

TOR Systems

More than just ticketing





About us

Are you looking for a ticketing company that connects with your organisation, understands your operational and commercial requirements and has a solution which is used effectively in many of the UK's top museums and attractions? TOR Systems provides you with the solution for you to succeed.

We will work with you in order to improve your visitor experience, maximise potential revenues and access valuable visitor data. With our help you will be able to build sophisticated customer records, report on all activity and enable an effective marketing and customer relationship management strategy.

TOR Systems has had the privilege of supplying ticketing solutions to many major London museums since 1999. Since that time the system has been developed to meet changing system and operational requirements across our wide customer base. It has matured to provide a flexible solution for our clients' ticketing, retail and booking requirements, which has supported their business and operational requirements.

TOR's real time integrated ticketing, booking and retail system is known as "Maxim."

Maxim's core strengths are flexibility, stability, reliability, speed and ease of use.

Maxim uses industry standard software and is continuously developed to keep up to speed with changing technology. Our development focuses on the specific business needs of you, as our client.

How can we help?

Behind the Maxim Solution lies a UK based business with a wealth of expertise, built up over three decades. The team at TOR have knowledge in designing and developing products for attractions of all types as well as experience in the commercial and operational aspects of managing visitor attractions.

Apart from the software itself, the other reasons for our long standing client relationships is our honest and open approach to partnerships, the ability to listen and take on board feedback and our continued efforts to provide high quality support.

If we can help with any of your current or future ticketing, booking, retail or CRM requirements do not hesitate to contact us on

sales@torsystems.co.uk or call +44 (0)1782 644755



Case Studies

British Airways i360

In autumn 2015 we were selected as British Airways i360 preferred supplier for all their ticketing, booking, retail and catering requirements.

The British Airways i360 is an extremely exciting project, not only for Brighton and the surrounding Sussex area, but also for everyone at TOR.

The brainchild of David Marks and Julia Barfield, the architects responsible for the hugely successful London Eye, the innovative British Airways i360 is the world's tallest moving observation tower and the world's first vertical cable car.

We provide the British Airways i360 with our fully hosted, integrated ticketing, booking, retail and stock management system, which is pivotal in managing the operation of the attraction, as well as maximising all commercial opportunities

The attraction incorporates a restaurant, tea rooms, hospitality rooms, an exhibition and shop. All ticket and retail sales at the venue, online and by phone are managed by Maxim.

The attraction opened to the public in August 2016, but the team have been benefiting from the use of Maxim many months prior to opening, selling gift vouchers on line, as well as taking advanced bookings for their large trade and events business.



Our Maxim system provides:

- Fully hosted solution - no on site server
- Connections to approximately twenty tills/booking workstations
- Capacity and functionality for total number of visitors exceeding 700,000
- Timed ticketing for all visitors taking a flight, as well as any special events
- Front of house ticketing including touchscreen operation and fully accredited PCI Chip and PIN system
- Back office booking functionality to take credit card transactions for all event and exhibition bookings as well as reservations for educational groups
- Online booking Portal for all members and trade customers, which enables management of their own bookings
- MaximCloud ticketing solution for mobile locations, such as boarding area
- Intuitive pricing on advanced ticket purchases
- Intuitive product upselling across all sales channels
- Hosted Checkin software for ticketing scanning/validation
- Fully integrated retail and catering stock control system.



British Museum

A major installation for TOR has been the integrated ticketing, advanced reservations and educational booking system at the British Museum.

Based in Bloomsbury, London, the museum offers free general admission to the public, as well as an extensive programme of chargeable exhibitions throughout the year. The Museum attracts nearly six million visitors a year.



Our Maxim system provides:

- Fast Track Membership
- Connections to over twenty tills/booking workstations
- Capacity and functionality for annual visitors exceeding seven million
- Capacity and functionality for total number of booked admissions exceeding one million
- Timed ticketing for special exhibitions
- Front of house ticketing including touchscreen operation and fully accredited PCI Chip and PIN system
- Back office booking functionality to take credit card transactions for all event and exhibition bookings as well as reservations for educational groups.

Since 2000 the Maxim system has managed the vast array of public programming that is available within the British Museum's many galleries and exhibitions. Transactions range from charged entries for their busiest exhibitions through to films, lectures, conferences, member events and all their varied and complex schools bookings.

The Museum has a large demand for educational booking, which is met by Maxim, allowing for complex bookings from schools. Each school can visit multiple areas of the British Museum using a tailored itinerary created by Maxim, detailing where the groups should be during their visit. This means that areas within the Museum are never under or over utilised, allowing for a free flow of visitor traffic around the exhibits and an efficient use of the resources.

TOR's Maxim solution has been used for pre-booking and walk-up tickets to the vast array of popular exhibitions that the Museum is very famous for.



Courtauld Gallery

We have been working with the Courtauld Institute and Gallery since 2014. The gallery is famous for its iconic Impressionist and Post-Impressionist masterpieces.



The gallery also houses numerous other important paintings and works of art from the Renaissance through to the 20th century. Lunchtime gallery talks, public lectures, short courses and summer schools also allow members of the public to share in the wealth of expertise at the Courtauld.

Our Maxim system provides:

- Timed ticketing for special exhibitions, events and courses
- Front of house ticketing including touchscreen operation and fully accredited PCI Chip and PIN system
- Back office system to take credit card transactions for all event and exhibition bookings as well as reservations for educational groups
- Fully integrated, real time online booking site.

The Maxim system was selected to replace many manual processes and streamline many systems that were under performing in different commercial and operational areas across the Institute and public programming.

Since implementing Maxim the gallery has been able to start accepting Gift Aid across gallery admissions and is now able to actively promote the calendar of events to its database by utilising the segmentation tools available within Maxim's CRM functionality.

The education booking team use the group booking functionality to manage all their educational programming, including all associated charges for workshops and resources.



Imperial War Museum

In 2002 TOR won the tender to supply the Imperial War Museum with a full ticketing system.

Each site of the Imperial War Museum is very different. The Churchill War Rooms and HMS Belfast charge for all admissions, whereas Lambeth Road plays host to many free school visits. IWM Duxford plays host to weekend-long air shows, with large numbers of their ticket sales being processed through the e-commerce system.



Our Maxim system was installed over a phased period across five sites to provide:

- Centralised database hosting separate databases for all bookings and reservations and a separate store for e-commerce inventory
- Responsive online booking site for all advanced ticket sells
- Connections to over twenty tills/booking workstations
- Capacity and functionality for annual visitors exceeding two million
- Capacity and functionality for total number of booked admissions exceeding one million
- High value and volume tickets sales for large events at Duxford
- Front of house ticketing including touchscreen operation and fully accredited PCI Chip and PIN system
- Tills configured with offline standby to enable operation during server/network outages
- Back office booking functionality for groups and educational groups including credit card transactions.



National Memorial Arboretum

TOR's Maxim solution was installed at the National Memorial Arboretum in 2014.

At the time a series of manual processes and systems were being used to manage their ticketing/booking operation. Maxim was brought in to streamline those processes and provide one single view of the business from an operational reporting point of view.



The initial phase of Implementation focused on back of house bookings for their large scale events. Maxim has provided the events team at the National Memorial Arboretum with the tools to be able to successfully manage their events, to maximise all commercial opportunities and effectively manage the operation on event days.

In conjunction with the large capital investment project focused on a new front of house ticketing and retail area, Epos tills were installed to sell tickets for the land train and other activities that run across the 150-acre site.

The final phase of the project is to introduce online ticket sales for their busy events programme. Our fully responsive online booking platform will allow the National Memorial Arboretum to maximise all advanced ticket opportunities, without having to rely on back of house staff.

Maxim's timed ticketing capability with restricted capacities offers the NMA a flexible approach to manage their events. In addition, the groups/event booking team use the Diary Search function to create full itineraries for event bookings over multiple events and requirements.

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