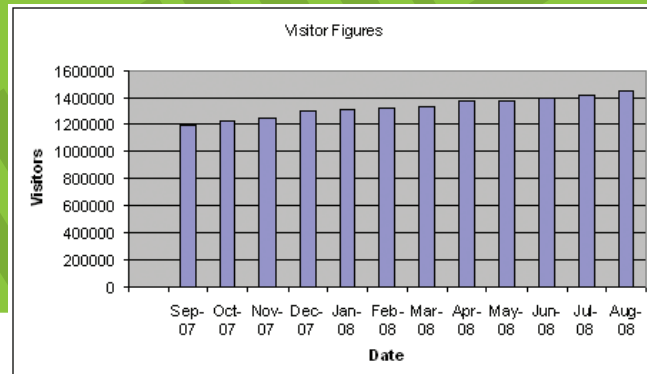




Management



Maxim provides a Visitor Attraction with a simple yet effective ticketing, booking and access control system.

It also ensures management has the up-to-date information required to make informed decisions about the business on an on-going basis, as well as allowing staff to concentrate on their primary customer-facing roles rather than having to concentrate on the system, which effectively runs itself.

Management Reports

Effective management is enabled by the provision of concise, timely and accurate information.

Reports created using Maxim provide management with as much, or as little, information as required. A suite of 40 configurable reports is included within the Maxim system, each of which may be exported to Microsoft Excel, or other formats, for further manipulation.

Information available through Maxim reports includes:

- **Cash flow forecast based on reservation, deposits taken, and money realised**
- **Annual overview of ticket sales and revenue received**
- **Breakdown of income by cost centre or ledger code (all tickets have their value split to user-defined cost centres)**
- **Audit reports available to check on user actions, all of which are logged**
- **Lists of all customers by ticket sales made, revenue received, types of transaction, type of customer, post code.**

Promotions

An integral part of the Maxim system is the acceptance of promotions. These can be in the form of printed material from, say, a newspaper and given in at the front desk to reduce the price of admission, or allow in one person for each full-paying adult. The redemption of promotions is fully audited and reported, showing take-up rates of promotions, and their cost.

Donations

The Maxim system not only deals fully with Gift Aid, but offers options to accept, log and track direct donations. A dedicated Donations report details all customers who have given Gift-Aid, and the relevant values

Donations can optionally be Gift Aided as well, to increase revenue even further.