



# SERVICE DEFINITION

ArtifaxEvent and ArtifaxAgora Cloud Software  
Venue and Event Management Streamlined with Artifax  
Save time with the calendar system from the industry experts

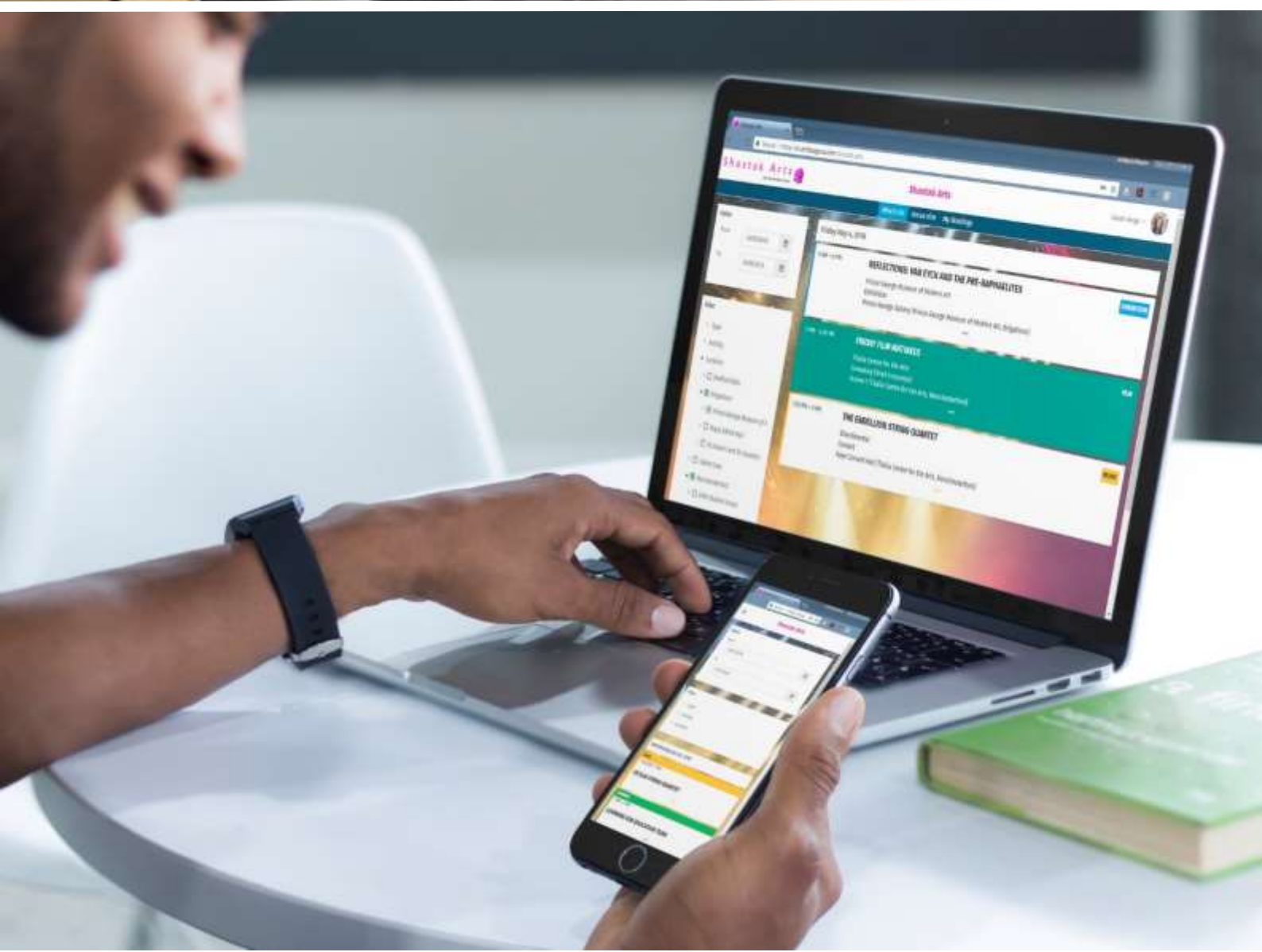
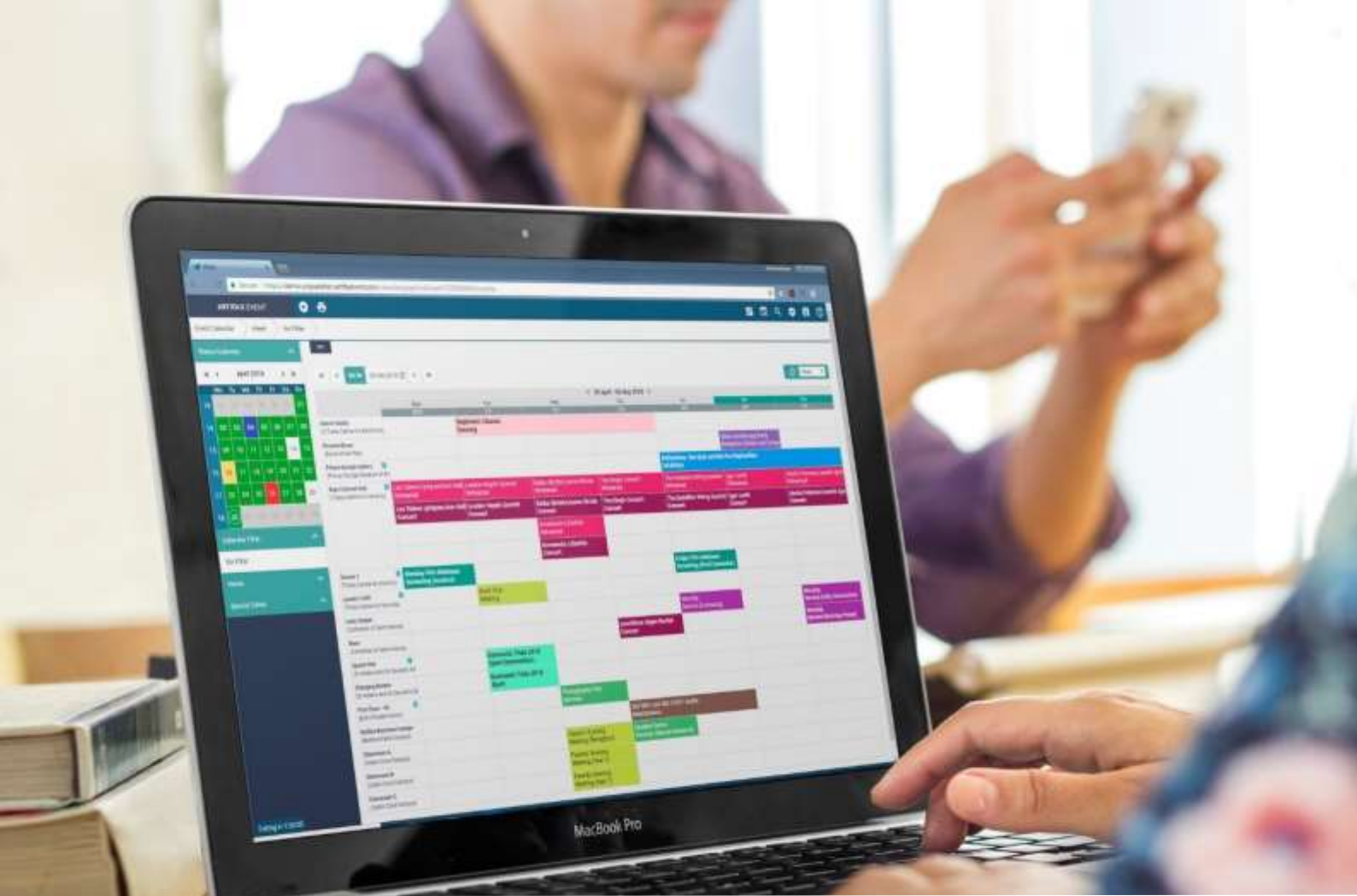
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# Introduction

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## G-Cloud 10

[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 **5 million events** have been scheduled in the [ArtifaxCloud](#) since 2014.

## History

Artifax Software was formed in 1986, originally specialising in software for artists' managers, called [ARTIFAX \(ARTI FiloFAX\)](#). 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—from auditoria to zoos—using [ArtifaxEvent](#) and [ArtifaxAgora](#), to help their organisations thrive.





## Ownership

Artifax Software Limited (trading) is wholly owned by Artifax Group Limited (non-trading).

Artifax Group Limited is majority-owned by its founder-directors.

## Operations

Our development, customer services (support, training and consultancy), sales, finance and administration teams are all based at our head office in Epsom. We also have distributors in North America, Asia-Pacific and Europe.

The Artifax team is growing to support our global client-base. As an owner-managed business, we are not under pressure from institutional or private equity shareholders to maximise profits in the short term. This independence, 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 27001:2017 accredited, ISO 9001:2015 accredited and Cyber Essentials certified.





# Testimonials

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"Huge thanks and gratitude to the whole team at Artifax. It has been an extremely challenging couple of months, but I am hugely impressed in both the commitment and quality of work that has delivered across this period."

*British Film Institute*

"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*

"We use the software across multiple departments avoiding clashes and giving clarity to 100s of people."

*Royal Hospital Chelsea*

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

*Aga Khan Museum, Toronto*

"I always get such a good and swift response. Brilliant customer service!"

*Test Valley Council*

"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 Lounge & Canada Water Theatre*

"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*



# ArtifaxEvent Functionality

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

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 or on-premises.

[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. It has a brand-new database, but data can be migrated easily from its predecessor, our desktop product, [ArtifaxEventClassic](#).

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





## Calendar

- Zoom from four weeks to six hours
- Flip the axes 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
- 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 or iOS) 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



## Finances

- Set up trading entities to separate the finances (including invoice sequences) of multiple organisations in a single database
- Use price codes to store 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
- Create deals and commission calculations and performance settlements
- Import ticket sales data
- Use the [ArtifaxEvent Excel Toolbar](#) to pull live 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
- Use one of the multiple languages already available or create your own

## Licensing

- Combine floating (concurrent) and/or named user licences
- Choose additional modules to match your organisation's requirements

## Hosting

- Host with us in the [ArtifaxCloud](#), with your own hosting partner or install [ArtifaxEvent](#) on your own web server



# ArtifaxAgora Functionality

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## 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 addresses 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 is the first module for ArtifaxAgora. It enables you to add a venue hire section to your site, containing a room booking wizard.

## Additional Modules

Additional modules include Supplier, Artist and Guest.



# Data Backup and Restore

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Artifax's infrastructure is designed not to have a single point of failure. We have robust 24/7 monitoring systems, including AWS's CloudWatch, in place to ensure that the appropriate members of our team are notified promptly if there are any problems.

AWS's internal procedures for disaster recovery are confidential; however, based on various scenarios we have explored, we estimate recovery time at between four and twenty-four hours. In the unlikely event of a catastrophic failure at AWS, the [ArtifaxEvent](#) and [ArtifaxAgora](#) systems would be transferred to another hosting provider (we also work with Memset in the UK) and data restored from off-site backups.

The [ArtifaxEvent](#) application can be installed on premises with [ArtifaxCloud](#) backups being made available for manual restore. Full replication of systems to an alternate data centre or on premises is also possible. These options are not included as part of our Standard, Premium or Enterprise subscription tiers and would incur additional charges.

We work in partnership with global information assurance provider NCC Group, to offer you business continuity protection through an escrow agreement. NCC Group currently protects over 9,000 business critical software applications under comprehensive escrow agreements, on the behalf of licensees worldwide. Under the terms of our escrow agreement we supply NCC Group with a copy of the source code of [ArtifaxEvent](#) and [ArtifaxAgora](#), which they hold securely on your behalf. This is updated at regular agreed intervals to ensure the source code held is always up to date. In the unlikely event that we ever become unable to meet our contractual obligations, NCC Group will release the source code to you, allowing you to maintain and correct your software without disruption. You will need to contact NCC Group directly to establish your escrow agreement. Fees will be payable directly to NCC Group for this service.

The [ArtifaxEvent](#) database is hosted and managed using Microsoft SQL Server 2012. The server hosting the [ArtifaxEvent](#) database is an Amazon EC2 Instance and sits within the [ArtifaxCloud](#). The [ArtifaxEvent](#) database MDF and LDF files sit on an Amazon EBS Volume. A full backup of the [ArtifaxEvent](#) database is taken twice daily at 00:00 UTC and 12:00 UTC. Each [ArtifaxEvent](#) database backup is stored within an Amazon S3 (Simple Storage Service) Bucket for five days (170 hours), so there are ten historical backups of the database available for rollback at any time.



The **ArtifaxEvent** application instance includes application files, uploaded documents, saved report outputs and custom reports. **ArtifaxEvent** application instance is hosted and managed using Microsoft Internet Information Services. The **ArtifaxEvent** application instance sits on an Amazon EBS (Elastic Block Store) Volume. A full backup of the **ArtifaxEvent** instance is taken twice daily at 00:00 UTC and 12:00 UTC. Each **ArtifaxEvent** instance backup is stored within an Amazon S3 (Simple Storage Service) Bucket for five days (170 hours), so there are ten historical backups of the application instance available for rollback at any time.





# On Boarding and Off Boarding

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## On-Boarding

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

Our customer services team looks after on-boarding, together with our projects team for larger and/or more complex organisations. The teams guide organisations through the on-boarding process with a series of on-site and remote consultation meetings, backed up with extensive documentation available online in our Help Centre. We use a standard implementation plan designed using PRINCE2® methodologies as a starting point. A typical organisation would need five days of services, usually split over two or more visits.

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

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ArtifaxEvent starts at £160 per month.

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



# Service Constraints

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## Maintenance Windows

Scheduled maintenance takes place outside of our standard support hours, currently on Thursday evenings between 8.00pm and 10.00pm, during which time the applications may not be accessible. We give a minimum of five days' notice for new versions of the applications, which are typically released 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. Report credits are included each year with some subscriptions and additional credits can be purchased at any time.

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

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## 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. Organisations on our Enterprise subscription tier are entitled to extended support hours from 8.00am to 6.00pm.

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.

An out of hours service is available for emergencies and by prior arrangement. Additional charges may apply.



## 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 be 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

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





# Ordering and Invoicing Process

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## Ordering

Orders can be placed by accepting our online quote.

## Invoicing

Subscriptions are invoiced either annually or monthly in advance. Subscriptions run from the date the application is installed.

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. Monthly subscriptions are collected by Direct Debit, unless otherwise agreed.



# Termination

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## 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 installation 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

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## Browser

A connection to the Internet using a suitable web browser is required.

## 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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