

# Six questions to ask before purchasing venue management software



Finding the right software provider for your business can feel complicated. But armed with the right questions, you'll be able to narrow the list down in no time!

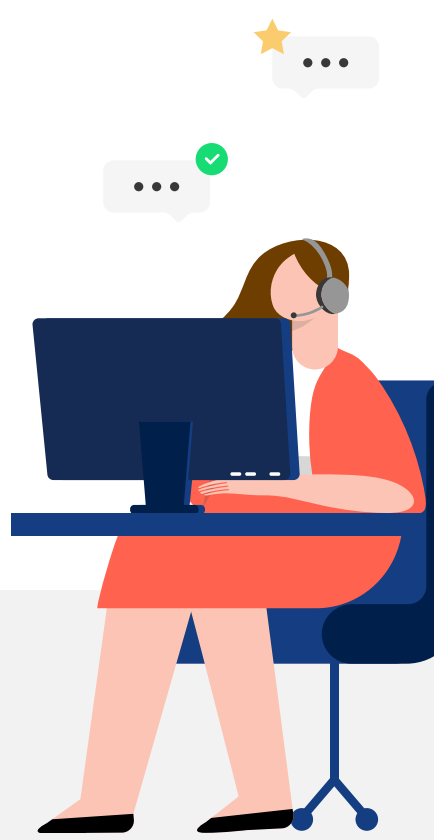
Feel free to use the below questions in your search or to use them as a 'jump-off' point for formulating your questions.

## ✔ Is support included?

The smooth running of your venue is directly linked to the smooth running of your systems. So when things go wrong, or new features and upgrades are released, you'll require software support to ensure that your operations remain unaffected by these changes.

When deciding on a provider, consider the support channels included and if they suit your needs. For example, do you prefer support via email or phone, or do you want a dedicated support person assigned to you? Do you require 24/7 support and someone in the same timezone as you? And does the provider offer training and implementation support?

Consider what your business requires and ensure the chosen provider meets these needs.



## ✔ What are the costs, including hidden and ongoing fees?

Cost can be a subject that is tip-toed around. It shouldn't be, so don't be afraid to talk about pricing.

Ask your potential provider about every cost attributed to purchasing, running, and maintaining/ upgrading their software. Ask about recurring, subscription, onboarding, and setup fees. Also, question when discounts may apply.

By asking just a few of these questions, you could be making a real long-term saving.



## ✔ Can I have a free trial?

Free trials have become increasingly popular amongst software providers as they are a fantastic way for new users to familiarize themselves with the product before making a purchasing decision.

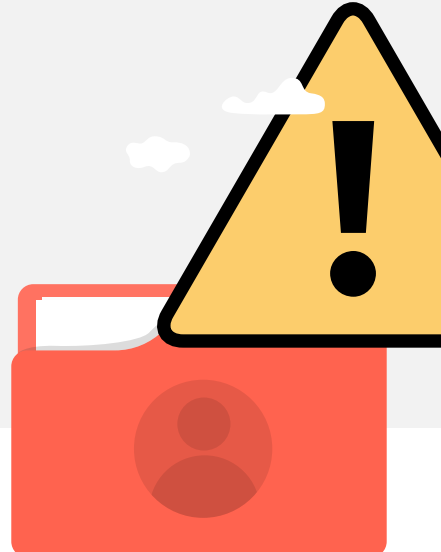
Ensure that you request a free trial, and while using it, question how well it would work for your day-to-day operations. Is it user-friendly? Will it require too much staff training and re-training?

Remember to also check whether your trial gives you access to all of the features you would use if you adopted the software, so you can get a realistic idea of how it would work in your venue daily.

## ✔ Is my data safe?

If the software provider stores data in the cloud, there are some additional questions you should also ask.

- Do they meet the required data integrity and security compliance certifications and standards?
- Do they meet the requirements for the location where your business is based?
- Will the necessary encryption and security requirements be met if their software also integrates payments?



## ✔ How are multi-venue sites managed?

You might be currently operating a single venue, but in time, that may change.

When evaluating software providers, consider which software system can provide you with the same ease of operation in managing multiple venues as when you were managing just one.

Future-proofing your venue in this way can save you lots of time and money down the road.

## ✔ How is the contract structured? Is it a lock-in contract?

Ensure that you question what their contract would look like if you were to go with a specific provider. You want to make sure that the contract is somewhat 'flexible.' Flexible, meaning you're not locked in for many years, pricing can be adjusted if required, and if you choose to cancel your contract, the cancellation fees are minimal.



The right software for your business will likely come down to a combination of factors: pricing, support, features, etc. Narrow down what is important to you, and ask as many questions as you need to!

Finally, although you can learn a lot from asking your potential provider directly, a great unbiased source of information is software customer review sites such as G2 and Capterra.

You might even find some recommendations on there!