

O.B.O.E.



Open
Box
Office
Enterprise

O.B.O.E. is an open-source technology initiative designed as a one-stop suite for managing sales and customer relations for a multi-venue arts center.

This initiative is underwritten by:

People Who Give a Damn

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Amazing Things Arts Center

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Business Requirements & Success Criteria

- Replacement of Ad-hoc ticketing system in approximately four months or less or \$4,000 or less.
- Ability to sell memberships online as well as at through a a point of sale system at a venues box office.
- Ability to sell event tickets to members & non-members both online and at the box office point of sale system.
- Provide a simple online store to sell merchandise (store to initially only sell 15 items at a time).
- Ability to export transaction & member data to MS-Access and XML.
- Code must be reasonably clean and well-documented for use by an open-source community.

Scope of Initial Release 1.0

The initial release of the product is limited to:

- Simple event listing/seating for all ticketing sales.
- Ticket sales control per seat
- Online ticket and membership sales.
- Box-office ticket & membership sales.
- Data collection per event.
- Simple online store (15 items).
- Export of specific data to MS-Access & XML.

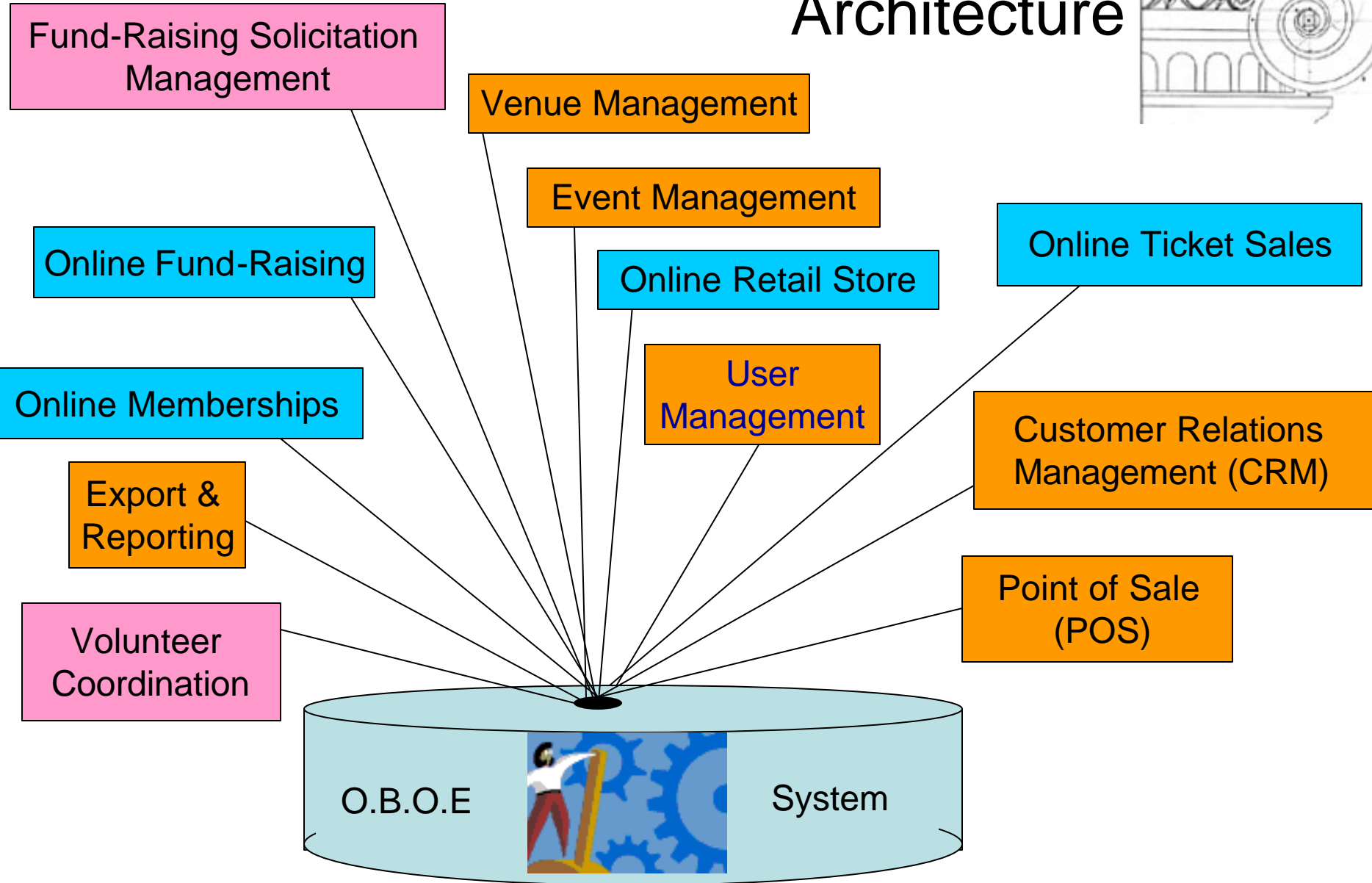
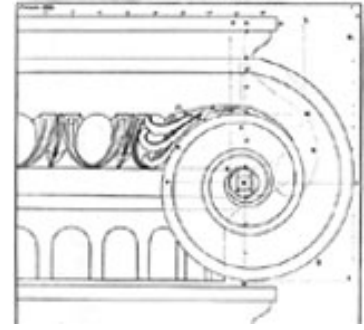
Major Features (release 1.0)

1. Online ticketing system with orders by users or Amazing Things ticket agents.
2. Attendee Management, display which seats are taken or available.
3. Event management, including the tracking of ticket sales, summary of concession sales, payments to talent, etc. This should allow for the back-entering of past events from paper records.
4. Open source extensibility means the integration of ticketing and other on-line commerce related tools at the core of OBOE to full event, artist, attendee, fan, member, donor, volunteer, and staff management sharing one people database.
5. Export to Access in current format for existing custom report functionality and printing of labels for mailing.
6. Member management, including tracking of lapsed memberships.
7. Export of financial information in a logical way to XML format.

Future Expansion (Out of Scope)

1. XML Transform of financial information into QuickBooks DIF format.
2. Fan management, including potentially targeted subscription e-mail lists that feature the events of greatest interest to them, but mention others put on by the arts center. With records of attendance, which should be an second-round feature of OBOE, people can be added to lists of their interest (a later functionality) and more effectively pitched for membership, which can be done manually.
3. Donor management, including tracking what contact has been made with potential donors and what and follow-up has been conducted with actual donors, and by which Amazing volunteers.
4. Volunteer (and staff) management: their actions in relation to official communications with fans, members, and donors; hours worked and at what tasks; ability to list necessary tasks, allow people to volunteer to do them, and track completion.

O.B.O.E. Architecture



Release Version of OBOE Architecture*

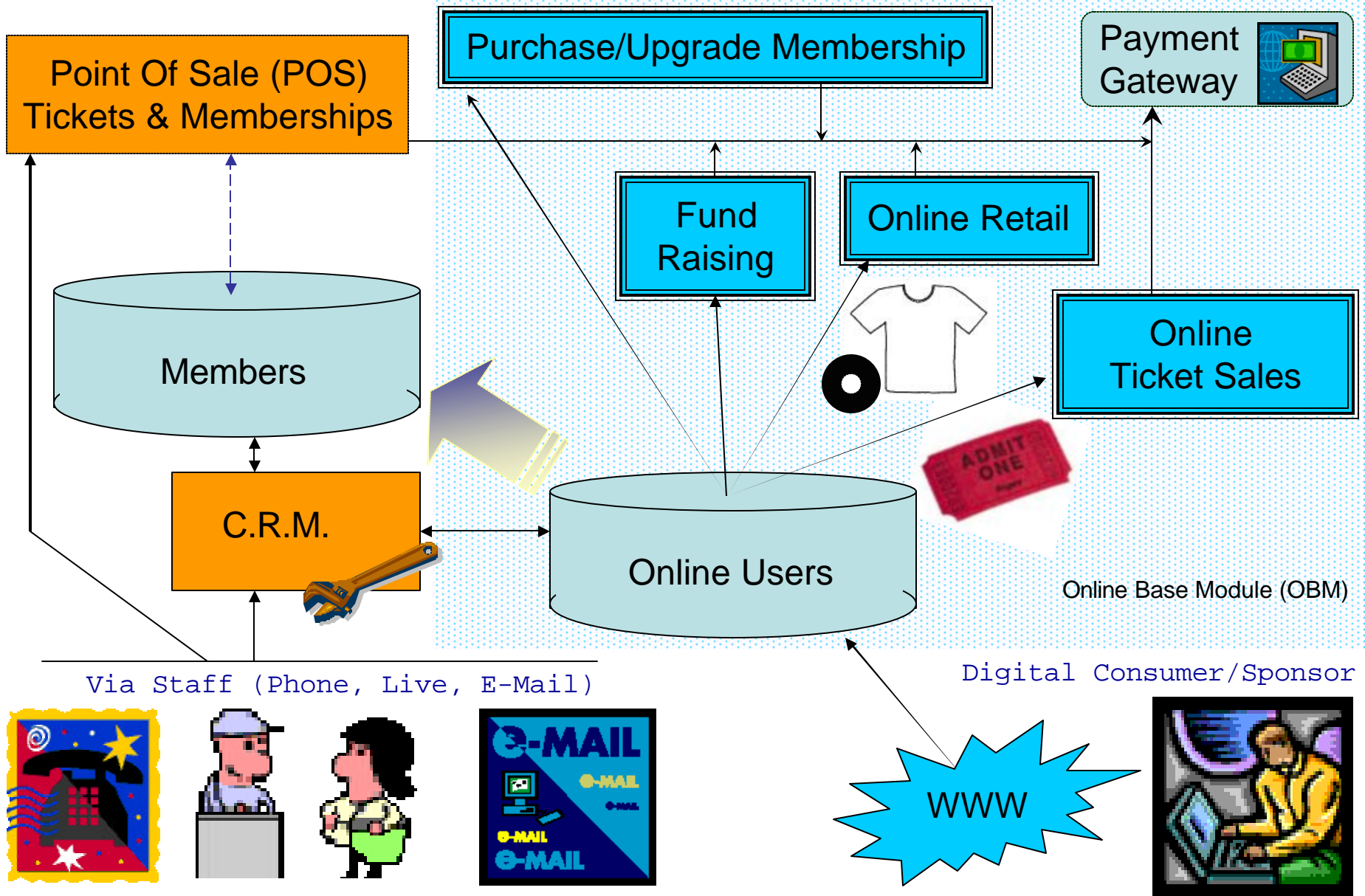
- Customer Relations Management (CRM)
- Online Memberships
- Online Fund Raising
- Online Retail Store
- Venue / Event Management
- Online Ticket Sales
- POS System (Memberships, Tickets)



*Above components functionality explained in following pages

Extensions of OBOE Architecture

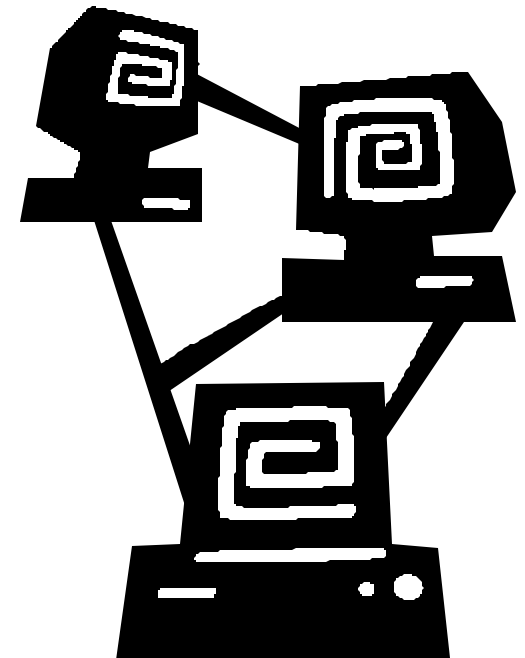
- Sales & Consumer Habits Reporting
- Fund Raising Management
- Volunteer Coordination



Consumer Interaction

Online Base Module (OBM)

- User Accounts
- Payment Gateway Integration
- Support for other modules
 - Online Membership Purchase
 - Online Tickets
 - Online Donations
 - Online Retail Store
 - CRM
 - POS (Box Office Sales)
 - Data Collection Modules



Charter Memberships

Level	Type	Additional Guest Benefit	Voting Rights Benefit	Price
Special	Senior Citizen or Student	1	1 or 0	\$25
Wonderful	Individual	1	1	\$35
Terrific	Family	2	2	\$50
Amazing	Family	3	2	\$100
Marvelous	Family	4	2	\$150
Fabulous	Family	5	2	\$250
Fantastic	Family	6	2	\$500
Colossal	Family	7	2	\$1,000 +

Purchase/Upgrade Membership

- Online-user may purchase membership.
- Link online-user to existing membership.
 - Via CRM Tool
 - Via online-user with membership information
- Online-user may purchase upgrade to any higher tiered membership level.

Online Ticket Sales



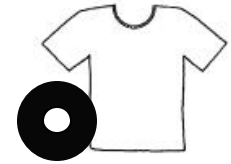
- Allow any person to register as an “online-user” to purchase tickets to an event.
- Ability to link online-user to existing membership for appropriate discounts.
- Offer upgrade to membership.

Fund Raising (Online Donation)

- Allow online-user to make a donation for a corporate entity.
- Collect info for future solicitation.



Online Retail



- Allow secure and safe purchase of items through mail order.
 - T-Shirts
 - CDs
- Do not store credit card information in OBOE system.
- Not to track concessions.
- Version 1.0 release limit of 15 items.



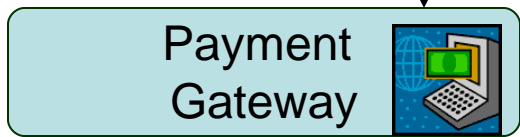
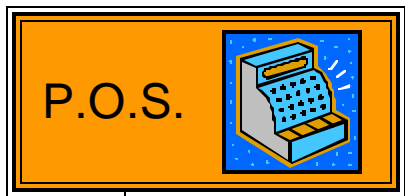
Data Management

Consumer Interaction (Phone, Live, E-Mail)

Membership Management



Ticket & Membership Sales



Staff Interaction

C.R.M. (Customer Relations Management)



- Edit/search/reset online-user information.
- Edit/search/reset membership-user information.
- Link to POS system to purchase/upgrade membership.
- Review sales history information.
- Generate lapsed membership list.

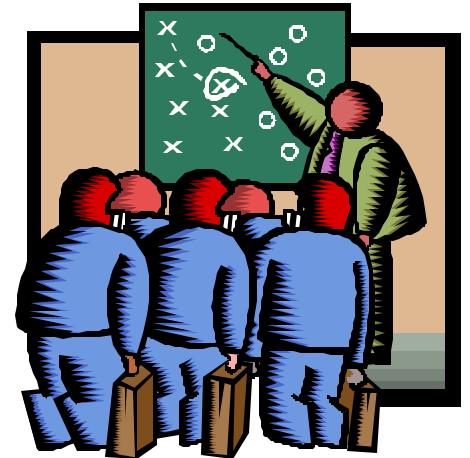
P.O.S. (Point of sale)

- Purchase Event Tickets
- Refund Tickets
- Purchase/Upgrade Memberships
- Refund Memberships



User Management

- Add/Remove access to different tiers of access within the OBOE system.
- Inspect which systems user has accessed.



Venue Management

- Set seating plans.
 - General Admission
 - Tiered Levels

Event Management

- Set Floor plan / Seating Categories
 - General Admission
 - By Seat
 - Reserve tickets for live sales
- Event Manager
 - Times of events
- Post event data collection
 - Concession costs and sales
 - Well-defined set of data to be collected.

Reporting

- Export member data to MS-Access.
- Export sales transaction data to XML.
- Generate List (via CRM) of expired memberships.

