



## The Patron Edge<sup>®</sup>

box office and visitor services management

## building for the future — one patron at a time

Cultural and performing arts organizations, as well as museums, athletic venues, zoos, and aquariums, depend on ticket and subscription sales to raise revenue, so when ticket-sellers process orders, getting the details right really matters. And even though every salesperson can potentially handle hundreds of transactions daily, each patron must be treated as a valued customer. That's why the most successful organizations are turning to Blackbaud's complete ticketing solution — **The Patron Edge**® — to help manage relationships with the patrons whose support is vital to the success of their missions.

Regardless of the size of your ticketing office or visitor services operation, **The Patron Edge** is the only solution your organization will ever need to:

- ◆ Manage all ticketing, membership and subscription sales
- ◆ Boost ticket sales and cut expenses
- ◆ Build and strengthen relationships with patrons
- ◆ Demonstrate increased financial accountability, fostering a positive community image

"The Patron Edge was the only solution on the market that provided the level of functionality we required, built on current technology and backed by a strong company. Blackbaud isn't just a software provider. They offer the perfect marriage of technology solutions and professional services that will allow us to fully leverage the data in our system to better serve our patrons."

— Terri-Ann Stoeckle, New Jersey Performing Arts Center

# introducing The Patron Edge®

the most complete ticketing management solution available

**The Patron Edge** is a comprehensive ticketing management solution specifically designed to help organizations who do general attendance and reserved seat ticketing boost attendance and increase revenue. **The Patron Edge** meets the specific, complex needs of busy box offices and visitor centers. In addition to tracking all the details associated with building a strong relationship with each patron or visitor, **The Patron Edge** gives ticketing professionals the tools they need to manage daily operations — from selling tickets to tracking and reporting on those sales.

Flexible and versatile to meet the needs of large and small organizations, **The Patron Edge** may be used as a standalone ticketing and subscription management tool or in conjunction with **The Raiser's Edge**®, Blackbaud's comprehensive fundraising system. In addition to giving you a complete view of donors, patrons, visitors and members, using **The Patron Edge** and **The Raiser's Edge** together allows you to deliver better customer service while providing you with enhanced fundraising and targeted marketing opportunities.

## manage ticketing operations

**The Patron Edge** provides everything required by cultural and performing arts organizations — as well as museums, athletic venues, zoos, or aquariums — to effectively operate the box office. From general admissions to reserved seat halls, fixed or pick-your-own seats, groups, on-sales and exchanges, **The Patron Edge** gives box office professionals the information they need at their fingertips. And because it is easy to learn and use, it also helps them make the most of their time.

### With The Patron Edge, you can:

- ◆ Sell tickets quickly and effortlessly with user-friendly screens and “hot key” equivalents for most mouse clicks.
- ◆ Tailor the sales flow to meet your business needs for walk-up, phone room and CRM sales.
- ◆ Efficiently add multiple events, memberships, donations, renewals, and merchandise to a virtual “shopping basket” for payment.
- ◆ Create and view venue maps, best available seat charts, fixed series seats and more.
- ◆ Keep data current and allow staff access to biographical and demographic information on customers, as well as purchase and payment histories.
- ◆ Eliminate unnecessary set-up time by maintaining user preferences.
- ◆ Easily manage multiple venues and events, including both reserved and general admission seating, with the hall configuration tool and drag and drop ticket design.
- ◆ Save time with easy hall layout design, including theaters, classrooms, studios and multiple ways to package events together.



“We chose The Patron Edge because it will not only handle our ticketing needs, but it will also work hand-in-hand with The Raiser's Edge to provide a complete patron management solution. Blackbaud was the only vendor that could meet our complex requirements for both ticketing and development while helping us best serve the people who care most deeply about our mission.”

— Brad Heiser,  
Western Pennsylvania Conservancy

## boost ticket sales and cut expenses



Being able to offer multiple ticket-purchase options, design a venue, and manage a single event or series of events requires a significant investment of both time and money. The more productive your staff can be, the more time, effort and funds your organization can devote to serving the community.

### With The Patron Edge®, you can:

- ◆ Capture all purchases by always being ready to “sell and serve.”
- ◆ Increase revenue with simple ticket design, allowing for additional advertising opportunities with image printing on front and back.
- ◆ Attract new and younger audiences by offering the convenience of making a donation or purchasing tickets, memberships and subscriptions online, all in one simple transaction.
- ◆ Retain all additional revenue or pass on savings to your patrons with no “per-ticket” fees for online sales from Blackbaud.
- ◆ Improve productivity with customizable sales flow, user-defined screens, the ability to define process based on business rules, as well as pop-up summaries and recap information.
- ◆ Save money on direct mail by capturing current customer information during any transaction.
- ◆ Share key biographical data across your fundraising and ticketing systems to eliminate double data-entry and decrease overall cost.

## build and strengthen relationships with patrons

Because organizations like yours need a strong base of loyal patrons in order to provide high-quality cultural, educational and entertaining community events, **The Patron Edge** manages the job of cultivating patrons and making them feel valuable to you. More than just a ticketing system, it enables organizations to better communicate with customers and make smarter decisions through segmentation, analysis and insightful reports. Whether by providing patrons easier ways to purchase tickets or giving you the information you need to personalize communications, **The Patron Edge** helps you keep your supporters happy.

### With The Patron Edge, you can:

- ◆ Personalize interaction with customers using bar-code scanning to automate individual recognition and benefit association on- or off-line.
- ◆ Enable pop-up comments so box office staff are better able to personalize interactions with key patrons, donors and visitors.
- ◆ Provide convenient methods of purchase and communication (via the Internet, kiosk, PDA, cell phone or Interactive Voice Response (IVR).
- ◆ Create personalized acknowledgments, renewal letters and emails, and automatically track when they have been sent.

“With The Patron Edge, we can sell more tickets and cut processing time and expense — allowing us to turn our attention to how to best serve our customers and the broader community.”

— Vincent Bly,  
Jazz at Lincoln Center

## demonstrate increased financial accountability, fostering a positive community image

When patrons frequent your events, purchase memberships, make donations or even buy tee shirts, they are displaying commitment to your organization. Many not only appreciate what you offer to the community, but also are dedicated to your success. And because there is no easier way to damage an organization's reputation than by misusing funds, being able to demonstrate fiscal responsibility to supporters, board members and executives is critical to showing that you are a reputable steward of funds.

With more than 100 standard reports, **The Patron Edge**® provides the tools you need to quickly measure results. Get timely and accurate recounts of ticket sales, subscriptions, memberships and patronage. And, as necessary, its open architecture allows for easy-to-create additional reports and complete database access.

### With The Patron Edge, you can:

- ◆ Create custom reports to be housed within or outside **The Patron Edge** using third-party reporting tools such as Microsoft® SQL Server™ reporting tools and Crystal Reports™.
- ◆ Combine donor and patron/visitor data for a complete history and view of activity.



"I feel like we have the best of both worlds because The Raiser's Edge interfaces with Blackbaud's ticketing solution —The Patron Edge. Now, we are able to share important customer information between our box office and development department, which is critical to effectively managing relationships with our patrons."

— Susan Lagg-May,  
Florida West Coast Symphony

## The Patron Edge features at a glance

### Online Box Office

- ◆ Sell tickets online to give patrons convenient purchasing options. With real-time sales, customers have the same selection as if they were at the box office. The interactive seat map with "view from this seat" ability allows them to choose best available or self-selected seats without leaving singles.
- ◆ Best of all, commissions and fees charged to the patron are entirely determined by your organization, so you keep all profits.
- ◆ Offer online subscription sales and renewals and print-at-home capabilities in conjunction with at-the-door bar-code scanning for ticket validation.
- ◆ Capture current information with "my account" functionality, where patrons update their own demographic information in real time.

### Single View of Patrons and Donors

- ◆ Eliminate unnecessary time and expense to find or share information between your box office or visitor center and development office.
- ◆ With the interface between **The Patron Edge** and **The Raiser's Edge**®, organizations can readily share ticket purchase and donor data, regardless of which system initially received the information.
- ◆ Best of all, with a dedicated system for both fundraising and ticketing, your box office staff and fundraising professionals can focus on their key processes without encumbering each other's productivity.

## implement with ease and expert help every step of the way



### **Consulting Services:**

Our top-notch consulting team offers comprehensive guidance to help ensure your success. Services include process re-engineering, training, data services, software customization, technical consulting, ticketing, fundraising, accounting, and school consulting. From assessment and planning to program deployment and operation, our consultants are with you whenever you need them.

### **Training and Education:**

Learn how to get the most of The Patron Edge® at every level of your organization. Training options include:

- ◆ On-site training
- ◆ Regional training

### **Customer Support:**

Our friendly, knowledgeable customer support team values lifelong relationships with our clients. We offer a total package providing ongoing support at a level that's just right for your organization. Participants in any one of our Blackbaud Advantage™ Custom Maintenance plans have access to a wide range of resources, including:

- ◆ Fast, reliable customer support, accessible via the Web, phone or email
- ◆ Unlimited, around-the-clock access to self-service resources
- ◆ New software releases
- ◆ User guides and weekly technical bulletins
- ◆ User group meetings, Web forums and regional conferences



## trust the worldwide leader

Join more than 12,500 nonprofit organizations around the globe — including more than 1,400 cultural organizations and museums, zoos and aquariums — that depend on Blackbaud products and consulting services for ticketing, fundraising, financial management, business intelligence and analytics, as well as school administration. Blackbaud is the leader in providing software and related services designed specifically for nonprofits.

Founded in 1981 and headquartered in Charleston, South Carolina, Blackbaud also has operations in Canada, the United Kingdom and Australia.

## additional blackbaud solutions

**The Raiser's Edge®:** Complete fundraising solution that helps you communicate with your constituents and make better decisions through segmentation, analysis, and powerful reporting capabilities.

**The Financial Edge™:** Full suite of financial management software that puts critical information into a nonprofit manager's hands to make key decisions. Provides general ledger, A/R, A/P, payroll, student billing, POS and nonprofit-specific reports.

**The Information Edge™:** The first business intelligence and direct marketing tool designed exclusively for nonprofits. Powers insightful decision-making by providing a comprehensive view of your entire organization's activities.

**The Education Edge™:** Complete software solution for independent schools that links data and processes from all school areas and functions. Offers applications for registrar's and admissions offices, store managers and academic records.

**Blackbaud NetCommunity™:** Provides an online network for alumni, friends and donors, fostering a spirit of lifelong connectivity with your school while significantly reducing the time and money your staff must spend communicating with them. Allows colleges, universities and independent schools to easily create interactive Web communities without requiring high-level technology assistance.

**Blackbaud Analytics™:** Identify and focus on most likely supporters with ProspectPoint™ predictive donor modeling and WealthPoint™ wealth identification services.

**Data Enrichment Services:** Data cleansing and append services that strengthen your Raiser's Edge data to enhance your fundraising efforts.

## The Patron Edge®: options overview

Single Tickets

Memberships and Subscriptions

Ticket Design

Event Planning and Definition

Venue Configuration

CRM

Merchandise

Access Control

**The Patron Edge Online** suite for online ticket, membership & subscription processing

Single Tickets

CRM

Membership & Renewals

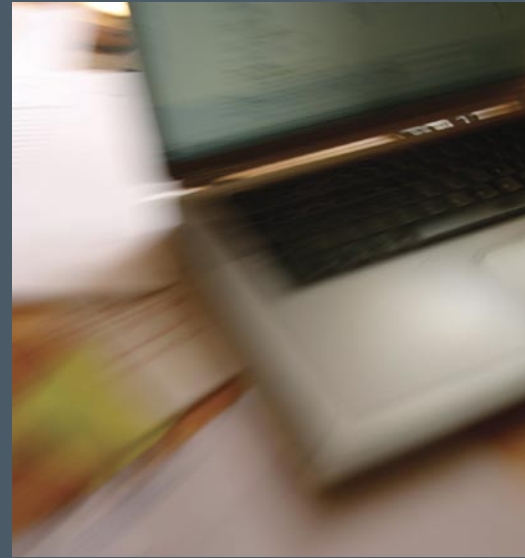
Subscription & Renewals

Merchandise

Discounts

Restrictions

Agent



Contact us today to schedule a solution demonstration or to learn more about **The Patron Edge®:**

<http://www.blackbaud.com/patronedge>

## get started today

To learn more about **The Patron Edge®**, visit <http://www.blackbaud.com/patronedge> or contact your Blackbaud account representative.

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## about Blackbaud

Blackbaud is the leading global provider of software and related services designed specifically for nonprofit organizations. More than 12,500 organizations use Blackbaud products and consulting services for fundraising, financial management, business intelligence and school administration. Blackbaud's solutions include The Raiser's Edge®, The Financial Edge™, The Education Edge™, The Patron Edge®, Blackbaud NetCommunity™, The Information Edge™, WealthPoint™, and ProspectPoint™, as well as a wide range of consulting and educational services. Founded in 1981, Blackbaud is headquartered in Charleston, South Carolina, and has operations in Toronto, Ontario; Glasgow, Scotland; and Sydney, Australia.



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