

For the Clients & Friends of Arts Management Systems

March 2008

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## Welcome!

Welcome to the first edition of the Arts Management Systems newsletter "The ArtsMan Chronicle"!

So many exciting things have been happening for us, that we've decided to produce this newsletter for you to bring you into the world of Arts Management Systems. We want to share our successes with you, as well as provide you with helpful tips on using the Theatre Manager software.

2007 was an eventful year for us, with the release of Version 7 of our software. Version 7 has been in the development process for 5 years, and with great anticipation and excitement, we were finally able to release the production version to our clients!

Our Support Team has been extremely busy assisting clients with their Theatre Manager upgrades. We currently have 50+ clients running Version 7, and this represents over 400 users of the new software.

The response we've received thus far, has been very positive! People are getting used to the new screens and have been familiarizing themselves with the new capabilities of the software. The reviews are great. People love Version 7 even more than they loved Version 6!

### Special Note:

**Support for Version 6 has been extended until September 30, 2009.**

**See Page 4 for more details.**

*Chris finds Version 7 is very intuitive and thinks that one of the system's greatest assets is its simplicity.*

## 1000 Island Playhouse – Moving up to Version 7

Thousand Island Playhouse, an eight-year user of Theatre Manager, recently underwent a major upgrade to their system – a Version 7 conversion, and installation of the PCCharge and Web Sales Modules. When asked how he likes the new upgrades, Chris Cornish stated that he "loves it!" Many things about the program are visually different, but the functionality remains the same. Chris finds Version 7 is very intuitive and thinks that one of the system's greatest assets is its simplicity. These two attributes provide an ease of navigation

that allows anyone to come and easily learn how to make a sale.

According to Chris, the new system will improve on the accuracy of any work that is done. The pop-ups cause the user to really read what is going on. He likes that you need to answer the question on the screen properly in order to get the result that you want. The system makes the user more accountable to the end product. With greater accuracy, there are less problems with balancing at the end of the day.

*Cont'd on page 2*

## Friends of ArtsMan Program

The Friends of ArtsMan Program was put in place to say thank you to those of you who have been instrumental in assisting us with bringing in new business.

Those who qualify have their choice of one of three awards: a User License at no charge; a free day of training – either onsite or telephone; or \$500.00 off the cost of the After Hours Emergency Support Program.

For more information, please contact [sales@artsman.com](mailto:sales@artsman.com)

## New Clients

Many new clients joined the Arts Management family in 2007, and 2008 promises to be busy as well. Since January, the following installations have been done: Barrington Stage Company - Pittsfield, MA; Bay Chamber Concerts – Camden, ME; Tarragon Theatre – Toronto, ON; and Red Butte Garden (University of Utah) – Salt Lake City, UT..

We have 3 more installations scheduled over the next few months.

## 1000 Island Playhouse - Continued

The new reporting function is getting great reviews as well. The filters inside the reporting engine make it much more streamlined, and saves them a lot of time – “we no longer have to scroll through pages of data to find the information we need!”

When asked about the PCCharge and Web Sales installations, Chris said that they think that PCCharge is great. They can process credit card transactions much faster, and like the way it integrates with Theatre Manager. They are still fine tuning their web pages, and don't have the online ticketing portion running yet, but they are looking forward to being able to relieve the congestion at the Box Office. As a small theatre, with a limited number of box office staff, Chris

feels that web sales will be a major boon to them. It will also increase their exposure and bring in more new customers. Always a good thing!

Now that the box office has internet access, they love the fact that they can email the support desk directly to ask about error messages. This has been a huge asset. They make use of the online help pages on a regular basis, and they find the support desk staff are great as well - “They are really quick and always get back right away if it's an urgent matter.” Chris feels that the combination of the email help, online help and upgrade assistance and training, have been “more than worth the money they have invested in terms of the system and the annual fees.”

## INTIX 2008 - Chicago

The Intix 2008 Conference & Exhibition was held Chicago this year. Arts Management Systems had a booth in the exhibition hall once again this year, and four members of the team were in attendance. Doug Easterbrook, Tod Wilson, David McKeone and Bonnie Hamilton were all on-site to meet conference delegates.

Visitors to the booth were given the opportunity to see Version 7 of Theatre Manager in action. The feature that grabbed everyone's attention – Calendar/Scheduling.

With 1,000's of TM users across North America, it was wonderful to have so many drop in to say hello, share news and ask questions about Version 7!

*Now that the box office has internet access, they love the fact that they can email the support desk directly to ask about error messages.*

*“I miss the reporting capability of TM. With Tessitura, we've waited 6 months to get a custom report that I could just print out of Theatre Manager!”*

*- Former Theatre Manager User, current Tessitura User*

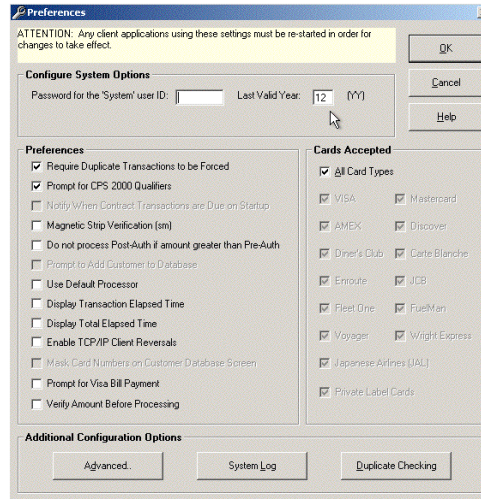
## Larry's Tech Tip – PCCharge Expiry Dates

With credit card companies having issued cards with expiry dates up to the year 2019, we've been receiving a lot of questions regarding how to change the expiry date limits in PCCharge.

In PCCharge, click on:

**Set-Up>>Configure System>>Preferences**

Under the heading **Configure System Options**, enter the number '20' in the "Last Valid Year" field.



## Version 6 Keeps on Hummin' at Sarnia Sports & Entertainment Centre

Sarnia Sports & Entertainment Centre, home of the Ontario Hockey League's Sarnia Sting, joined the Arts Management family in July of 2006. Cindi Tiltman, the Box Office Manager at the Centre, said that she is really glad that they made the switch to Theatre Manager. When they first converted over to the new system, Cindi felt "very overwhelmed" and didn't think that she was ever going to get used to it. "I soon realized that it wasn't all that complicated, and it didn't take me very long to become comfortable with the system," said Cindi, "I really enjoy using Theatre Manager now!"

Mailing Lists is one of the features that the Centre utilizes on a consistent basis. Cindi says that being able to store email addresses for the patrons is a real boon for them. With over 1,000 season ticket holders, being able to be in contact with the customers is very important. "I love being able to create and send letters to our customers right out of Theatre Manager. The communication tools that are right in the system are extremely

helpful to us."

The accuracy with which Theatre Manager controls the seat inventory is a critical aspect of the system for Cindi. She likes knowing that she can have confidence that what the system is showing as available and sold is completely correct. She doesn't have to do any second-guessing.

When asked what she liked the most about Theatre Manager, Cindi said that it had to be the Support Team – "I like the fact that there is always someone available to answer my questions and put my mind at ease. I really like the one on one service, and it's always nice to know that help is just a phone call away!"

The Sarnia Sports & Entertainment Centre is going to be upgrading to Version 7 in April, and Cindi is very excited to see all the new features – "I keep hearing all these great things about it, and I'm looking forward to working with the new system."

*"I soon realized that it wasn't all that complicated, and it didn't take me very long to become comfortable with the system," said Cindi, "I really enjoy using Theatre Manager now!"*

*When asked what she liked the most about Theatre Manager, Cindi said that it had to be the Support Team – "I like the fact that there is always someone available to answer my questions and put my mind at ease."*

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*Please refrain from using Windows Remote Desktop to access your PCCharge Payment Server remotely.*

## Tip – Accessing PCCharge Remotely

We've had a number of issues occurring when people try to access their PCCharge Payment Server remotely.

According to the software makers of PCCharge (Verifone), they do not support using Windows Remote Desktop to remotely access the payment server. Using this remote access tool, can "allow PCCharge to initiate multiple instances of itself, causing lost transactions, duplicate charges, and database corruption." This may result in settling issues and lost revenue.

Please refrain from using this tool as a method to review the application.

Timbuktu Remote Connection Tool works fine for this purpose. We haven't experienced the same issues with this software.

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*We can provide you with a 1-year, 2-year or 3-year GeoTrust Premium SSL Certificate.*

## One Stop Shopping – SSL Certificates

We listen to our customers, and lately we've been hearing that many have been having difficulty in implementing Secure Site Licenses (SSLs). What is an SSL? It's what makes sure that your patrons can be certain that your site is genuine, and that the information they send to your site via Web browsers and other devices stays private and confidential. An SSL certificate gives you the ability to provide a secure e-commerce process. They provide your patrons with the most trustworthy web sales experience as

possible.

As a result of this, we have built the in-house knowledge and developed a relationship with GeoTrust in order to provide you with SSL Certificates. We can provide these certificates to you quickly – usually within the hour.

For more information, please contact [sales@artsman.com](mailto:sales@artsman.com)

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*Since we've been asked by our customers to move the date, we've been more than happy to comply.*

## Version 6 Support Extended

Some customers have asked us if the support withdrawal date was fixed in stone and we've said that no, it wasn't... we initially needed to create a line in the sand and give our team a place to focus its efforts. Since we have been asked by our customers to move it, we are more than happy to comply. The benefit to our customers is that you now have more time to choose when to go forward at a time that is convenient to your business needs. If your current hardware and operations are working fine, then stay on version 6 as long as you wish - because TM can work as far

back as Windows 95 (no longer supported by Microsoft) or OS 9 (no longer supported by Apple). The development of Version 7 was necessary to roll time forward to work on the operating systems currently supported by Microsoft (2000, XP and Vista) and Apple (OS-X). If you find you need to buy new equipment, such as the intel Mac's, then Version 7 is in place to work for you at that time. Version 7 really addresses the future roadmap that Apple and Microsoft have placed in front of us.

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## Tarragon Theatre Joins the TM Family!

Tarragon Theatre in Toronto, Ontario has been around since 1971. There are two playing spaces: Mainspace (205 seats), and Extra Space (100 seats). Arts Management Systems was there last month to install Theatre Manager in the venue, and the implementation was a huge success. General Manager Camilla Holland said that she “had no idea that training and implementation could go so well.” The trainer was “absolutely fantastic”.

Their old system was no longer meeting their needs, so the decision was made to implement a new one. Tarragon Theatre chose Theatre Manager because it met all of their requirements, including general admission ticketing, flexible subscriptions, unlimited price points and reporting. When asked how Theatre Manager has made her life easier,

Natasha Parsons responded, “No more pencil, paper and calculator!” Reporting used to be an extremely tedious task as most of the reports and balancing had to be done by hand. Not only does the reporting capability of the system allow them to run reports quickly and easily, but it also provides more reporting options.

Tarragon Theatre implemented the Web Sales Module and have been noticing increased sales each week. Their first online sale occurred within the first hour of going live! It was an exciting moment for everyone. Even more exciting was the fact that this first sale was purchased by a new patron who was from out of town.

## The Arts Management Team – How to Contact Us

The support team can be reached by phone at (403) 536-1211 or via email [support@artsman.com](mailto:support@artsman.com)

### **Sales:**

Tod Wilson – all sales related inquiries – (403) 536-1214 or [tod@artsman.com](mailto:tod@artsman.com)

Laura Easterbrook – all ticket sales – (403) 536-1204 or [laura@artsman.com](mailto:laura@artsman.com)

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