



THEATER SUCCESS STORY

John Lyman Center for the Performing Arts Finds Valued Partnership with ShoWare™

CHALLENGE

With its hosted ticketing solution which lacked many features and growing list of events, The John Lyman Center for the Performing Arts needed to put in place a system that was robust enough to grow with its organization while being simple to deploy and use.

SOLUTION

The John Lyman Center for the Performing Arts selected ShoWare Ticketing for its rich feature set, customer service and attention to detail.

BENEFITS

- Zero problems balancing and settling account.
- All data is backed up and stored with the highest level of security
- Ability to train staff and perform upgrades in a private, secure manner

ABOUT John Lyman Center for the Performing Arts

John Lyman Center for the Performing Arts is a multi-use performing arts facility that consists of two performing spaces and a lobby art gallery. It is also home to Southern Connecticut State University's Department of Theatre with its costume and scenery shops.

The Center has many functions and serves the university community as a fine arts performance and education facility. At Lyman Center, you'll find cultural events of all types: music, dance, drama, and sometimes a bit of Broadway. In addition to amateur and professional performances, the Center hosts lectures, academic celebrations, classes and exams.

The John Lyman Center for the Performing Arts CHALLENGE

To manage its ticket sales the Center previously relied on a hosted solution, but it lacked some key features such as the ability to set up its own merchant account, which meant that funds from transactions were held in a third party account. This meant that the Center had a lag in receiving payment for performances. For this and other reasons, the Center needed to put a new solution in place, but they quickly discovered that not all ticketing solutions and the companies behind them are created equal.

"A lot of ticketing vendors will tell you that they can do it – when asking about a particular feature." said Larry Tomascak Director, John Lyman Center for the Performing Arts. "But when it comes down to it, they can't really do what you were asking, or they do it in some fashion that doesn't work for the way you need to run your business. In the end, the real question is, how much am I going to have to work around this system and how much is the system going to work for me?"



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Larry Tomascak

Director, John Lyman
Center for the Performing
Arts

The ShoWare SOLUTION

After a comprehensive review process, the Center chose the ShoWare Complete Ticketing Software as much for its rich feature set as its customer service and attention to detail. "I've felt like I was in a partnership with ShoWare from the minute I started talking with them," said Tomascak. "I knew they were really there to help me get things set up and keep them running smoothly. They are always just a phone call away and they don't charge me for every little thing like some vendors I have worked with, which means a lot to me. Customer service is consistently a part of their culture, it's impressive to see it first hand, believe me you know it when you see it and you appreciate it when you get it."

Since implementing ShoWare, Tomascak couldn't be more pleased. "We haven't had any problems with the balancing and settling of our account like we did with our other solution, nor have we had any real problems with ShoWare overall," adds Tomascak. "The solution has never gone down and I love that all of our data is backed up and stored with the highest level of security. I don't have to worry about servers, an IT department or anything along those lines."

One of Tomascak's favorite features within ShoWare is the development site, which allows him to train Lyman Center staff on the system and also perform upgrades and improvements to the Web site in a private, secure manner before going live. The solution's dynamic pricing also gives the Center the ability to quickly re-price sections, rows or individual seats on the fly with a few clicks of the mouse, even if tickets are already on sale.

The John Lyman Center for the Performing Arts Moving FORWARD

The Center is grateful for ShoWare's free upgrades, which allow the organization to stay current with market needs. In the future, the Center may also start to utilize ShoWare's integrated ticket sales with Facebook, allowing the organization to gain valuable insight on patrons.

For other organization's looking at ticketing software solutions, Tomascak offers this advice: "The relationship is probably more important than anything else," he says. "ShoWare has always had a very positive approach in working with us, and helping us to move forward. They're there for you, particularly when you're getting up to speed. That's one of the biggest things that's sets the company apart from others."

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.