



Case Study: Tessitura

How Portsmouth's Contactless Scanning Solution is Helping Arts and Cultural Venues Worldwide to Reopen Safely

THE CHALLENGE

Tessitura provides enterprise-level software that helps performing arts and cultural organizations manage a range of activities. Its united platform enables member organizations to drive all mission-critical business functions in a single database – including ticketing and admissions, fundraising, business insights, education, customer relationship management, marketing, mobile, and more.

As COVID-19 shutdowns began impacting venues all over the world in the spring of 2020, Tessitura's members needed immediate support transitioning from in-person ticket scanning to contactless technology. This technology would need to 1) meet the strict distancing and reopening guidelines imposed by both the CDC and each venue's respective city, 2) be easy to operate, 3) provide reassurance to patrons (whose concerns about personal health are at an all-time high), and 4) ensure the safety of workers at ticketing gates.

THE PORTSMITH SOLUTION

In April 2020, a member of Tessitura's network reached out to Portsmouth Technologies to learn more about its ScanStand, a rugged, reliable cradle that allows for secure scanning of varying sized objects – such as tickets and/or barcodes – with the mobile handheld computers that venues are already using. (This is especially important at a time when deploying entirely new hardware may not be practical – or feasible).

Impressed by the proven technology and potential of the ScanStand, the member recommended it to Tessitura, who discussed their needs with the Portsmouth team and piloted a program that allowed select members to test the device. Upon receiving initial feedback, Portsmouth quickly made modifications to the desktop unit (which had been used successfully in retail environments) so it would be more appropriate for its new end user – performing arts and cultural venues around the world. Tessitura then placed an order for ScanStands to be installed at dozens of member locations.



The pedestal version of Portsmouth's ScanStand

When venues slowly began reopening, Tessitura and their members provided additional feedback: they loved the desktop version of the ScanStand, but asked for a free-standing pedestal option – which would feel more inviting and natural for patrons to use. Portsmouth immediately got to work on a second product, and this evolved into the 40-inch-tall pedestal Tessitura members are using today.

RESULTS

As societies across the globe rethink how professionals and the public interact, the ScanStand's thoughtful design addresses the need for strict protocols related to social distancing – both preventing the spread of COVID-19 and instilling **confidence in local venues**. Additionally, Tessitura members are decreasing costs and improving efficiency with Portsmouth's contactless scanning products.

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The ScanStand is being used at venues worldwide

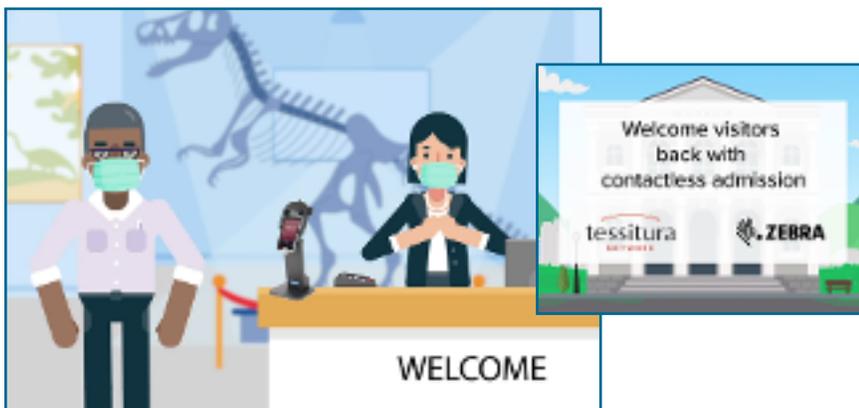
“At a time when budgets are tight and organizations are shut down and don't have extra income from ticket sales, our members can utilize their existing hardware and pair it with these reasonably priced arms and be able to meet the regulations needed to open,” says Tami Fox, Member Services Manager for Tessitura Network.

Tessitura currently has nearly 1,000 units in use, with installations at premier arts and cultural venues in North America and Europe, including:

- + Symphony Hall (the concert hall built for and used by the Boston Symphony Orchestra)
- + David A. Straz, Jr. Center for the Performing Arts (formerly the Tampa Bay Performing Arts Center)
- + California Academy of Sciences (San Francisco)
- + Lincoln Center for the Performing Arts (New York City)
- + Metropolitan Museum of Art (New York City)

Now, instead of a single attendant admitting guests, there are multiple stations at several Tessitura member venues. Feedback continues to be positive – and Portsmouth continually makes updates to the ScanStand's design, packaging, and shipping to accommodate venues' needs as they arise.

“Portsmouth has been incredibly receptive to feedback,” explains Fox. “They continue to make iterations that improve the product, making it even more user-friendly, less expensive to ship, and compatible with various scanners already in use.”



SCANSTAND FEATURES

- Enables hands-free scanning of tickets and/or barcodes
- Extends the use of TC Series handheld as a fixed scanner
- Firmly holds scanning windows in a downward scanning position
- Sturdy, non-slip base
- Rugged ABS cradle materials with precision fit
- 5V power adapter included
- Always on power and charging
- Available as a desktop or pedestal

“Our members appreciate that we have made contactless technology available for their venues and that Portsmouth's option is aesthetically pleasing – which is appropriate for most arts and cultural settings.”

– Tami Fox, Member Services Manager, Tessitura Network

The ScanStand has been such a success with Tessitura members that the company has incorporated images of the product in its marketing materials, such as videos like the one above. The ScanStand is making a global impact, too, appearing in various media outlets, including *The New York Times*. Other technology companies have raced to keep up by developing their own imitations of the ScanStand, but Portsmouth's purpose-driven design, engineering, and superior quality set its products apart from the company's competitors.