

A dark blue background with various illustrations: a white swan flying over a blue pond, a Ferris wheel with red and white gondolas, a grey castle tower with a blue flag, and silhouettes of an elephant, a zebra, and a giraffe in a savanna setting. There are also yellow abstract shapes in the top right corner and grey clouds scattered throughout.

A One Stop Integrated

Ticketing & Point of Sale Solution

Increase your income, reduce queues
and improve customer service.

Leading Provider of Integrated Ticketing, EPOS & Visitor Management Software for Over 25 Years

We pride ourselves on equipping our clients with hard-wearing, reliable equipment, intuitive and easy to use software and most importantly, providing an enthusiastic and experienced team, which are in tune to the needs and requirements of visitor attractions.

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How We Can Help You

How much can you increase footfall by?

Increase your footfall by up to

40%

What's the quickest speed of set up possible?

Quickest set up speed

5 Days

How many industries can you support / do you work with?

We work with/ support over

8

industries

How many memberships can you manage through the platform?

Manage up to
2.5M
memberships

5M CRM Records

How many features and modules of the platform?

Increase in online donations by up to

300%

How much can you increase customer secondary spend by?

Increase spend by up to

20%

with upsells

How much can you increase online revenue by?

Increase as a percentage of total revenue in some cases by up to

80%

How much can you increase gift aid by?

Increase gift aid by up to

90%

for online transactions

HALF

Administration Time

by processing membership, gift aid and admission sales in one transaction

THE PLATFORM

The VenposCloud Platform

VenposCloud has all you need to run and manage a successful visitor attraction or event.

- ▶ Hosted on AWS cloud service infrastructure
- ▶ Open Integrated Platform
- ▶ PCI and DSS compliant
- ▶ Multi-factor authentication
- ▶ Improve Customer Services
- ▶ Increased Visitor Spend
- ▶ One-stop Shop
- ▶ Increase Income
- ▶ A library of RESTful and SOAP-based APIs



45%
of Venues
do not yet offer an online
booking system.



Today, our **VenposCloud** ticketing and EPOS software is used in a wide variety of visitor attractions.



THE INDUSTRIES

Which Sectors Are Already Using Venposcloud?

We are proud to have provided integrated ticketing, retail and visitor management software to a wide variety of visitor attractions for over 25 years.



FARM
ATTRACTIONS



ZOOS &
AQUARIUMS



MUSEUMS
& HERITAGE



HISTORIC
HOUSES



FAMILY &
ENTERTAINMENT



EVENTS



VISITOR
ATTRACTIONS &
THEME PARKS



GARDEN
CENTRES

100%
increase in
online sales year
on year



THE FEATURES

Simple to Implement Software

Vennersys implement your solution utilising a 5 phase implementation methodology. Each of the phases are key to ensuring that the project can be delivered to scope, budget and timescales. Vennersys have significant experience installing software and assisting customers in increasing income from their revenue streams.



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)



EVENT & FACILITY MANAGEMENT



STOCK MANAGEMENT



ANIMAL ADOPTIONS



TICKETS & ADMISSION



MEMBERSHIP MANAGEMENT



TRAVEL TRADE



TABLE ORDERING



ACCESS MANAGEMENT



POINT OF SALE (EPOS)



ANALYSIS & REPORTING



GIFT AID



INTEGRATION BRIDGE

255%
increase
in donations
since moving
donations online



Customer Relationship Management (CRM)

The fully integrated Online, EPOS and CRM solution facilitates detailed capture of information about visitors creating an enhanced database, allowing your marketing team to drive initiatives based on purchase patterns and interests.

This valuable data can then be used by an attraction to understand, manage and market to their target audience. Every visitor who books online, buys a membership, event ticket or makes a Gift Aid donation is automatically added to the contacts database.

OUR CRM MODULE ENABLES DETAILED CAPTURE OF THE FOLLOWING:

- ▶ Purchasers
- ▶ Members
- ▶ Potential Visitors
- ▶ Organisational Data

Why Use VenposCloud?

HOW DOES THIS BENEFIT THE BUSINESS?

Centralised data source, integrated with 3rd party software such as Campaign Monitor.

WHY IS THIS DIFFERENT TO OTHER CRM SYSTEMS?

Data is collected from the online source, back office and tills.

ANY STATS ON SUCCESS AFTER USING THIS FEATURE OF THE PLATFORM?

Vennersys processes 5 million CRM transactions.





Event & Facility Management

From birthday parties and Santa’s grottos to triathlons and major gigs in the park, VenposCloud supports single one-off events or recurring events.

Sale of tickets can be switched on or off EPoS and online in line with the business needs. Staff can view all events taking place in a daily, weekly or monthly format in the Events Calendar.

VENPOSCLOUD INTEGRATED EVENT MANAGEMENT MODULE ALLOWS YOU TO CREATE THE FOLLOWING:

- Event bookings
- Party bookings
- Corporate bookings
- Group bookings

Our solution also supports capacity limited events, tracked tickets and timed ticket events as well as online and offline ticket validation.

Why Use VenposCloud?

HOW DOES THIS BENEFIT THE BUSINESS?

Save on administration costs with centralised event and facility management.

WHY IS THIS DIFFERENT TO OTHER EVENTS MANAGEMENT SYSTEMS?

Fully integrated, real time, can plan one-off and recurring events, can allow the customer to select the preferred room.

ANY STATS ON SUCCESS AFTER USING THIS FEATURE OF THE PLATFORM?

Reduction in administration/ staffing levels of 25%-50%.





Stock Management

VenposCloud integrated stock management module gives you complete control of your stock, whether it be merchandise in the gift shop or food in the kitchen.

VENPOSCLOUD INTEGRATED STOCK MANAGEMENT MODULE ALLOWS YOU TO DO THE FOLLOWING:

- ▶ Manage retail and catering stock
- ▶ Create purchase orders
- ▶ Add deliveries
- ▶ Manage your suppliers

Stock is decremented automatically based on sales at the EPOS and there is a facility to record damaged products which cannot be sold. Suppliers can be set up and maintained on the system and purchase orders raised and approved. When it comes to stocktaking or barcoding merchandise in the stock room, we have a handy little terminal to help there as well.

Why Use VenposCloud?

HOW DOES THIS BENEFIT THE BUSINESS?

Provides a single solution for the whole business.

WHY IS THIS DIFFERENT TO OTHER STOCK MANAGEMENT SYSTEMS?

Allows you to sell your retail items alongside your tickets as upsells and deplete the stock accordingly.

ANY STATS ON SUCCESS AFTER USING THIS FEATURE OF THE PLATFORM?

20% increase in online revenue from upsells.





Animal Adoptions

VenposCloud integrated Animal Adoptions module provides you with all the functionality required to allow you to run comprehensive animal adoption schemes. This module supports creating a new online journey for adoption sales and enabling adoptions to be purchased as a gift or with a voucher.

THE CUSTOMER ADOPTION MANAGEMENT MODULE INCLUDES:

- ▶ Set up of direct debit subscriptions
- ▶ Online subscription renewals
- ▶ Newsletter communication support
- ▶ Certificate management

Comprehensive information can be held against the purchaser and the adoptee to enable future communications. All of the relevant information about the adoption is available.

The system gives you the option of adding a Fact Sheet to each species. The Fact Sheet can contain all the important information about the adoption, and it can be viewed by the adopter on their adoption portal.

Why Use VenposCloud?

HOW DOES THIS BENEFIT THE BUSINESS?

A single solution.

WHY IS THIS DIFFERENT TO OTHER ANIMAL ADOPTION SYSTEMS?

▶ Integrated into the customer journey which increases adoption exposure and increases purchasing rates.





Tickets & Admission

VenposCloud is a comprehensive e-commerce solution which allows you to do the following, 24 hours a day, 7 days a week.

- ▶ Sell tickets
- ▶ Time ticket sales
- ▶ Sell merchandise
- ▶ Organise capacity-limited experiences

VenposCloud adopts the look and feel of your website, offering a seamless online experience for your customers.

We support validating admission tickets or smart phone/tablet tickets via our field based scanning mobile Validator app or at the EPOS. Advance ticket sales allow you to schedule staffing requirements and "Print-at-Home" tickets facilitate "Fast-track" entry even by turnstiles. VenposCloud Ticketing also supports third party ticketing such as Tesco Clubcards.

Why Use VenposCloud?

HOW DOES THIS BENEFIT THE BUSINESS?

Manage every type of booking in one place

WHY IS THIS DIFFERENT TO OTHER TICKET MANAGEMENT SYSTEMS?

Hosted in AWS cloud, 24/7 high availability.

ANY STATS ON SUCCESS AFTER USING THIS FEATURE OF THE PLATFORM?

Increase donation sales along with ticket sales by 255%
Our customers see year on year 100% increase in online sales.





Membership Management

VenposCloud Memberships makes managing and renewing memberships easy, at point of admission and online. Facilitating both advanced payment options or annual or monthly direct debit.

- ▶ Multiple membership types are supported
- ▶ Printing of the membership cards is made simple with a web cam
- ▶ Membership cards can be created and printed in less than a minute
- ▶ See entrance activity, purchase activity and payment reports

Other advantages include automatic renewal reminders, direct debits, advanced reporting and membership cards that are in line with your brand.

Promotions can be initiated with a membership reference and recorded against transactions, facilitating tracking and analysis of members' visits, spending patterns, history, providing your business with invaluable data.

Why Use VenposCloud?

HOW DOES THIS BENEFIT THE BUSINESS?

Save time, processing membership with membership automation.

WHY IS THIS DIFFERENT TO OTHER MEMBERSHIP MANAGEMENT SYSTEMS?

Our sales avenues communicate, you can track what your customers buy online, and at the EPoS (ticketing, retail and catering), providing a deeper understanding of your members and their behaviours.

ANY STATS ON SUCCESS AFTER USING THIS FEATURE OF THE PLATFORM?

2.5 million membership records.



Travel Trade

VenposCloud Travel Trade Module allows you to create and manage external sales agent accounts that can access the Travel Trade agent portal.

- ▶ You can create, edit, and disable agent accounts from your Site Manager
- ▶ Assign privileges such as credit limits, global discounts, and commission rates to each account
- ▶ Manage your Sales Agents and expose what tickets and discounts are available to them, what discounts or commission they get and generate invoices

Every sales transaction completed by the Sales Agent in the agent portal can be invoiced against the Travel Trade organisations CRM record.

The Travel Trade module comes with specific reports which allow you to analyse the sales and profitability of your sales agents.

Why Use VenposCloud?

HOW DOES THIS BENEFIT THE BUSINESS?

Increase your sales team virtually by providing sales agents with direct access to sell your tickets.

WHY IS THIS DIFFERENT TO OTHER TRAVEL TRADE SYSTEMS?

▶ Provides sales agents direct access to the system together with integrating with third parties such as booking.com via TXGB partnership.





Table Ordering

Operators are working hard to maintain social distancing in their venues. To help them protect guests, Vennersys has incorporated its catering module into an online customer journey. This means that visitors will be able to order food themselves, therefore keeping contact to a minimum.

- ▶ This allows guests to use their own device to pre-order food and drink, order refreshments directly to their table, or use a click and collect service.
- ▶ As well as keeping contact between guests and staff to a lower level, this system also leads to fewer queues and reduced waiting times.

VenposCloud will guide users through the straightforward online ordering journey, where they will also be directed to upsells, modifiers and promotional offers. For operators, the solution is easy to use too, enabling them to manage the process in-house and make any necessary changes.

The solution can be fully integrated into the Vennersys EPOS systems so that orders from any source can be managed simply within the kitchen.



Why Use VenposCloud?

HOW DOES THIS BENEFIT THE BUSINESS?

Saves on labour costs manning tables.

WHY IS THIS DIFFERENT TO OTHER TABLE ORDERING APPS?

▶ Fully integrated with EPOS/catering solution, integrated with kitchen screens and printers.

ANY STATS ON SUCCESS AFTER USING THIS FEATURE OF THE PLATFORM?

▶ Increase food orders by 20% and reduce labour costs by 80%.





Access Management

Access management from Vennersys provides a fast and secure method of guest admittance to your visitor attraction venue. Our solution validates and collects usage information in real-time from any of your admission-controlled entrance and exit points.

- ▶ Check in and check out feature for passes, memberships, and tickets
- ▶ Reports on dwell times and accurate head count numbers
- ▶ Compatible with all major turnstile manufacturers and uses standard PC architecture

- ▶ Supports readers including RFID, barcode and QR code readers.

The access management module fully integrates with the VenposCloud Validator App allowing the App to also be used for fast track entry with both systems seamlessly integrating with each other.

The benefits of an access management system from Vennersys include fast track validation, real-time capacity reporting, real-time fire report and integrated Barcode/QR and RFID technology.

Why Use VenposCloud?

WHY IS THIS DIFFERENT TO OTHER ACCESS MANAGEMENT SYSTEMS?

Fully integrated purchase of a ticket online - scan at the gate, no human involvement required.

ANY STATS ON SUCCESS AFTER USING THIS FEATURE OF THE PLATFORM?

Reducing staffing costs by 50%, precise headcount management.





Point of Sale (EPOS)

Venpos PoS for admissions, catering and retail. An integrated, powerful and intuitive touch screen PoS solution which puts all of the features of VenposCloud at the fingertips of your operators, whether they are selling:

- ▶ Entrance Tickets
- ▶ Gift Vouchers and Experiences
- ▶ Catering
- ▶ Merchandise
- ▶ Bookings for Special Events

A range of EPOS systems and software are available to streamline and centralise

attractions ticketing and front-of-house or shop purchases.

For reliability, even when your network fails, the EPOS software runs as a standalone application on the hardware. This software connects to the VenposCloud as and when the network is available in order to obtain online product and transaction updates as well as post back details of transactions processed at the EPOS.

Why Use VenposCloud?

HOW DOES THIS BENEFIT THE BUSINESS?

An integrated, powerful and intuitive touch screen PoS solution which puts all of the features of Venpos at the fingertips of your operator.

WHY IS THIS DIFFERENT TO OTHER POS SYSTEMS?

EPOS solution can manage sale of tickets, donations, vouchers, experiences, catering, merchandise, events or memberships - through one solution.





Analysis & Reporting

VenposCloud offers a comprehensive built-in suite of reports for tracking sales and site performance. Reports are exportable for more detailed analysis or you can talk to us about a sync server for bespoke data views and dashboards. Through the use of intuitive interfaces, even the most complicated transactions are dealt with quickly and efficiently.

- ▶ Management are supported by the provision of concise, timely and accurate information.
- ▶ Reports created using VenposCloud provide management with as much or as little information as required.

- ▶ Management can create their own bespoke reports or access operational standard reports.

Reports which offer you a deeper insight into customer behaviour can easily be extracted from our system/VenposCloud. You can see a report on visitor numbers which will convey on what days and months the attraction is busiest. Additionally you can integrate into all Vennersys online platforms utilising Google Analytics.

Why Use VenposCloud?

HOW DOES THIS BENEFIT THE BUSINESS?

The reporting feature allows you to analyse purchase patterns and trends amongst members. These data driven insights leads to your museum making strategic, informed decisions.

WHY IS THIS DIFFERENT TO OTHER ANALYSIS & REPORTING SYSTEMS?

▶ Our system is cloud based so Visitor Attractions can access reports on the go and when they are working from home. Users can configure the dashboards on their report so they can quickly see the information important to them.





Gift Aid

VenposCloud easily integrates Gift Aid donations into your daily business operations. Gift Aid is a tax relief that generates over £1.3bn in additional income for the UK charity sector each year, with a further £560m unclaimed each year.

Many Museums and Historic Houses operate as charitable trusts and could be missing out on potential Gift Aid donations by not using the right Visitor Management Solution. With VenposCloud you can easily integrate Gift Aid donations into your daily business operations.

Why Use VenposCloud?



Increase gift aid donations on tickets by **90%**



HOW DOES THIS BENEFIT THE BUSINESS?

Ensures maximum gift aid capture across all sales avenues through a simple and effective customer journey. ▶

WHY IS THIS DIFFERENT TO OTHER GIFT AID SYSTEMS?

Tickets and products can be independently identified giving wider configuration for sales online and at the EPOS.



Vennersys are part of the Christie Group, listed on AIM London Stock Exchange. Our parent company offers a portfolio of professional business services covering surveying, valuation, agency, consultancy, finance, insurance, stock control and business software solutions to the retail, leisure and care sectors.

As people's disposable income grows, one area in which everyone is increasingly willing to spend their money in is at visitor attractions, ranging from zoos, museums all the way through to family attractions and theme parks.

It is the diversity and scale of the visitor attractions sector that makes it such an attractive investment option. Christie Finance can support you in getting the funding you need. As an independent broker, we are not tied to any particular lender. We have established and trust-based relationships with leading lending institutions. We know which ones are financing the sector, and whom to approach to get the best deal for you.

Our flexible finance packages can work well for the visitor attractions market, so get in touch to find out more. Visit christiefinance.com for further information.

RCC Business Mortgages plc, trading as Christie Finance, is authorised and regulated by the Financial Conduct Authority. Our Firm Reference number is 709982. Not all types of business we undertake is authorised and regulated by the Financial Conduct Authority. Christie Finance operate as an intermediary and are not a principal lender.

We're Here to Help

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