perform optimally."

### **What do you know now, that you wish you had known before?**

SABO USER More about credit card transactions

SABO USER "That changing systems requires a change in the whole organisation: All departments who use the system (box office, finance, marketing etc), initially want it to work EXACTLY like the old one, only better! This leads us to trying to make the new system act like the old one and it can take a while for the shift in thought to occur. The key is to allow the new system to work as it was designed, rather than trying to make it "a better version of the old one".

PROVENUE DATABOX "We wish Ticketsolve was an option 4 years."

### **Is the system sophisticated enough to meet your needs?**

PROVENUE DATABOX Yes, multiple report capabilities.

	<b>Organisation</b>	<b>Ticketing system used (as of Aug 2010)</b>
1	Abbey Theatre	Tessitura
2	An Grianan Theatre	Databox
3	An Tain Theatre	Custom made system designed Westmeath Co Council IT
4	Axis Arts Centre	Databox
5	Backstage Theatre	Databox
6	Belltable Arts Centre	Databox via University Concert Hall Limerick
7	Civic Theatre	Databox
8	Clonmel Junction Festival	Ticketsolve
9	Cork Midsummer Festival	Admit One
10	Cork Opera House	Databox
11	Draiocht Arts Centre	Databox
12	Droichead Arts Centre	Databox
13	Dublin Dance Festival	Ticketsolve
14	Dublin Fringe Festival	Red 61
15	Dublin Theatre Festival	Audience View
16	Dunamais Arts Centre	Databox
17	Earagail Arts Festival	Databox, for the ticketed events only, via An Grianan Theatre
18	Everyman Palace Theatre	Theatre Pack (Central Ticket Bureau)
19	Galway Arts Festival	Ticketsolve
20	Garter Lane Arts Centre	Databox
21	Gate Theatre	SABO
22	Glens Centre	Databox
23	Glór - Irish Music Centre	Databox
24	International Dublin Gay Theatre Festival	Ticketsolve
25	Kilkenny Arts Festival	Audience View
26	Kinsale Arts Week	Custom made system; Technican based locally.
27	Linenhall Arts Centre	Databox
28	Mermaid Arts Centre	Databox & Ticketsolve for on-line
29	Mullingar Arts Centre	Custom made system designed by IT person in Westmeath Co Co
30	National Concert Hall	Audience View
31	Pavilion Theatre	Databox
32	Project Arts Centre	Databox
33	Ramor Theatre	Custom made system designed by IT person in Westmeath Co Co
34	Roscommon Arts Centre	Databox
35	Seamus Ennis Cultural Centre	SABO
36	Siamsa Tire Theatre	Databox
37	St Michael's Theatre	Ticketsolve.
38	The Ark	Databox
39	The Dock Arts Centre	Databox
40	The Hawk's Well	Databox
41	The Helix	Databox
42	The Linenhall Arts Centre	Databox
43	The Mill Theatre	Databox
44	The Riverbank Arts Centre	Databox
45	The Samuel Beckett Theatre	Theatre Pack (Central Ticket Bureau)
47	The Solstice Arts Centre	Databox

49	The Source Arts Centre	Databox
50	The Venue Theatre Ratoath	SABO
51	The Watergate Theatre	Theatre Pack (Central Ticket Bureau)
52	Tipperary Excel	Databox
53	Tivoli Theatre	SABO
54	Town Hall Theatre	Databox
55	Triskel Arts Centre	Databox
56	University Concert Hall	Databox
57	West Cork Chamber Music Festival	Databox
58	Wexford Arts Centre	Databox
59	Wexford Festival Opera/Wexford Opera House	Ticketsolve
60	Fossets Circus	SABO
62	Model Arts & Niland	Investigating new BO system for winter installation
63	Theatre Royal Waterford	SABO
64	Visual Carlow/George Bernard Shaw Theatre	Databox
65	Lambert Puppet Theatre	Ticketsolve
66	International Puppet Festival	Ticketsolve
67	Eigse Carlow	Databox (using Visual Carlow's box office)
68	Cliften Arts Week	Custom made system; Technican based locally.