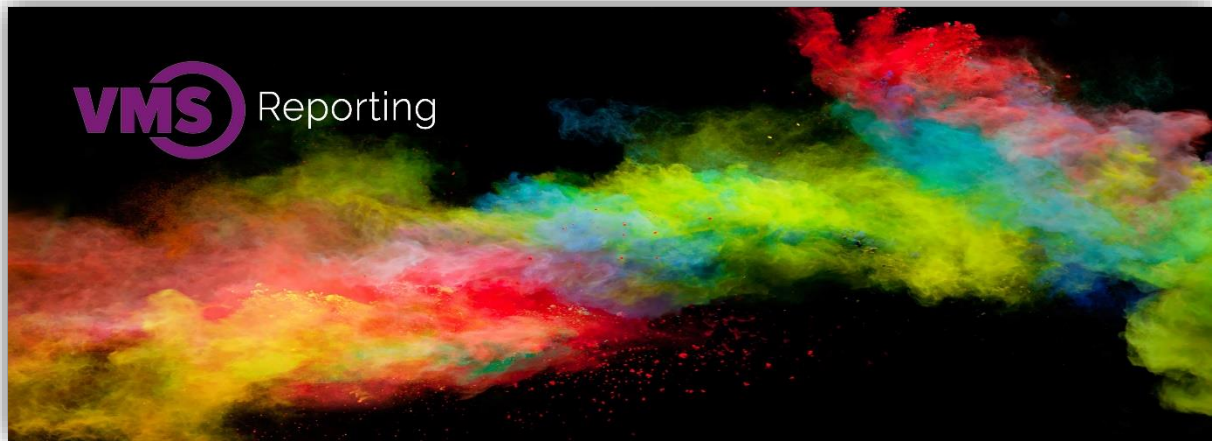




Ticketing, Bookings, Memberships, E-Commerce, EPOS, CRM, Access Control, Accounting, Reporting

## VMS Reporting



## Introduction

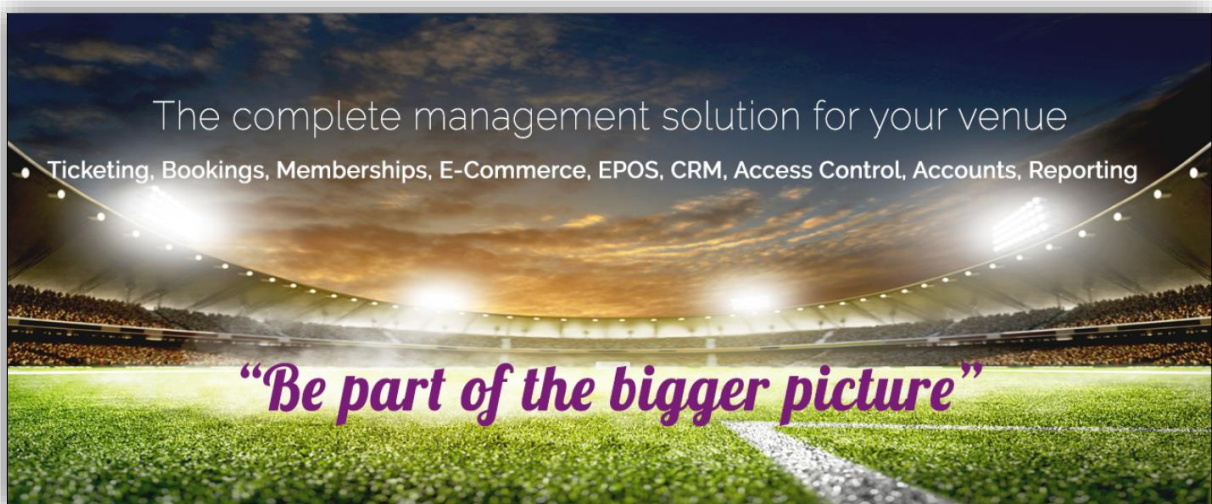
VMS is a software and hardware solution to cater for the complete management of any venue that sells tickets, takes bookings, sells merchandise, provides hospitality or manages area access.

As a modular based suite you can pick the functionality your business needs now and add more modules as you grow.

VMS is easy to use and provides the functionality needed to run any size venue in a single application, at a fraction of the cost of combining separate applications such as Microsoft Dynamics, SAP or Sage.

As you grow VMS will grow with you, no need to worry about your systems keeping up. With VMS you already have all the tools you need. With all your customers' data held securely in a single place, managing your [GDPR](#) data protection requirements becomes easy, more efficient and less costly.

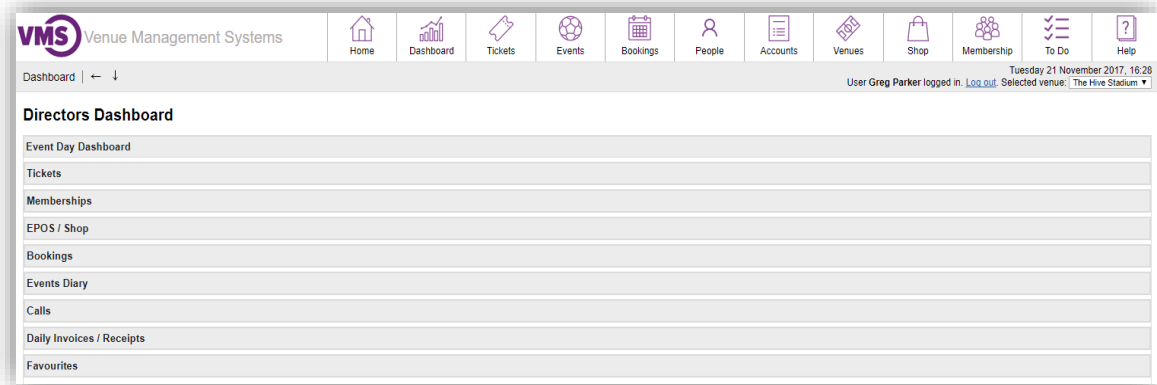
This document describes the [VMS Reporting](#) functionality.



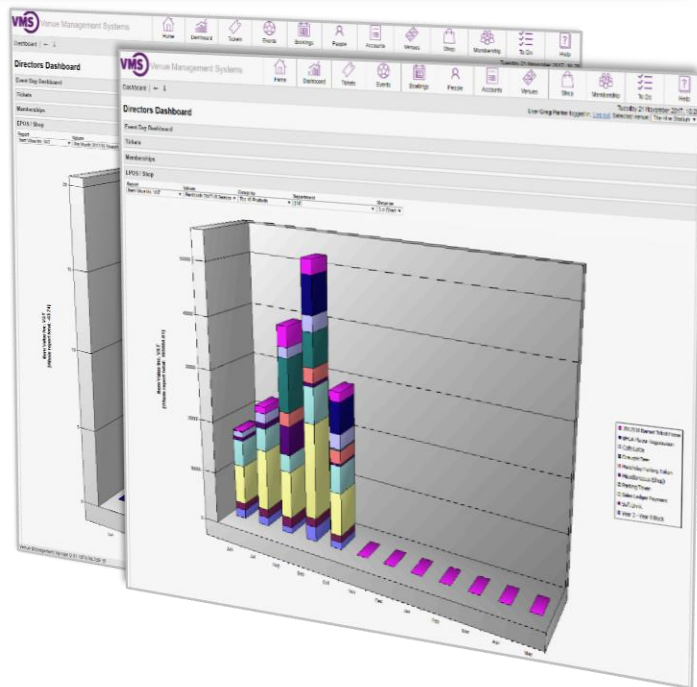


# The Directors Dashboard

The Directors' Dashboard is included for every VMS module and gives up to the minute status information for the entire venue, that may be required at Directors' level for example, the total sales in each period, broken down by category, the number of people attended at each event, the number of complimentary tickets sold, the number of sales made with a discount and it can all be produced in a report.



The Directors Dashboard is also separated into sections for the VMS modules currently enabled. Each section provides its own reporting functionality. The [VMS EPOS](#), [VMS Shop](#) (E-Commerce) section for example, allows you to report on such things as top ten most popular items within a given time frame or the ten least popular items. This will allow you to identify where a promotional offer may be required. Reports can be run using almost any criteria to get the information you need and the reports run most often can be added to the 'Favourites' section so that they are readily available for next time.

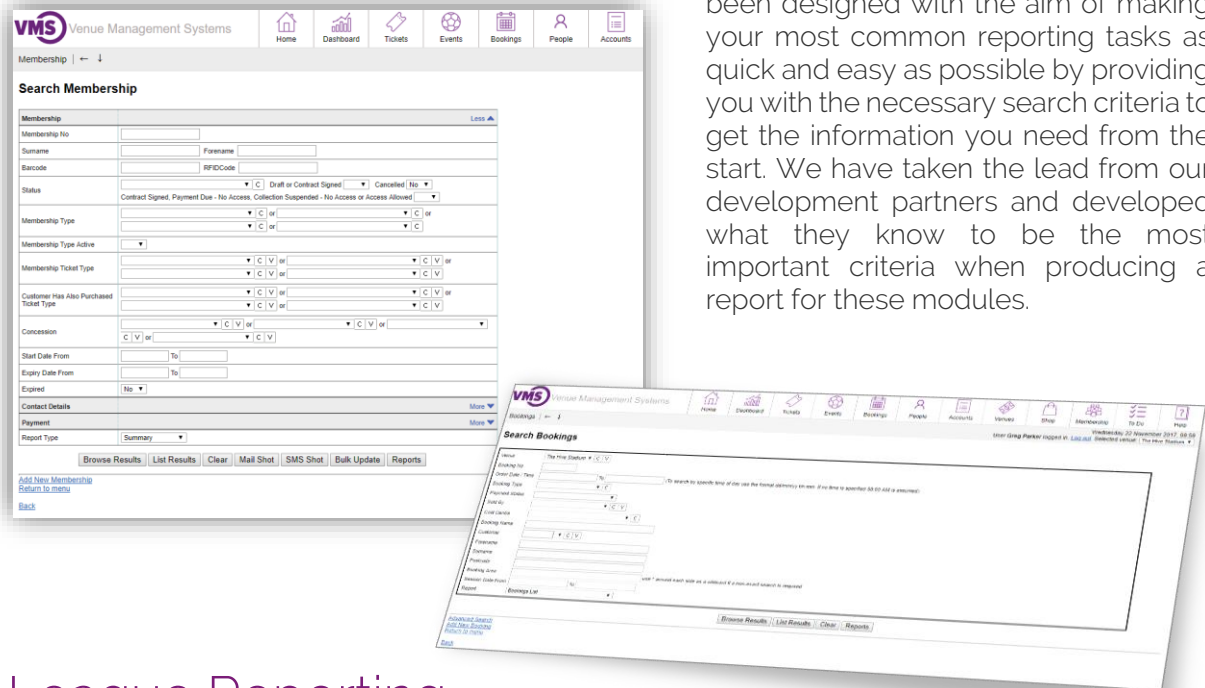


Data is simple and clearly presented using graphs where appropriate but reports can be displayed in tables and exported to Excel if required. However, with the addition of the [VMS Accounting](#) module there is no need to export information to other applications such as Microsoft Dynamics, SAP or Sage. It can all be done in VMS.

At any time, the data can be viewed on a Director's mobile device and links can take the Director to a more detailed breakdown of the figures.

# Reporting Made Easy


We have provided pre-defined report forms within each module such as the 'Search Bookings' form in the [VMS Bookings](#) module, or the 'Membership Detailed' report in the [VMS Memberships](#) module. These have all been designed with the aim of making your most common reporting tasks as quick and easy as possible by providing you with the necessary search criteria to get the information you need from the start. We have taken the lead from our development partners and developed what they know to be the most important criteria when producing a report for these modules.



# League Reporting

Our football and sporting development partners have had significant input in the development of our reporting functionality. With their help we have added specific functionality that will allow you to complete any league or other reporting duties at the click of a button.

19 November 2016, 15:00  
**BARNET V CREWE ALEXANDRA**  
 Current Time: 9:56



VenueManagement  
 From www.venuefootball.com

[Select Another Event](#) [Return to Directors Dashboard](#) [View Turnstile Data](#) [Return to Home Page](#)

[Turnstile Report By Concession Excluding Batch Print](#) [Turnstile Report By Concession Including Batch Print](#)

[Summary Report to Excel Excluding Batch Print](#) [Including Batch Print Scanned Tickets](#) [Including All Non-Refunded Batch Print](#)

**Number of people in the grounds excl. passes** 0  
**Number of people in the grounds inc. passes** 0  
**Number of tickets issued inc. season tickets** 2,591  
**Number of tickets refunded after event but used to gain entry (included in above figure)** 48  
**Total sales excl. season ticket values** £17,883  
**Number of tickets sold with commission** 0  
**Commission amount** £0

**Matchday Attendance Analysis**  
 19/11/2016  
 All sales exclude 'Batch Print' tickets unless they have been scanned in at a turnstile

Using Turnstile Entry Data (not ticket scan data)			*All tickets sold up to 3 hours before kick off			
Attendance	Home	Away	Tickets	Pre-Sales	Final Sales	Total
0	0	0	2019	363	2376	8472
0	0	0	Revenue £	8,108.80	4,786.40	12,925.20
			Commission Tickets			0.00
			Commission £			0.00

Purchase Method - Online (Orders)			Purchase Method - Offline (Orders)		
Customers	%		Customers	%	
Collection	0	0	Collection	1311	60.69
Delivery	2	0.93	Delivery	0	0
Coverer	0	0	Coverer	0	0
Mobile E-ticket	0	0	Mobile E-ticket	0	0
Print at Home	214	99.07	Print at Home	23	1.06
Membership Card	0	0	Membership Card	0	0
<b>Total</b>	<b>216</b>	<b>8.09</b>	<b>Total</b>	<b>2160</b>	<b>90.91</b>

Concession Type (Orders)			Payment Method (Orders)		
Customers	%		Customers	%	
Adult	6981	70.70	Batch/print	189	7.95
Concession	364	10.32	Cash	360	15.18
Concession F	1	0.04	Complimentary	564	24.58
Disabled Helper	23	0.97	Credit / Debit Card	207	8.71
Under 17	286	11.2	Membership	797	33.04
Under 17s	2	0.08	Pass	4	0.17
Over 64s	39	1.62	SagePlay	231	9.72
<b>Total</b>	<b>2378</b>	<b>100</b>	<b>Total</b>	<b>2378</b>	<b>100</b>

The Directors Dashboard includes an Event Day Dashboard. This allows you to select any event and instantly have details of the number of people in the ground, pre event ticket sales, season tickets, cash turnstile sales etc. for that event. Additionally, by clicking on the various report options available, reports can be created in Excel that include sales, concession, season ticket, home / away mix, data etc. These reports can be provided where needed to fulfil your organisational responsibilities.



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