

REIMAGINE TICKETING & CRM

A unique niche market of Foglight Solutions are non-profit cultural organizations. These are organizations like your local zoo, art, or science/industry museum. As both museums and non-profits, they have a unique business model that requires complex technology solutions. This case study will discuss these unique requirements and their inherent challenges, and review the best practice solution that Foglight has developed to not only overcome these challenges, but to help organizations unlock value for themselves and their customers.

The Problem Statement

Cultural organizations operate much like retail companies with a front-end customer experience selling tickets and merchandise, but also as mission-driven organizations where they serve a larger purpose within the community (education) and as such need to manage donors, donations, and volunteers. The former aspect of the business has historically been siloed into Point of Sale (POS) systems while the latter aspect has been managed by a Constituent & Donor Management (or CRM) application. Neither of these systems are well suited to manage other aspects of these organizations like Education Programs, Exhibit rentals/sales, or back office operations.

Herein lies the first challenge; integration. Separate systems have separate data which makes it difficult to have a single view of the customer/constituent/donor. Having a single view of the customer is important because it can help the organization drive a deeper relationship and better customer experience with them. Some organizations work with integrators to build custom integrations to solve this, which is often very expensive to build and maintain because most of the software applications tailored to this industry do not have open APIs that are extensible and scalable.

The 2nd core challenge revolves around innovation and capabilities. This industry has been around a while and the technology solutions are lagging greatly behind compared to solutions adopted by their for-profit peers.

The Ticketing platforms don't seem to be adopting mobile & customer-first approaches, and the donation systems are archaic platforms that aren't extensible, nor have the fundamental platform capabilities of modern SaaS based platforms. All of this results in a poor customer experience when compared to other interactions common in today's smart phone world.

Further challenges arise with support for, or integration with other enterprise systems, namely accounting and marketing, but often encompasses other departments common to these organizations like education programs (camps, classes, labs, etc), events rentals, exhibit sales & rentals, and special projects (usually grant-driven).

Some technology solutions (Tessitura, for example) attempt to solve this by placing both business functions within one application, but as some of our customers have learned, they're a "jack of all trades, master of none". Their underlying platform isn't extensible or built with an open API, which makes integration and customization difficult. Additionally, this seems to have impacted their pace of innovation, particularly as it relates to customer experience for both web-based and admissions-based interfaces.

The Solution

In working with several of these institutions, Foglight has developed a best-practice, solution & reference architecture that addresses the core challenges above unlocking new value for organizations. Our solution is comprised of:

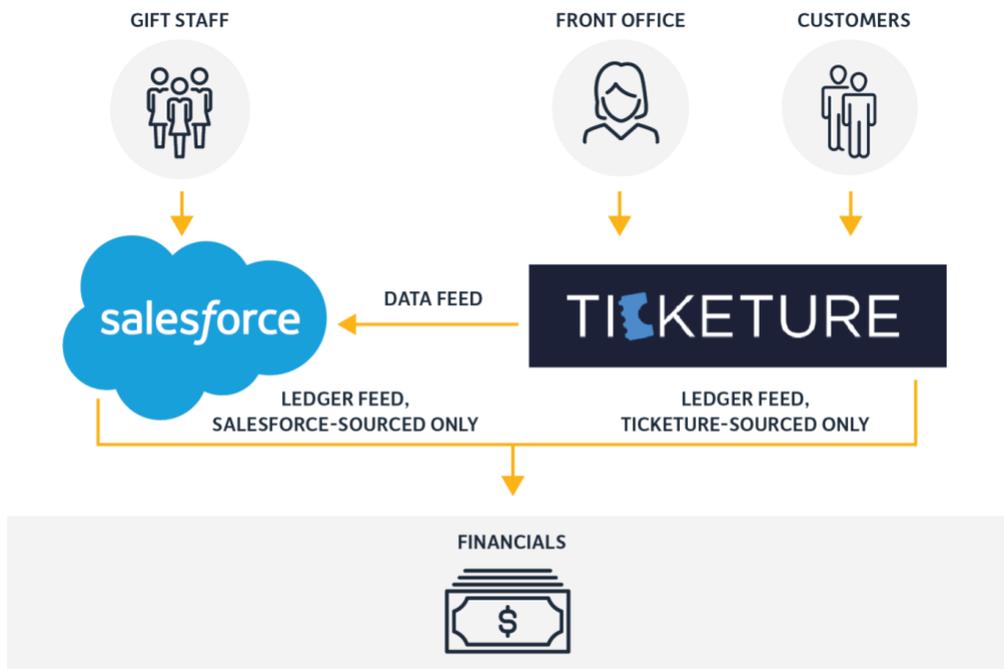
- » *Salesforce Non-Profit Success Pack (NPSP)*
- » *Salesforce.org Subledger (Accounting Integration)*
- » *Ticketure*
- » *Ticketure Connector for Salesforce*

At the center of the solution is the Salesforce Non-Profit Success Pack (NPSP) platform. We see Salesforce as the core part of this model because as a CRM, Salesforce is responsible for being *the* system of truth for all things customer. Salesforce even brands themselves as “The Customer 360 Platform”. It’s platform capabilities, open access, and extensibility make it well suited to provide both off-the-shelf, and highly customized solutions fitting non-profits of all shapes & sizes, as evidenced by their [dominance of the CRM market](#).

Salesforce recently released their new “Subledger” product, an add-on that allows Salesforce to generate the debits and credits needed by accounting systems, decreasing the manual effort a lot of organizations undertake today to reconcile donations from their CRM with their accounting system. Salesforce’s AppExchange also offers complete accounting solutions native to the Salesforce platform, and a number of 3rd party integrations to off-platform solutions.

To address ticketing, we’ve partnered with TixTrack’s Ticketure, a next generation SaaS platform that’s mobile & CX-first, and has an open API. Something unique to Ticketure is their pricing model; they charge a small percentage of each credit card transaction, instead of hefty annual license and maintenance fees. This provides organizations with an economic model that scales predictably with their growth.

To connect Salesforce with Ticketure, Foglight developed TixTrack’s integration solution. Ticketure now has a standard off-the-shelf integration with Salesforce--something many customers were demanding. Instead of every customer spending \$50k-\$100k with a 3rd party integrator to build a custom integration, customers now have a standard option that immediately provides value and is supported by the vendor, reducing both time to value and long term support costs.



Benefits

This solution addresses the core challenges of innovation and integration. Salesforce and TixTrack are exponentially more innovative platforms than their peers both in terms of their out-of-the-box value & capabilities as well as in terms of their ability to be customized by customers. With out-of-the-box integrations, the CapEx investment necessary to transition to these platforms is greatly reduced, and value derived by end customers is greatly increased. Additionally, this solution simultaneously also yields the following benefits for customers:



Cloud-based Platforms

As genuine Software-as-a-Service platforms (not “hosted” n-tier apps), customers gain unique benefits of receiving new features continuously, highly scalable & resilient performance, lower maintenance.



SaaS = OpEx

Since SaaS solutions are sold on a subscription model, their fees generally hit OpEx budgets and lower the CapEx spend that organizations need to account for.



Democratization of Technology

Salesforce.com is used by the largest and most complex enterprises in the world, a reassuring thought for organizations that want access to the same capabilities as their larger peers.



Extensibility

Salesforce is a highly extensible platform. This helps organizations get more value from the investment by customizing it to support other aspects of their organization. For example, we often help museums broaden their adoption to other departments including Education Programs, Events Rentals, Exhibit Sales & Rentals, etc. This not only increases the value of their investment, but it also decreases the total cost of ownership of their IT footprint, while also increasing the value of the data available to them.



Customizability & Workflow Automation

One of the key benefits of having Ticketure and Salesforce integrated is that Salesforce can now drive actionable intelligence on both data sets. For example, being able to look at a donor’s donations alongside their ticket purchases, or being notified in real time when a VIP donor uses their membership. This integration coupled with a highly capable platform unlocks a world of possibilities not available before.



Open Platform

Both Salesforce and Ticketure have open APIs enabling organizations to connect to these platforms in ways the legacy solutions just don’t support, opening additional opportunities for organizations to unlock value.



Marketing

Something we see often are clients who’s marketing departments are encumbered by CRM or Ticketing platforms that aren’t readily capable of integrating to common marketing automation software. As the worlds #1 CRM, Salesforce offers native marketing automation solutions, but also quickly integrates with popular 3rd party solutions like HubSpot and Marketo. This further enables organizations to efficiently scale and grow.



Measurable Results

One client saved hundreds of man hours by migrating their financial aid disbursement spreadsheet to Salesforce. Having it integrated with their donation management, the client was able to gain an incredible amount of insight when analyzing the intersections between programs and donors via financial aid, and provide donors with statistics that measured the impact of their donations!

Another client was able to reduce customer support efforts by 75%. This was a result of 3 key things:

- » *Switching to Ticketure (which has a more intuitive interface therefore leading to less confusion)*
 - » *Having all customer information in one system (Salesforce), saving support resources from needing to look in multiple separate systems to find the customer*
 - » *Collaboration tools built-in directly with Salesforce, enabling better cross-team visibility and communication.*
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Clients also see increased sales of tickets by switching to Ticketure, again as a result of their better user interface and support for features like up-sell/cross-sell, etc.

Clients save 100s of man hours of work related to accounting processes, and have faster & more accurate books by switching to Ticketure and Salesforce Subledger. Couple this with a “on-platform” accounting system like Accounting Seed or FinancialForce and your accounting processes are even more tightly integrated saving more time and increasing data visibility.