



## THEATRE SUCCESS STORY

### ShoWare™ Fuels American Music Theatre's Effective Sales and Marketing Efforts

#### CHALLENGE

With such a broad range of performances each year it's imperative for American Music Theatre to know its customers intimately and be able to plan ahead by comparing different shows against different times of the year.

#### SOLUTION

American Music Theatre was immediately impressed with ShoWare's rich reporting capabilities.

#### BENEFITS

- Readily available revenue and customer data
- Multiple outlets which patrons can receive their tickets
- Individual seating through an interactive seating chart
- Fully integrated gift card issuance and redemption – online and offline

#### *ABOUT American Music Theatre*

American Music Theatre (AMT) is the only theatre of its kind in the country that features both touring concerts and original shows. The 1,600-seat theatre hosts more than 300 live performances a year — from Broadway tours to rock legends to famous comedians to today's hottest acts. Since its debut in 1997, it has welcomed Grammy winners, CMA winners, Tony winners, and even Oscar winners to its stage. The venue has also featured some of the most talented musicians, vocalists, and dancers in the nation in its own original shows. No other theatre in the region offers a wider variety of performances, year in and year out.

#### *American Music Theatre's CHALLENGE*

Given the broad range of performances that AMT hosts each year, it's important for the organization to know its customers well in order to market to them effectively. Another key contributor to AMT's success is its ability to plan ahead by comparing different types of shows against different times of the year to maximize sales efforts. These items, in conjunction with comprehensive online ticketing sales, support for gift cards and ease of use were important factors for AMT in selecting the right ticketing platform.

#### *The ShoWare SOLUTION*

AMT deployed the ShoWare solution in 2007 with confidence that it would not only satisfy its current needs, but those down the road. Among the key features that immediately impressed AMT's staff was its rich reporting capabilities, providing more than 50 reports that allow total access and a clear understanding of its data.



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**Lisa Hall**  
Box Office Manager for  
American Music Theatre

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Online ticket sales is a key component of AMT’s offering, but the system prior to ShoWare didn’t allow patrons to choose their seats – a critical feature to the online sales process. “People love to choose their own seats,” says Hall. “Now with ShoWare we can provide a complete online ticket-buying experience, allowing people to select their own seats while also adding coupons and other discounts as needed.”

ShoWare’s online ticketing lets AMT’s patrons choose to receive tickets via mail, at will call or print at home. Registered users can also create an account and see all of their activity including purchase history -- features that Hall says have led to increased customer satisfaction.

ShoWare’s easy-to-use platform has also made it very simple and effective for AMT’s staff to sell tickets since the entire system provides a real-time, step-by-step process that allows for individual as well as yearly sales packages.

As part of its aggressive sales strategy, AMT was among the first to implement ShoWare’s gift card feature, which is entirely integrated into its ticketing platform and supports all forms of ticket purchasing including in-person, online and by phone. The gift card feature provides excellent visibility and tracking on gift card issuance and redemption, allows the gift cards to be branded for AMT, and extends the opportunity to offer additional marketing materials during the sales process.

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#### About ShoWare™

ShoWare™ by VisionOne, Inc. provides turn-key box office solutions, as well as ticket selling and distribution services for an array of events and venues. ShoWare offers a complete range of innovative and reliable ticketing software systems. As an alternative to "outsourcing" box office ticket operations, ShoWare licensed ticketing offers the benefit of total control, private labeling, and content management.

VisionOne, Inc. is a privately held international corporation founded in 1998 with headquarters in Fresno, California and operations in Chile, Brazil, Argentina and Mexico, and European Headquarters in St. Gallen, Switzerland (TicketPortal AG) with operations in Germany and Austria.