

FUTURE SOUND GROUP

Futuresound Group specialise in bringing some of the greatest music venues and live events to the North of England.



INTRODUCTION

Promoting events since 1994, Futuresound Group specialise in bringing some of the greatest music venues and live events to the North of England. Events ranging from Live At Leeds to Gold Sounds Festival, Futuresound is notorious for their multifaceted events. With the rise in popularity over the last two decades, Futuresound's events have accumulated a cult following with music-lovers travelling nationwide just to attend.

SUMMARY



PROJECT

Futuresound faced challenges due to a highly fragmented system which had no centralised data management systems in place. Critical business data was disconnected, limiting communication and collaboration.



SOLUTION

We implemented an 'FSG' portal which addresses the specific need of the company. The portal was created to streamline and centralise various aspects of Futuresound's operations.

CHALLENGE

Futuresound Group (FSG) faced challenges due to a highly fragmented system which had no centralised data management systems in place. Critical business data was disconnected, limiting communication and collaboration. The successful growth of the company also resulted in each department having its own approach to managing their areas of responsibility. This, combined with a lack of data management, restricted departmental information exchange to emails/phone calls, which proved inefficient. To address these issues, FSG aimed to establish a centralised repository for Customer/Supplies information that is securely accessible by everyone.

SOLUTION

Edmondsons IT Services implemented an 'FSG' portal which addresses the specific need of the company. The portal, which is accessible based on user permissions, aims to streamline and centralise various aspects of Futuresound's operations:

- **Customer, Supplier, Agent, Promoter, and Venue Management:** The portal includes a list of all customers, supplies, agents, promoters, and venues, providing relevant information for each category. This helps organise both new and existing data and allows the company to store information in one place.
- **Bookings:** We introduced a calendar-style venue booking system which displayed venue availability based on bookings.
- **Notifications:** Notifications are now sent out via emails to relevant parties so they're informed of any changes to events.
- **Venues:** Since each venue has its own set of requirements, the portal now accommodates varying capacities and ticket availabilities for each venue. Additionally, venues can now feature permanent miscellaneous tickets, such as 100 Carparking, or event-specific miscellaneous tickets, like 100 Promo Merchandise tickets for a particular event.
- **Ticketing System:** This was quite a complex area of the business which was previously carried out by a member of staff. We simplified and replicated the process within the portal by integrating the system with SeeTickets through an API.
- **Accounting Integration:** We implemented a feature where ticket sale reports will be automatically emailed to outlets at set intervals for completion. This information would then be provided to a member of staff, streamlining the accounting process.



➤ Centralised Data Management

Futuresound Group now have a centralised data management system in place which helps organise all relevant data in one place. This data is all stored in one place, which reduces the need to pass information via emails/calls.

➤ Overall Increased Efficiency

The portal streamlined various aspects of Futuresound's operations, including customer, supplier, agent, promoter, and venue management, leading to overall increased operational efficiency.

➤ All Staff are on the Same Page

All staff has access to the same set of data, which eliminates departmental boundaries and ensures that everyone is on the same page.

➤ Increased Communication with External Stakeholders

The introduction of the portal facilitates increased communication with external stakeholders, including agents, artists, and venues. This helps improve customer and supplier satisfaction.

GET IN TOUCH TODAY!

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