



## Box Office and Ticketing with Total Info

Sell more tickets, grow your audience and improve your relationships with patrons through Easy-Ware's integrated and full-featured fundraising and ticketing solutions.

In addition to complete fundraising capabilities and a full education management suite, Total Info includes an advanced box office and ticketing solution, designed for performing arts non-profits of all kinds. We have a richly designed, user-tested solution that has been developed in consultation with ticketing, marketing and arts management professionals over several years. The design has been greatly enhanced by incorporating years of insightful suggestions by hundreds of users.

Looking for a better solution? Only Total Info allows you to see fundraising, box office and education involvement together for every constituent and across every family throughout your system. Total Info goes far beyond basic ticketing systems, giving you the tools you need to help you reach and exceed your budgeted fundraising, box office and education goals efficiently and effectively.

### **One Integrated System**

Frequently, performing arts non-profits have completely separate systems for fundraising and box office or they attempt to record their fundraising and education activities in a system designed primarily for ticketing. They wind up frustrated, using multiple spreadsheets and databases full of redundant, un-shareable information and wasting time and money attempting to synchronize and de-duplicate disparate databases. Easy-Ware provides a single, integrated solution for every department. Total Info is an enterprise-wide information system that allows every staff member to work with the same information, eliminating duplicate data and significantly improving efficiency across all departments.

### **The Features You Need at a Price You Can Afford**

Easy-Ware is committed to providing an affordable solution to all customers. Our low, one-time license fee and low ongoing maintenance fees are unmatched in the industry. Our solution provides you with the best value and has more of the features you need at a price you can afford.

There are no per-ticket fees for in-person or phone sales, online ticket buyers pay a small convenience fee, and we pay the credit card costs of online ticketing out of our fee – giving you the full face value of the ticket.

Unlike some competing systems that hold your funds until the performance has completed, our online ticket sales are reimbursed by check weekly for the previous week's ticket sales, no matter when your event is held.

### **Comprehensive and Easy-to-Use**

Total Info's comprehensive design makes it the perfect solution for any type of performing arts agency. Total Info makes it easy for you to set up your entire season in an afternoon and be selling tickets and subscriptions in less than a few hours of work. Choose from general admission, reserved seating or a combination of the two. Offer best available seating of your own design or let patrons pick their own seats. You can create complex seating charts in just a few minutes and store them in Total Info's seating chart library for re-use. Create a new chart for each production or use and edit a saved one. Total Info even allows you to change your seating charts after tickets have been sold. Easily



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accommodate unlimited pricing tiers, pricing variations by day or time, dynamic pricing and handicap accessible seating.

Add new productions or performances easily and change dates/times, extend shows or add seats at any time. Create unlimited discounts and marketing codes and copy them from production to production, adding and editing as needed. Design your own tickets and create custom email confirmation templates.

Total Info has special features to help you manage your group sales, school bookings and touring show calendar. Reserve blocks of seats, change orders as often as necessary and save production attendance histories for schools and teachers. Group sales and school bookings can be paid for in single or multiple payments, and Total Info can automatically generate group sale and booking invoices, contracts and follow-up documents using your existing sales templates. Total Info also offers a unique tour management feature for traveling shows. Add tour runs to existing productions and automatically generate and send contracts to hosting venues.

Total Info's robust subscription features support multiple venues, both general admission and assigned seating, and offer four subscription models: Series/Package Subscriptions, Any Show Flex Passes, Specific Show Flex Passes and Design-Your-Own Flex Passes. Subscriptions can be sold online with optional donation and can be rolled over from season to season, if desired.

Subscriptions (and single ticket sales) can be easily exchanged with or without a fee, or donated back, and you can set up automatic weekly e-mails to subscribers and single ticket buyers reminding them of their upcoming performances. Total Info facilitates the subscription renewal process by allowing you to send detailed letters, pre-filled forms or e-mails to current subscribers when it's time to renew. When entering new subscription purchases, Total Info shows you a patron's existing seats and any requested seating or series changes and will seat them in all shows within a series/package with a single click. Total Info automatically reports on new, renewing and lapsed subscriber counts and provides detailed sales reports by package or by week.

### **Thoughtful Design that Works the Way You Expect It To**

User interface design is always important but especially so for box office and ticketing software. Total Info's unique box office dashboard design easily combines the complex set of disparate tasks required to run a box office together into one easy-to-navigate solution. We spent three years developing our solution and have continued to evolve our design with constant input from our users.

What you will appreciate most about our solution are the many small design decisions that make the software work the way you expect it to work, flexibly accommodating your many requirements no matter how they differ from customer to customer. We look forward to demonstrating our system for you.

### **Family-Friendly Data Design**

Easy-Ware's unique family-oriented data design is ideal for non-profit organizations that need comprehensive fundraising and ticketing. Record separate information about each family member, including children, and use unlimited custom data fields to record important information such as special

needs or seating preferences. Track all personal and family information about your patrons, record their complete transaction and involvement history and understand how they relate to your organization and each other.

As a comprehensive CRM solution, Total Info allows you to see an entire family's total history and involvement with your agency at a glance. See everything from fundraising to volunteering, to education, subscriptions and ticketing, as well as notes and full contact histories for each family member.

### **Complete Online Integration - No More Duplicate Records**

Through our partnership with PrintTixUSA, Total Info offers an easy-to-set-up, easy-to-use, brandable and fully PCI/PA-DSS compliant online sales tool that never creates duplicate records. Sell tickets, subscriptions of all kinds, products and gift cards online and incorporate an online mailing list sign up form that feeds directly into your database.

No tedious and expensive web site editing is required to set up your productions for sale online. All production information (name, date, time, price, location, description, etc.) is loaded directly onto your site through a single synchronization with Total Info. We offer general admission, pick-your-own or best available seat selection options and print-at-home tickets which include a barcode for access control scanning. Customers can redeem Flex Pass subscriptions and use branded gift cards to make purchases online.

To simplify the purchase process, online buyers are not required to log in with a username and password; however, buyer contact information is saved for reuse and can be recalled quickly by entering an e-mail address.

After the sale, all buyer information is directly imported to Total Info. Prior to creating the sale in your database, Total Info's unique matching feature checks buyer information against your existing records to find exact and possible matches, preventing duplicate records and eliminating redundant data entry.

### **Increase Opportunities for Donations**

Total Info allows donations to be accepted with subscription, ticket, membership and other product sales. Easily add donations to sales on the phone, in person or as part of online sales.

At the end of each online ticket sale, there is an optional donation which presents a choice of fixed additional donation amounts or amounts that round the transaction up to a targeted total. The ticket sale and donation appear as two separate transactions on the buyer's credit card statement, and two separate, custom e-mail confirmations are sent.

### **Maintain and Enhance Your Branding**

Our online sales form is seamlessly integrated into your website, maintaining its menuing, look and feel. With the sales form embedded into your existing website, ticket buyers won't realize they've left your site to make their purchase.

Total Info enables you to design your own tickets with any font/size combination, with logos, with or without bar codes for access control scanning and with advanced custom fields. You can design your ticket around a pre-printed background and design your own credit card receipts. Use the same ticket for every event or a series of different tickets that reflect the theme of each show in your season. Create custom ticket trailers to share marketing information, sell ads or provide sponsor recognition. Total Info supports both laser-printers for sheets of tickets and thermal ticket printers for individual tickets.

### **Accept Multiple Payment Methods**

Total Info accommodates a wide variety of payment methods, including all major credit cards, comps, reservations to be paid at will call, gift certificates, vouchers and branded gift cards. You can even create up to four custom payment methods for third party sales or any other payment need. In addition, Total Info lets you create flexible payment plans that allow for any combination of payment methods and can allow for a schedule of expected future payments.

Integrated credit card charging eliminates duplicate data entry, and instant validation prevents fraud or other losses. Immediately acknowledge payments with customizable, automatic e-mail confirmations.

Set up automatic payments with PCI compliant references to stored credit card information, stay on top of expected payments and track overdue payments. E-mail or print personalized reminders, invoices and payment acknowledgements directly from Total Info.

Total Info offers branded gift cards that can be purchased by patrons online or in person and used like a credit card for ticket, product and subscription purchases online, over the phone and in person. Total Info allows you to track gift card, gift certificate, voucher and auction voucher usage and carry a balance for unused dollar amounts, putting an end to Excel spreadsheets once and for all.

### **Get a Handle on Your Comps and Discounts**

Total Info allows you to easily manage production comps and various types of discounts. Enter production cast and crew into the system for each event, assign production comps to each staff member and track comp usage throughout the run.

You can create a wide variety of discount types and track and limit use of discounts by sale date, performance date or time, production phase, seating section, price code or by each box office staff member. Discounts (Student / Senior) or ticket types (Adult / Child) can be used with online ticket sales. Sponsors and loyal patrons can be given special promotion codes that reveal hidden discounts online or in our mobile ticketing app.

Total Info's unique seating inventory design and built-in reporting tools help you analyze the costs of comp usage and your discount policies in real time.

### **Increase Your Customer Service through Attendance Tracking**

Through our Scan Entry app for iPod Touch, equipped with Linea Pro barcodes scanners, you can have a real-time picture of who actually came to the theatre each night. Personalize your customers' experience by promptly connecting with patrons after a show to thank them for attending, follow up if they did not attend and/or get feedback on their experience. If desired, attendance can also be manually entered from ticket stubs using our free companion product, Total Entry.

### **Intelligent E-Mail Communications**

Total Info lets you quickly send out individual e-mails and targeted, HTML-formatted e-mail blasts to any group of patrons. Send instant ticket purchase acknowledgements, ticket donation or exchange confirmations, automatic patron reminders to ticket holders and ushers for upcoming shows and personalized follow up e-mails to first time ticket buyers.

Through an account with SendGrid.com, Easy-Ware's e-mail tools can be augmented to track key e-mail statistics such as delivery, opens, click-throughs, bounces, spam reports and unsubscribes. Total Info can also feed targeted lists to third-party e-mail solutions such as Mail Chimp, Vertical Response or Constant Contact for larger, specially-formatted e-mail blasts.

### **Collect and Analyze Marketing Data**

Collect marketing information on a sale by sale basis. In addition to "How did you hear about this show?" we allow you to ask "Have you ever been to one of our shows before?" letting you know which methods work best to attract new patrons. Evaluate your marketing strategies and grow your audience by identifying and focusing on your most effective methods. Total Info allows you to collect the same detailed marketing information with each in-person, phone or online ticket sale. Total Info also allows you to assign a cost to each marketing method and then calculate a return on investment.

### **Mobile Marketing / Ticketing App**

Through our partnership with Advanced Mobile Apps, Easy-Ware offers a fully-brandable, easy-to-use mobile marketing and ticketing smartphone app for iOS and Android. The app allows you to feature your entire season with descriptions, videos, photos, reviews, cast and crew bios and production information for each event and allows users to purchase tickets and post comments after the show. Facebook users are prompted to post the details of their ticket purchase with a link so their friends can join them at the same performance.

Send personalized push notifications to subscribers about upcoming shows and market new productions, extensions or tours directly to your patrons. Best of all, the app serves to concentrate all of your social media, providing access to your Facebook page, Twitter account and YouTube and Vimeo channels. Mobile ticket buyers receive e-tickets sent directly to their phones with a bar code that can be scanned at the door.

Use the HTML version of our mobile ticket app as your mobile friendly website, saving thousands of dollars in web-design costs.

## **Management and Financial Reporting**

Manage your productions with timely, accurate information without burdening your box office staff. Total Info's outstanding management reports give you real-time data on ticket sales and attendance by day, week or across the entire production. Create a detailed breakdown of production and performance sales activities with just a few mouse clicks. Project your ticket sale income before the end of the run to see whether you'll meet, exceed or fall short of your income goals.

Reaching a target number of tickets sold does not necessarily equal reaching your budgeted financial goals. Ticket sales are often a game of comps and discounts, making it easy to fill the house without filling your bank account. Better understand what makes up the difference between your projected and actual income with Total Info's box office financial reporting tools.

Total Info allows you to track expected vs. actual average pricing and break down average purchase prices by type of sale: subscription, group, online or single ticket. Compare list price, discount and purchase price for each seat you sell, run detailed analysis reports that show which discounts are being used (how often and by whom) and assess the impact of discounting on your bottom line.

In addition to dozens of canned reports and analysis tools, Total Info has a custom report writer that allows every user to build their own custom reports.

## **Artistic and Production Tools**

For each production or at the start of your season, Total Info provides tools to both schedule auditions and track the outcomes complete with notes, comments, callbacks and casting decisions. Actors can be easily tracked in Total Info complete with headshots along with any types of acting attributes such as dialects, fight voice, and dance training, etc. and directors can search the system for actors who meet their criteria or based on audition histories.

Total Info allows you to enter a complete production cast and crew list for each event including staff type, title and role(s). With a single mouse click you can print your Production Contact Sheet report complete with addresses, phone numbers and email addresses for each member.

House Managers can use Total Info to record their house manager reports after each show.

Easy-Ware also offers Costume Info, a companion product that works with Total Info that provides a comprehensive Costume and Prop database solution for valuing and tracking inventory, usage and rentals. Items can be tagged with bar codes for easy scanning into a production, character or for a bill of materials for a rental.

Literary Info is another Total Info companion product for theatres that develop new works. Literary Info helps you manage your submission process and supports playwriting competitions. With Literary Info you can log play submissions by author and track the development of plays over time.

### **Volunteer Management**

Total Info offers the ability to assign volunteers (ushers, coat check, greeters, etc.) to each performance. Easy-Ware has another companion product, Volunteer Info, which allows a volunteer coordinator to quickly schedule volunteers (and their friends or spouses) across the entire season and send each volunteer a season summary e-mail with their complete schedule of shows, dates and times. Automatic reminder emails can be sent throughout the season to remind volunteers of their upcoming assignments.

### **Concessions Info**

Easy-Ware also offers another companion product to Total Info, Concessions Info: a full-featured, touchscreen point of sale solution. Concessions Info can be used to quickly sell tickets, subscriptions and memberships, take donations, as well as sell candy, food, beverages (including beer, wine, mixed drinks, etc.), branded merchandise and clothing. Patrons can make and pay for intermission orders before the show to avoid lines. This solution is ideal for comedy clubs so that management can finally get reports showing total income by show, including bar and ticket sales.

### **Simplify Your Bookkeeping**

Total Info is very accounting system friendly. You can set up your chart of accounts in our system and assign the proper accounting "account and class" to each transaction. Use Total Info's "accounting summaries" to report on daily, weekly or monthly income results from your accounting systems point of view and, where appropriate, download some transactions directly into your accounting system (if supported - for example QuickBooks). These processes allow you to eliminate some duplicate data entry and save many hours of costly bookkeeping time each month.

### **Going the Extra Mile**

Don't see something you need? Easy-Ware offers custom development services to make sure you have all the features you need to fulfill your mission. We often don't charge for enhancements that will improve our solution for the next customer. However, if your needs are unique, our custom programming work is priced affordably, like the rest of our product suite.