

# Gateway Ticketing Systems

## Case Study



## Denver Museum of Nature & Science Sells Over 660,000 Tickets for *Body Worlds 2* Exhibit Using eGalaxy Web Store & Galaxy Ticketing System

### Denver Museum of Nature & Science

Location: Denver, CO

#### Key Challenges

- Wanted a ticketing solution that didn't require payment of online transaction fees to a service provider
- Wanted an open SQL platform to access data and write reports
- Needed a robust system to handle high-volume ticketing
- Required installation in short timeframe.

#### Solution

eGalaxy Web Store & Galaxy Point of Sale provided:

- No online transaction fee payment required to a service provider
- Data management & SQL reporting
- System installation & implementation within 8 weeks

#### Business Results

- Significant savings in online ticketing transaction fee payments
- Easy data management & reporting
- Seamless processing of high-volume ticketing
- Galaxy system paid for itself by the end of the *Body Worlds 2* exhibit

Founded in 1900, the Denver Museum of Nature & Science is the Rocky Mountain region's leading resource for informal science education.

The museum has a variety of exhibitions, programs, and activities designed to help visitors experience the natural wonders of Colorado, Earth, and the universe.

Currently, the Denver Museum of Nature & Science attracts over 1.5 million visitors each year.

#### Why the Need for a New Ticketing Solution?

When the Denver Museum of Nature & Science (DMNS) made the decision to show the popular *Body Worlds 2* exhibit, they knew they would need a new ticketing solution in order to accommodate the hundreds of thousands of additional guests that the exhibit was expected to attract to their facility.

However, the need for a new system involved more than just the ability to handle the increased volume of ticket sales that the exhibit would generate: DMNS wanted a solution that would allow them to sell tickets online without paying per-transaction fees to a service provider, and would also give them the flexibility to set its own fees. Because they anticipated selling approximately half of the tickets for the *Body Worlds 2* exhibit online, this was a major factor in finding the right provider.

The museum also wanted a ticketing solution that would seamlessly integrate with their existing system, and enable them to generate reports easily.

But as luck would have it, there was going to be yet another critical factor in this decision. Without notice, the implementation timeframe for the new system shrank from six months to eight weeks. DMNS had to find a solution provider who had both the system they needed and the ability to implement it within a significantly compressed time frame.

The search to find this ticketing provider led the museum to Gateway Ticketing Systems.

### eGalaxy Web Store and Galaxy POS Deliver Seamless Integration and Big Savings on Transaction Fee Payments

The combination of Gateway's eGalaxy Web Store Server and Galaxy Point of Sale provided an excellent solution for addressing the needs of the Denver Museum of Nature & Science. These modules deliver both the functionality to sell tickets online with no transaction fee payments, as well as the ability to manage data between Galaxy and the museum's existing data systems, via a robust application that would easily handle their high-volume ticketing.

"The open connectivity functionality in Galaxy is invaluable," said MaryAnn Stack, Director of Technology Development at the museum. "We can take data from Galaxy and move it to the data systems that we currently use."

#### Successful Installation—Right On Time

The Galaxy system implementation was completed on time, in spite of the shortened timeframe. "Overall, the institution and Board were astounded by the success of the implementation," said Stack. As with any major installation, there were bumps along the way. DMNS worked with an outside consultant familiar with both the museum's needs and Galaxy's capabilities, which helped in reducing installation time. This also helped the Gateway and DMNS teams learn more about each other's language and business.

#### Galaxy Performs "Tremendously," Pays for Itself by Exhibit End

"We pushed the envelope with the Web store and it was successful. We had over 660,000 visitors to the *Body Worlds 2* exhibit, and the tickets were all *timed* tickets. More than 350,000 tickets were sold through the Web store."

During the last weekend of the exhibit, the museum was open 24 hours a day. They had no problems with Galaxy running continuously during that time, unlike their previous ticketing system, which froze during high-volume activity. Stack said, "Across the board, the Galaxy POS performance was tremendous." DMNS earned enough through transaction fees by the end of the *Body Worlds 2* exhibit that the entire Galaxy solution paid for itself.

#### Moving Forward: Continued System Expansion with Galaxy

"We'd like to move all of our offerings over to Galaxy," said Stack. "We have another large exhibit coming to the museum in June of 2007, and we're looking forward to that being just as successful as *Body Worlds 2*."



The museum successfully sold and processed 660,000 tickets for the popular *Body Worlds 2* exhibit, using eGalaxy Web Store and Gal-

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**-Mary Ann Stack,  
Director of  
Technology  
Development**