

Blackbaud®



The Patron Edge® & The Patron Edge® Online

FOR RESERVED SEATING

The Patron Edge® and The Patron Edge Online

Performing arts organizations, such as operas, ballets, theaters, and symphonies, depend on ticket and subscription sales to raise revenue, so when the box office processes 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** and **The Patron Edge Online** – to help manage relationships with the patrons whose support is vital to the success of their missions.

“Since we started using **The Patron Edge Online**, we have seen our online sales grow 30 percent. We recently had one of our best selling shows in the history of the theatre, and I'm convinced that we would not have been able to sell that many tickets on the old system.”

— Sarah Coco,
Director of Patron Services,
Hartford Stage Company



Table of Contents

Manage Ticketing Operations.....	1
Boost Ticket Sales and Cut Expenses.....	2
Build and Strengthen Relationships With Patrons.....	2
Demonstrate Increased Financial Accountability.....	3
The Patron Edge Online™ for Reserved Seating.....	3



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 sell reserved seat ticketing boost attendance and increase revenue. **The Patron Edge** meets the specific, complex needs of busy box offices by tracking all the details associated with building a strong relationship with each patron or visitor, while giving 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 and patrons, 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

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 and phone room sales.
- Efficiently add multiple events, donations, subscription renewals, and merchandise to a virtual “shopping basket” for payment.
- Create and view fully customizable venue maps.
- Keep data current and allow staff access to biographical and demographic information on customers, as well as purchase and payment histories.
- Save time with easy hall layout design, including theaters, classrooms, and studios.
- Allow package functionality that provide the ability to give discounts automatically based on simple or complex business rules.

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



“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



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:

- Increase revenue with simple ticket design, allowing for additional advertising opportunities with image printing on front and back.
- Attract new audiences by offering the convenience of making a donation or purchasing tickets and subscriptions online, all in a single 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 and improve customer service.

Build and Strengthen Relationships With Patrons

Because organizations like yours need a strong base of loyal patrons in order to provide high-quality, educational and entertaining community events, **The Patron Edge** manages the job of cultivating patrons and making them feel valued. 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.
- 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, or PDA).
- Create personalized acknowledgments, renewal letters and emails, and automatically track when they have been sent.

Demonstrate Increased Financial Accountability, Fostering a Positive Community Image

When patrons frequent your events, purchase subscriptions, make donations or even buy tee shirts, they are displaying commitment to your organization. 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 counts of ticket sales, subscriptions, memberships and attendance. The open architecture also allows for easy-to-create additional reports and complete database access.

WITH THE PATRON EDGE, YOU CAN:

- Quickly analyze data and measure results.
- Combine donor and patron/visitor data for a complete history and view of activity.

The Patron Edge® Online for Reserved Seating

Today's Web-savvy patrons and donors demand the convenience and control of purchasing tickets and subscriptions, selecting seats, renewing series, and making donations quickly and easily from the comfort of their homes and offices. Furthermore, performing arts organizations recognize the benefits of online ticket sales in dramatically boosting operational efficiency and organizational reach, which results in lower costs and higher revenue.

With the ever-increasing competition to obtain supporters' attention and donations, performing arts organizations need to offer quick and convenient purchasing options to patrons. **The Patron Edge Online for Reserved Seating** is a cost effective solution that can help your organization easily and systematically build its online presence.

PROVIDE BETTER CUSTOMER SERVICE

- Provide real-time online ticket sales for patrons — even allow ticket printing at home.
- Give patrons the ability to purchase subscriptions, while your box office manager maintains control over seating.
- Grant patrons online access to view and change personal information and preferences.
- Allow supporters to make donations online.





REDUCE EXPENSES, TIME, AND STAFF REQUIREMENTS

- Reduce long lines and save your organization time and money with online ticket sales.
- Allow your patrons to renew their subscriptions online so your staff can save hours of time.
- Provide online access to patron information to update their biographical information and interests in real time, enabling your marketing department to accurately report on your customer base.

INCREASE REVENUE

- Drive your organization's revenue by setting and retaining all online per-ticket fees since no vendor fees exist.
- Use your Web site to promote future events that are similar to the event your patron is purchasing.
- Create an easy method for your supporters to make donations.
- Supporter's donations flow directly into **The Patron Edge®** and **The Raiser's Edge®**.

EXTENDED OPTIONS

- **Packages:** Apply automatic discounts based on your business rules. Allow members to get preferred pricing and the ability to enter in a coupon and receive a discount.
- **Merchandise:** Sell merchandise online.
- **Membership:** Sell and renew memberships online.
- **Kiosks.**

The Patron Edge Online fully integrates with **The Patron Edge**, our back-end admissions management solution, to extend your ticketing operation to the Web.

A strong online presence gives supporters a convenient purchasing option and saves your organization time and money. It also provides your organization the opportunity to deliver more personalized service. With real-time online sales, patrons can enjoy the same selection as they do at box office — without the lines! Best of all, your organization can drive and retain all online data and revenue.

The more productive your staff can be, the more time, effort, and funds your organization can devote to serving the arts community.

The Patron Edge® Online 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.
- 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 can update their own demographic information.
- Best of all, commissions and fees charged to the patron are entirely determined by your organization, so you keep all proceeds.

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.





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About Blackbaud

Nonprofit organizations around the world use Blackbaud software and services to increase support, reduce fundraising costs, better manage their finances, and market their missions to the public. Our work with over 22,000 clients in more than 55 countries gives us unique insight into the needs and aspirations of the nonprofit community. Organizations such as Habitat for Humanity, Dartmouth College, the WGBH Educational Foundation, Cancer Research UK, Special Olympics, and the Arthritis Foundation depend on Blackbaud software and services to help them grow and operate more efficiently. We are proud to be a small part of their success.

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