concerted

Harmony: Our Vision for the Museum and Arts Community

Harmony is software developed by Concerted Systems to meet the operational challenges of the museum and arts community. Harmony integrates ticketing, registration, and patron-donor management into one centralized, easily accessible system. Concerted values and continues to seek creative input from museum and arts leaders.

KEY FEATURES

Better communication and collaboration within your organization. Harmony integrates an organization's data from ticket sales, memberships, and donations into one centralized system. The system also records data from multiple sources, including online web sales, box office, and staff-entered transactions such as group sales or memberships. Harmony is a business tool that spans many departments to facilitate decision-making.

Built for the web. Harmony has been developed using today's leading-edge technology. Harmony is a web application, with all transactions recorded via a web browser into a secure and well-monitored central database. Through Box Office Anywhere™, organizations can sell using any computer with Internet access, in any location, not just a box office terminal. Staff members also can generate real-time reports while on the road or working from home. Web integration is a fundamental part of the system, not an afterthought, making it possible to seamlessly blend a branded website with Harmony.

Simplicity. Harmony's user interface is simple and easy to navigate. Box-office staff can learn to use Harmony in only one to two hours. New employees, part-time staff, and volunteers can be brought on board quickly and with minimal expense.

Software as a Service. Harmony is designed as Software as a Service (SaaS). Concerted Systems maintains its Harmony system off-site and ensures security, availability, and data protection. Most customers will not need to have any software installed on their computers to use Harmony. This approach minimizes the burden on an organization's IT staff.

Marketing for the 21st century. Harmony allows museums and arts organizations to build community with its constituents. Harmony can produce targeted marketing campaigns using customer preferences and purchasing histories. E-mail lists can be maintained within Harmony, rather than having to be manually exported into an additional system.

About Concerted

Concerted Systems LLC was founded in 2005 to provide the museum and arts community with a superior solution for ticketing, registration, and patron-donor management. Its managing partners, Taskin Rahman and Steve Oelschlager, have a combined 30 years of experience in the areas of software development, web design, and marketing communications.

To learn more about how Harmony could be used by your museum or arts organization, please contact Saily Joshi at saily@concertedsystems.com

RESPONDING TO BUSINESS CHALLENGES

Museums and arts organizations have told us about their most significant challenges. Harmony has been designed to respond to these issues:

Growing your organization. Many museums and arts organizations are struggling with flat or declining attendance. Special exhibits may result in an attendance spike, but they do not build long-lasting relationships with patrons.

Web integration. Museums and arts organizations want to offer online ticket sales, membership sales, and class and event registration. Integrating online sales with existing box office systems can be difficult.

Software integration. Many museums use a variety of systems to sell tickets, record memberships, register patrons for classes, and track donations — and many of the systems do not talk with each other. Analyzing data from multiple sources is difficult, inaccurate, and labor intensive.

Interdepartmental communication. Different departments within an organization — education, membership, development, marketing, operations, finance — need to work together and share information. Yet many departments use different systems to manage their data.

Increased private funding. For museums, general admission revenue covers only 25% of operating costs. Government support is declining, so museums are turning to private funding sources (corporations, foundations, individuals) for revenue. Strong attendance and membership figures are needed to attract private donations.

Managing expenses. Museums and arts organizations that purchase and install in-house ticketing and registration systems face significant start-up costs for hardware and software as well as concerns about security and availability. Maintaining an in-house system adds highly paid IT personnel to the staff.

The most successful museum and arts organizations will do an excellent job of understanding and reaching out to prospects, patrons, and donors. They will analyze their data to better understand trends, preferences, and market segments. They will offer the convenience of online ticketing, registration, and donation. They will build relationships with patrons and donors through highly targeted communications that are valued by recipients.

Harmony provides the tools to help museums and arts organizations operate more efficiently and grow.

HARMONY IN USE

Concerted Systems launched Harmony in September 2006 at the grand opening of Discovery World at Pier Wisconsin, a new science and technology museum on Milwaukee's lakefront.

During its first seven months of operation, Harmony processed more than $1 million in transactions for general admission tickets, memberships, consumer donations, and various specialty programs, and helped to handle significant growth in membership.

Concerted set up and manages a state-of-the-art server infrastructure to provide the security and availability of its Harmony solution.

During 2007, Concerted plans to unveil features allowing the sale of ticketed events, integrated e-mail marketing, and more refined customer management and membership tools. In 2008, Concerted plans to install Harmony at two concert venues.

Concerted Systems is backed in part by the Cudahy Foundation in Milwaukee. The company is currently seeking a limited number of customers to serve as keystone installation sites for Harmony.

Discovery World,
Milwaukee, Wisconsin