

**SA**

**SeatAdvisor™**  
BOX OFFICE INTELLIGENCE

Case Study: Arts





# GATE THEATRE, DUBLIN

## SEATADVISOR PRODUCT: SABO ARTS

**“WE HAVE BEEN RESEARCHING ALL OF THE AVAILABLE BOX OFFICE AND TICKETING SYSTEMS FOR THE PAST YEAR, AND SABO'S WEB-BASED EASY TO USE SOLUTION IS THE ONE THAT MEETS OUR NEEDS,”**

*Laura Mac Naughton,  
Theatre Manager,  
The Gate Theatre*

**THE GATE THEATRE** uses SABO - a powerful and feature rich web based ticketing system designed to manage all aspects of their venue, from the box office to the marketing department.

The Gate Theatre, Dublin's most successful performing arts facility located in the centre of Dublin, will use The SABO integrated ticketing, fundraising, and customer relationship management (CRM) & access control solution. “We have researched available box office and ticketing systems for the past year, and SABO's webbased easy to use solution is the one that meets our needs” said Laura Mac Naughton, Theatre Manager of the Gate Theatre. “We are in the very beginning stages of a marketing campaign, and SABO's seamless view of our customers and clients, coupled with the management tools that we can now place in the hands of the many organizations that call the Gate Theatre home, convinced us that now was the time to make the jump”.

Using SABO's integrated, single database solution, the Gate Theatre will have access to ticketing, fundraising, marketing tools, crm and access control functionality allowing all departments manage their operation from one live real time system.

While the venue has a core focus on ticketing they make extensive use of all the ancillary facilities at the venue to provide a richer customer experience. The SABO system provides the data management and analysis tools necessary to improve relationships with existing customers, and marketing tools to attract new ones.

### Key Facts

#### Client

Del Mar Race Track

#### Location

Del Mar, CA USA

#### SABO Solution

SABO ARTS

### Organization Profile

The Gate Theatre has been, artistically and architecturally, a landmark building for over 200 years. Established as a theatre in 1928 by Hilton Edwards and Micheál MacLiammóir, the Gate offered Dublin audiences an introduction to the world of European and American avant-garde theatre as well as to the modern and classic Irish repertoire.



# THE GATE THEATRE



## CASE STUDY - THE GATE THEATRE

### SEATADVISOR PRODUCT: SABO ARTS

#### Implementing the solution

“The Gate Theatre is a great example of an organization dedicated to getting the most out of our system,” said SeatAdvisor Europe MD Hugh O’Morain. “They’ve realised it’s not just about ticketing anymore. They work with many groups, and have many different departments within their organization. Replacing the multiple systems they currently use to manage marketing, fundraising and ticketing initiatives with one unified system will be vital to their success.”

The Gate is the latest Arts venue in SeatAdvisor’s growing client list, and joins, The Knockhill International Racing Circuit, The Del Mar Race Course and The Bendigo Schweppes Arena among others.

#### About SeatAdvisor

SeatAdvisor provides a fully integrated ticketing, customer relationship management, and fundraising software system for the sports, arts, live event and family attraction industries. The SABO web-based system has been built on the latest technology, for entertainment industry professionals.



At the core of this powerful solution is a single, real-time view of the customer’s data across all organizational levels, combined with business intelligence analytic tools that have delivered revenue growth and profitability. SABO currently serves clients in America, Europe and Australia, including: Churchill Downs, Eastern Michigan University, Miami University, Wrexham Football Club, Knockhill Racing Circuit, Bristol Rugby Club, Lone Star Park, and the Del Mar Thoroughbred Club.

**“THE GATE THEATRE IS A GREAT EXAMPLE OF AN ORGANIZATION DEDICATED TO GETTING THE MOST OUT OF OUR SYSTEM. THEY’VE REALIZED IT’S NOT JUST ABOUT TICKETING ANYMORE. THEY HAVE MANY DIFFERENT DEPARTMENTS WITHIN THEIR ORGANIZATION. REPLACING THE MULTIPLE SYSTEMS THEY CURRENTLY USE TO MANAGE MARKETING, FUNDRAISING & TICKETING INITIATIVES WITH ONE UNIFIED SYSTEM WILL BE VITAL TO THEIR SUCCESS.”**

#### For Further Information:

You might also like to watch some video demonstrations of our system or to download further case studies. To see an online presentation about SeatAdvisor and the SABO ticketing system, go to the following link and make sure you have Flash Player 8 as a minimum loaded on your PC.

[http://www.seatadvisor.com/DEMO/SABO\\_presentation\\_new/player.html](http://www.seatadvisor.com/DEMO/SABO_presentation_new/player.html)

SeatAdvisor has offices in the United States, Europe, and Australia.

*Hugh O’Morain,  
SeatAdvisor Europe MD*