

SERVICE DEFINITION

Artifax Cloud Software

Venue and Event Management Streamlined

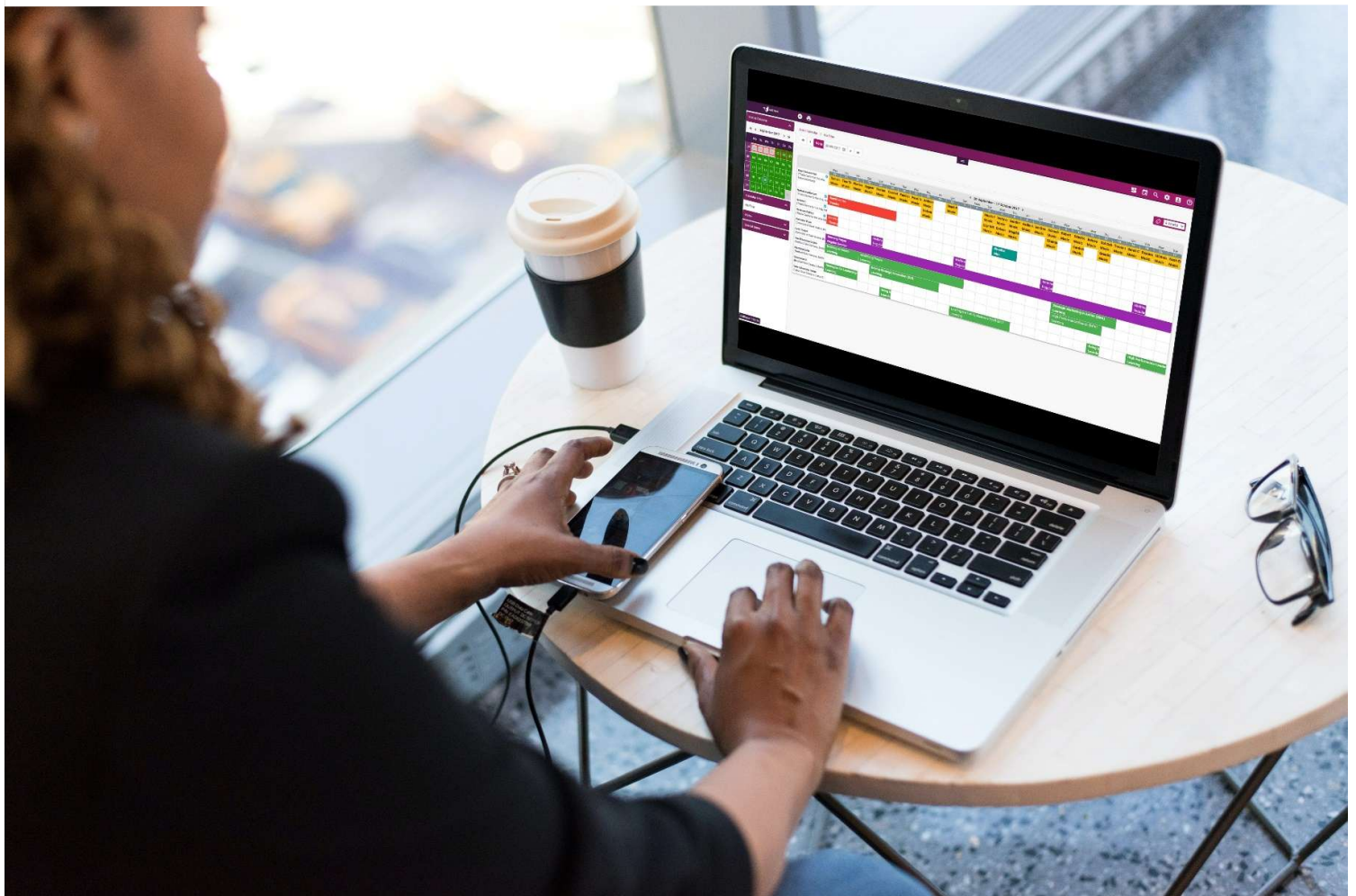
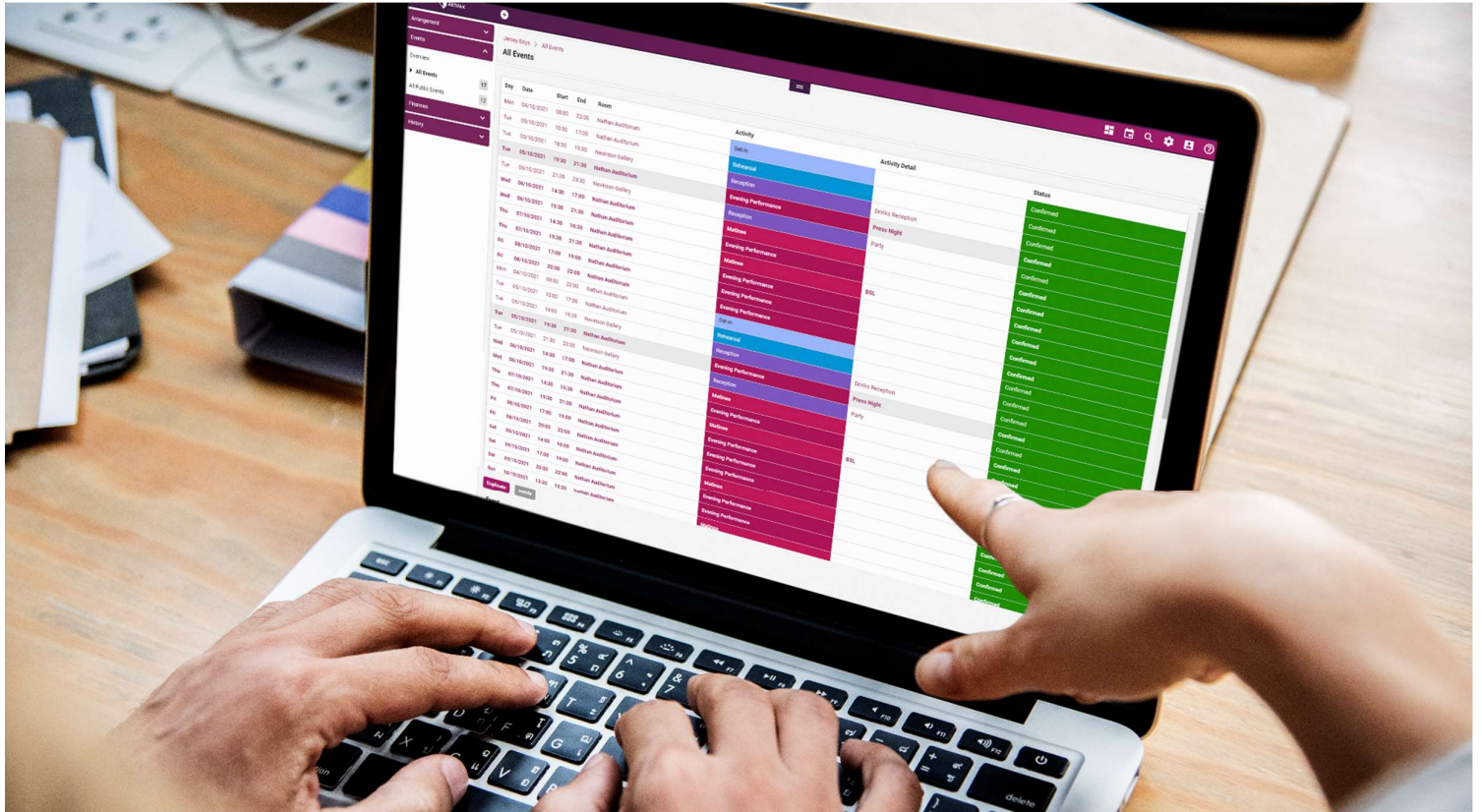
Save time with the calendar system from the industry experts

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Introduction

G-Cloud 15

ArtifaxEvent and its optional companion application, ArtifaxAgora, are **Cloud Software**.

Software and Clients

Designed to meet the specialised needs of people who manage any type of performing arts centre, festival, museum, gallery, conference venue, civic facility, visitor attraction or place of worship, our applications, ArtifaxEvent and ArtifaxAgora, handle all aspects of space-related bookings and tour scheduling.

Hundreds of organisations (many in the public sector) and thousands of individual users around the world use our software to run their venues and events.

Artifax's roots are in the performing arts, but our community has expanded beyond concert halls, festivals and theatres to include cathedrals, sports pitches and zoos, plus many other commercial, community and cultural organisations. We have been around since 1986 and launched our first online service in 2004. Our latest applications, ArtifaxEvent and ArtifaxAgora, are accessible via a web-browser, anytime and anywhere. Over **20 million events** have been scheduled in the ArtifaxCloud since 2014.

History

Artifax Software was formed in 1986, originally specialising in software for artists' managers. Soon afterwards, development began on a new product for room booking and resource management for the Wigmore Hall in London and the Grieghallen in Norway. ArtifaxEvent became accepted as the industry standard for performing arts centres, used by the Royal Albert Hall, the Barbican and the Royal Festival Hall, as well as many other concert halls and prestigious cultural venues worldwide. National museums, galleries, theatre groups, cathedrals, government and local authority buildings all rapidly adopted the software.

Later, working in conjunction with the Edinburgh International Festival, ArtifaxEvent was expanded to cater for arts festivals.

We now have clients all over the world—using ArtifaxEvent and ArtifaxAgora, to help their organisations thrive.



Ownership

Artifax Software Limited (trading) is wholly owned by Artifax Group Limited (non-trading) and part of the Volaris Group, an operating group of Constellation Software Inc. Constellation Software Inc is a publicly traded company on the Toronto Stock Exchange (TSX: CSU).

Operations

Artifax has a distributed workforce across the UK and North America with a virtual office headquarters in London. We also have distributors in Asia-Pacific and Europe.

The Artifax team is growing to support our global client-base. Our small size and our experienced leaders enable us to be fleet of foot, responding quickly to our clients' needs and to technological changes. We invest in research and development to provide our users with software that is intuitive to use and frequently enhanced and extended with new and improved functionality.

People

We also invest in our employees. Many of them have backgrounds in our core sectors and they understand the challenges you face. Providing excellent customer support is inherent to the success of our business. Our employees enjoy the stability of working for a long-established business, with many iconic client venues, plus the excitement of developing new products and services.

We help our employees to grow in their current roles and to achieve their goals by providing training, mentoring and support. Voluntary work and charitable giving is actively encouraged.

Personal Data Security

For your peace of mind, Artifax is ISO 27001 accredited, ISO 9001 accredited and Cyber Essentials certified.





Testimonials

"As usual, service was up to usual high and helpful standard."

Royal Liverpool Philharmonic

"Artifax has revolutionised our operations. Its booking, reporting and staffing capabilities are logical, powerful and elegant."

Sydney Conservatorium of Music

"It is easy to use and highly configurable."

St Paul's Cathedral

"Everyone now knows what is happening, where, with whom, and with what resource! I love it."

Aga Khan Museum, Toronto

"Artifax is a great tool for venues who operate multiple spaces. We now have a much more structured system for the booking of performances, and generate the deal memo, contract, and box office set up sheet via Artifax."

Mercury Theatre, Colchester

"Really enjoying using the system and have been booking and invoicing to our hearts content! Seems like all the finance back-end stuff is working a dream."

The Albany, Deptford

"Great product and we have always had excellent sales and technical support when we need it."

Chetham's School of Music, Manchester

"It saves us hundreds of hours in processing and is used by every member of staff."

Byre Theatre, St Andrews

"We're so pleased to have rolled out ArtifaxEvent across the National Portrait Gallery. Giving us a single system through which all Gallery based activity can be coordinated and made visible to users."

National Portrait Gallery

"Ever since switching to Artifax, the time that it takes me to generate contracts and invoices for clients has been cut in half"

New42



ArtifaxEvent Functionality

Accessible anytime, anywhere. All you need is a web browser.

Over 10,000,000 events scheduled by Artifax customers in the EU.

room & resource hire ▪ event planning ▪ artistic programming production scheduling ▪
finances ▪ staffing ▪ tasks & workflow ▪ guest & attendee management ▪ scheduled reporting
automations ▪ integrations

Introduction

ArtifaxEvent is used to manage artistic and production schedules, education programmes, venue hire and tour scheduling. It streamlines your business processes and puts critical information at your fingertips. ArtifaxEvent is suitable for any size of organisation and available in the cloud

ArtifaxEvent is designed to help you manage people, organisations, rooms, resources, enquiries, events and artistic programmes efficiently. A central drag-and-drop wall planner-style calendar is at the heart of the application.

Configure unlimited colour-coded event statuses, types and activities to understand what's happening in your spaces at a glance. Create your own calendar filters and use them in reports, as well as publishing them for use in other calendar applications, your websites and foyer displays. Built-in booking wizards, plus user-definable templates and task-driven workflows, streamline your business processes. Unlimited custom fields and context-sensitive/ad-hoc user-defined forms allow you to tailor the application for your organisation. Apply complex security rules to protect your data and documents.

Written from scratch in PHP, HTML, CSS3, JavaScript and AJAX, ArtifaxEvent is powered by Microsoft SQL Server and Microsoft Internet Information Services.

A published RESTful API allows straightforward integrations with ticketing, accounting and other systems as well as ArtifaxAgora and the ArtifaxEvent Excel Toolbar, which enables users to access ArtifaxEvent data directly from within Microsoft Excel.



Calendar

- Zoom from one month to six hours
- Flip the axis to display days/times across the top and spaces down the side, or vice versa
- Create and modify events directly on the calendar
- Drag and drop events between days/times and rooms/spaces (can be switched off)
- View the calendar as a list, choosing your own colour-coded columns
- Colour-code by event status, event activity or booking type (all configurable)
- Filter the calendar by room/space and/or event using saved searches
- View availability periods within rooms/spaces in a dedicated view
- Produce documents and reports directly from the filtered calendar
- Publish one or multiple filtered calendars as .ics files (enabling users to subscribe from Outlook, Google Calendar, iOS or mobile devices) or as an XML feed

Bookings

- Tiered hierarchy of rooms/spaces, each with its own capacities, usage types, opening times and overlap buffers
- Build your database of resources, each with their own suppliers, quantities, availability by location and custom properties
- Create flexible packages of resources
- Create overlap warnings for linked spaces
- Use types, statuses, user-defined fields, custom forms and security to build your own workflows
- Easily amend, duplicate and remove multiple bookings
- Create, attach and email documents
- Take hire enquiries via web form
- Generate contracts and present them for electronic signature



Finances

- Set up multiple trading entities to separate the finances (including invoice sequences) of different organisations in a single database
- Use price codes to store and calculate charges and costs for rooms and resources or create ad-hoc
- Add charges and credits to individual events and/or overall bookings
- Apply discounts and contras as amounts or percentages
- Handle advance and security deposits
- Create a payment plan by splitting charges into separately invoiced amounts
- Split a charge between different customers
- Create invoices and credit notes individually or in batches
- Manage payments and refunds
- Take payment for invoices via Stripe
- Export invoice rows for import into finance systems, saving data entry
- Create deals and commission calculations and performance settlements
- Import ticket sales data
- Use the ArtifaxEvent Excel Toolbar to pull latest statistical and financial data from ArtifaxEvent

CRM

- Manage details of all prospects, customers and suppliers and bookings to create 360° views
- Link individuals and organisations with each other (many to many relationships)
- Create your own groups of individuals and organisations
- Use our built-in MailChimp integration for email marketing campaigns

Artistic Programme

- Compile a comprehensive database of the works and performers involved in every performance
- Create a work record for anything that might be performed or exhibited, adding details such as credits, genres and dates plus contextual fields depending on the art form
- Add your own fields to capture the tracking and monitoring data required by your organisation, and categorise according to your reporting needs.
- Organise works and performers into programmes, which can then be linked to events, seasons and series



Configuration

- Create your own user-defined fields and group them on custom forms
- Attach custom forms throughout the application manually or automatically and contextually
- Translate any field or application string to use terms familiar to your users

Licensing

- We offer unlimited users as standard with our subscription packages
- Choose additional modules to match your organisation's requirements

Hosting

- Fully managed, cloud-hosted system, with four daily backups.



ArtifaxAgora Functionality

Introduction

ArtifaxAgora is a platform that enables users of ArtifaxEvent to create websites in order to engage directly with non-users such as prospects, customers, colleagues, suppliers, volunteers/casual staff, event attendees and performers.

ArtifaxAgora uses the same data as ArtifaxEvent but has its own user interface and workflows in order to provide the most user-friendly experience possible. It's written for an untrained external user and therefore assumes no knowledge of ArtifaxEvent or the data and is also suitable for internal users who require simplified or focussed access.

Sites

You can create as many sites as your organisation requires on our ArtifaxAgora platform. Each site has its own URL, branding, features and security settings. This provides the opportunity for you to tailor the experience for each type of site user.

A simple example is that an organisation may want one site for internal users, which is only accessible to people with an email address from a particular domain, plus another site for external users, which is open to everyone.

A more sophisticated example is that an organisation (such as a local authority) may be managing a theatre, a museum, some meeting rooms and a community hall, so needs the branding and user experience to be different for each of those four types of their business: a site would be needed for each.

A site is the foundation on which you can add modules (which contain features for a particular type of user) and add-ons (which are enhancements to the site or a module).

A site contains a What's On listing of all the events you have configured to be displayed.

Arrangement Customer

Arrangement Customer enables you to add a venue hire section to your site, containing a room booking wizard.

Additional Modules

Additional modules include Artist and Guest, developed specially for Arts Festivals and Supplier to give your resource suppliers (caterers, AV/Technical teams etc) live access to a list of what is required where and when.



Data Backup and Restore

ArtifaxEvent

Browser-delivered ArtifaxEvent is available hosted in the ArtifaxCloud, fully managed and supported by Artifax. The ArtifaxCloud is located within the Amazon Web Services (AWS) platform, with all data stored within the European Union. Full security and compliance details for the AWS platforms can be viewed via: <https://aws.amazon.com/compliance/b>

The deployment of ArtifaxEvent to clients within the ArtifaxCloud uses a flexible and scalable infrastructure of web, file and database servers, underpinned by a load balancing mechanism and performance monitoring tools configured through the Amazon CloudWatch service. Unless specifically requested to be installed in a dedicated hosting environment (at additional cost), ArtifaxEvent application instances are installed on servers with shared resources.

Each hosted instance of ArtifaxEvent has its own URL (for example, myvenue.artifaxevent.com). DNS for all ArtifaxEvent URLs is managed within AWS Route 53. This ensures URLs can be quickly re-routed if required and, in future, automatic DNS routing can be introduced, for example by geolocation, load or latency.

Each ArtifaxEvent URL points to a load balancer endpoint. The load-balanced environment is configured to accept requests only on port 80 and 443. An SSL certificate using 256-bit encryption is installed on each load balancer and all requests received on the http protocol are redirected to https in order that all communication with ArtifaxEvent is secure.

All communication over https uses TLS 1.2.

All emails sent from ArtifaxEvent are sent over SMTP using the TLS protocol.

SSL configuration for ArtifaxEvent hosted in the ArtifaxCloud has an A+ rating. Regular SSL server tests are carried out.

Multiple web servers are managed by each load balancer. Automatically configured from a template, additional web servers can be initiated quickly as and when required (horizontal scaling). ArtifaxEvent application files for each installation reside on file servers behind the web servers.

Each ArtifaxEvent database resides on an Artifax-managed Microsoft SQL Server hosted on an AWS EC2 instance. Multiple database servers exist within the ArtifaxCloud environment, offering resilience.

Snapshot images of all drives on database servers and file servers are taken four times daily and held for 10 consecutive days. In addition, all databases are backed up individually to AWS S3 daily and held for 10 consecutive days.



Additional and/or replacement web servers can be launched into the load balanced set at any time. All DNS is managed within AWS Route 53, thus in the event of a complete outage of the standard environment, the DNS records can be pointed quickly to a new endpoint.

All servers are monitored 24/7 using AWS's Cloudwatch. Metrics monitored include CPU, RAM, I/O, disk space, load balancer latency and system/any status checks. Alarms trigger automatic and/or manual technical and/or support responses.

All hosted application instances of ArtifaxEvent are monitored 24/7. Monitoring includes uptime, availability, clean DNS entries, SSL certificate validity and malware detection.

As part of intrusion prevention, all ArtifaxCloud web servers, file servers and database servers sit within security groups (firewall) configured to restrict public access on all ports via all protocols.

ArtifaxAgora

ArtifaxAgora is hosted in the ArtifaxCloud, fully managed and supported by Artifax. The ArtifaxCloud is located within the Amazon Web Services (AWS) platform. Full security and compliance details for the AWS platforms can viewed via:

<https://aws.amazon.com/compliance/>

ArtifaxAgora is accessed via a single URL (www.artifaxagora.com) with provisioned client sites using sub-domains, for example: <https://myvenue.artifaxagora.com>

DNS for ArtifaxAgora is managed within AWS Route 53. This ensures we can quickly re-route DNS and in future, if required, manage automatic DNS routing, for example by geolocation, load or latency.

www.artifaxagora.com routes to an AWS ELB load balancer endpoint. The load balancer is configured to accept requests only on port 80 and 443. All requests received on the http protocol are redirected to https in order that all communication with ArtifaxAgora is secure.

The ArtifaxAgora application itself resides on multiple synchronised web servers managed by the load balancer. Automatically configured from a template, additional load balanced web servers can be initiated quickly as and when required (horizontal scaling). Upon initiation, each new web server automatically downloads and installs the most recent release code for the application.

Separate 'worker' web servers exist within the ArtifaxAgora environment. These web servers take care of processing ArtifaxAgora queued events.

Queued events are managed using AWS ElastiCache (Redis).

Client uploaded images are stored in AWS S3.

Three synchronised ArtifaxAgora database servers (two RW and one RO replica) are fully managed within AWS RDS increasing resilience, improving performance and enabling future



scalability. The main master database server is replicated in a second Availability Zone. The read replica database server resides in a third Availability Zone.

All communication over https uses TLS 1.2

All emails sent from ArtifaxAgora are sent over SMTP using the TLS protocol.

SSL configuration for ArtifaxAgora hosted in the ArtifaxCloud has an A+ rating. Regular SSL server tests are carried out.

Nightly database server snapshot backups stored for 7 days together with a full transaction log enable “point in time” restore capability.

Daily scripted database backups are stored in AWS S3 for 10 days.

Images (AMIs) of all servers within the ArtifaxCloud AWS account provide ability to restore any server upon failure.

Servers are monitored 24/7 using AWS’s Cloudwatch. Metrics monitored include CPU, RAM, I/O, disk space, load balancer latency and system/any status checks. Alarms trigger automatic and/or manual technical and/or support responses.

ArtifaxAgora is monitored 24/7. Monitoring includes uptime, availability, clean DNS entries, SSL certificate validity and malware detection.

Server updates are applied on a regular basis during scheduled maintenance periods.

As part of intrusion prevention, all ArtifaxCloud servers sit within security groups (firewall) configured to restrict public access on all ports via all protocols.



On Boarding and Off Boarding

On-Boarding

Our on-boarding services are subject to scoping and at additional cost.

Our Professional Services team handles each new implementation as a project, utilising PRINCE2® methodologies for the more complex projects. Each implementation will typically involve a series of process consultation, configuration and user training sessions working to a tailored plan to suit the requirements of each organisation. Our online support Help Centre includes an extensive range of administrator and end user guides and videos.

Data can be converted/imported from other systems, subject to scoping and at additional cost. This is straightforward for data in CSV format.

ArtifaxEvent can be provisioned within two hours during standard working hours.

Organisations using ArtifaxEvent can self-provision ArtifaxAgora themselves within minutes.

Off Boarding

Data can be exported in CSV format or our optional off-boarding service includes a copy of the SQL database at additional cost.

ArtifaxEvent can be de-provisioned within two hours during standard working hours.

Organisations can de-provision ArtifaxAgora themselves within minutes.



Pricing Overview

Please see our separate Pricing document for details of the pricing for our products and services.



Service Constraints

Maintenance Windows

Scheduled maintenance, including operating system updates, takes place outside of our standard support hours, currently on Friday mornings between 06:00 and 09:00 UK time. During these times the applications may not be accessible for periods. We give a minimum of five days' notice for all new application version updates, which will be applied within the standard maintenance window. Our release cycle for new application versions is typically every eight to twelve weeks.

Customisation

Organisations can customise both ArtifaxEvent and ArtifaxAgora extensively themselves, including adding an unlimited number of user-defined fields to capture additional data for reporting and analysis purposes in ArtifaxEvent as well as branding ArtifaxAgora.

Simple tweaks to our standard reports can be made in Microsoft Word by any user with the appropriate permissions. Knowledge of Transact-SQL (T-SQL) is needed for more complex reports. We also provide a report writing service and our experienced Professional Services team will be happy to provide advice and quotations for any custom report writing needs.

Experienced Microsoft Excel users (with appropriate access rights) will be able to create sophisticated dashboards using our ArtifaxEvent Excel Toolbar or we can do this for you.

Integrations with other systems are likely to be possible using our API. We are happy to discuss other customisations, but our preferred approach is to introduce additional functionality to our core products or modules for the benefit of all.

Schedule for Deprecation of Functionality/Features

There are currently no plans to deprecate existing functionality/features. Should there be so in the future, these will be published on our roadmap (available in our Help Centre) at the earliest opportunity, alongside guidance about any action that organisations need to take to prepare for the changes.

We may remove support for old versions of web browsers on a rolling basis, again making these decisions and timescales clear on our Help Centre. Users can subscribe to Help Centre articles to ensure that they are notified when new information is available.



Service Levels

Performance

All our support agreements include support from our dedicated Support Desk team by email and/or telephone.

Access to our online Help Centre, Knowledgebase and Community Forums are available 24 hours a day, 365 days a year.

Availability

ArtifaxEvent and ArtifaxAgora are designed to be available 24 hours a day, 365 days a year.

We will use commercially reasonable efforts to make ArtifaxEvent and ArtifaxAgora available with a monthly uptime service availability level of at least 99.9%. This commitment does not apply to any unavailability of ArtifaxEvent or ArtifaxAgora that is caused by factors:

- Outside of our reasonable control, including any force majeure event or Internet access or related problems beyond the demarcation point of the ArtifaxCloud
- That result from any actions or inactions of you or any third party
- That result from your equipment, software or other technology and/or third party equipment, software or other technology (other than third party equipment within our direct control)
- That result from any scheduled maintenance; or
- Arising from our suspension and termination of your right to use ArtifaxEvent or ArtifaxAgora

AWS's Service Health Dashboard is available at <http://status.aws.amazon.com/>

Support Hours

The Support Desk is available during our normal office hours, which are Monday to Friday, 9.00am to 5.30pm, excluding UK Public Holidays.

Support requests can be logged immediately (and will be automatically acknowledged and a support ticket created) by email or online 24 hours a day, 365 days a year, but will only be resolved when the Support Desk is available.

Severity Definitions

We will use our reasonable endeavours to ensure that faults are corrected within the category time scales referred to below using all reasonable care and skill.



Category Timescales

"Category A", shall be a fault which makes the support items (or any part thereof) unusable and which has a material effect upon the functionality, accuracy or performance of any function upon which the Licensee relies for the efficient conduct of the relevant part of its business;

"Category B", shall be a fault which is not Category A or Category C, i.e. faults that can easily worked round which do not have a material effect upon the functionality, accuracy or performance of any function upon which the Licensee relies for the efficient conduct of the relevant part of its business; and

"Category C" shall be a minor cosmetic fault, which does not affect the accuracy or performance of the supported items and also questions about the setting up or use of the system.

Artifax shall respond to faults notified to it by the Licensee dependent on the category of fault reported in the following manner:

CATEGORY A

Artifax shall respond within 30 minutes and use its reasonable endeavours to fix the fault concerned within four working hours, in each case of notification (but in the event that Artifax fails to achieve a four working hour fix, it will use its reasonable endeavours to achieve a fix as soon as possible thereafter). In providing a fix for Category A faults, Artifax's first priority shall be to restore the support item's functionality to working order as soon as possible;

CATEGORY B

Artifax shall use its reasonable endeavours to respond to the notification within one hour and to fix the fault concerned as fast as possible and in any event within 10 working days of notification (but in the event that Artifax fails to achieve a fix within this timescale, it will use reasonable endeavours to achieve a fix as soon as possible thereafter). In doing so Artifax shall not be required to work outside normal working hours.

CATEGORY C

Artifax shall respond to the notification within one hour and shall fix the fault within 6 months of notification (but in the event that Artifax fails to achieve a fix within this timescale, it will use reasonable endeavours to achieve a fix as soon as possible thereafter). In doing so Artifax shall not be required to work outside normal working hours.



Service Credits

We do not offer a financial recompense model for not meeting service levels as part of our standard subscription agreements. However, this is an option for bespoke arrangements. Details are available on request.



Ordering and Invoicing Process

Ordering

Orders can be placed by accepting our online quote.

Invoicing

Subscriptions are invoiced annually in advance. Subscriptions run from the date the contract is signed.

Services are invoiced on receipt of a purchase order.

Payments

Our standard payment terms are 14 days. Annually-invoiced subscriptions and services can be paid by BACS or Direct Debit.



Termination

By Consumers (Consumption)

Services are provided on a rolling annual basis.

Termination requests must be received in writing at least thirty days prior to the anniversary of your subscription date and will usually be processed and acknowledged within three working days.

By the Supplier (Removal of the G-Cloud Service)

Any services purchased under this framework can continue to be supplied even if the G-Cloud Service is removed from the CloudStore.

In the unlikely event that we terminate this service completely, we will provide at least ninety days' notice.



Technical Requirements

Browser

A connection to the Internet using a suitable web browser is required. Current requirements are latest release versions of Microsoft Edge, Mozilla Firefox, Google Chrome or Apple Safari.

Hardware

There are no technical requirements for the ArtifaxCloud.

Operating system

There are no technical requirements for the ArtifaxCloud.

Software

Applications capable of opening RTF and PDF files, such as Microsoft Word and Adobe Reader, are required for documents and reports.



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