

How a world-class living museum transformed its operations with Veevart and Salesforce

Overview

Hawaii Tropical Botanical Garden (HTBG) is a nature preserve and living museum dedicated to providing guests with an immersive connection to the natural world. Whether visitors come for the botanical science, conservation mission, or simply a family adventure, the garden strives to leave every guest with a lasting appreciation for nature. Achieving that experience at scale, however, requires operational excellence behind the scenes.

For years, the garden struggled to find a technology platform capable of unifying its ticketing, retail, membership, reservations, and financial reporting into a single, coherent system. That challenge ended when HTBG implemented Veevart, built on the Salesforce CRM.

The Challenge: **Starting from Scratch**

Before Veevart, HTBG had no integrated system to call its own. Leadership knew they needed a CRM and had identified Salesforce as the right foundation, but finding the right application to pair with it proved difficult. Multiple attempts to connect separate platforms together failed to take hold. Staff found new processes confusing, adoption was low, and departments remained siloed.

The garden spent two years evaluating CRM and point-of-sale systems that could handle the full scope of their operations. The breakthrough came almost by accident: a casual conversation with a Salesforce representative, during which a staff member described HTBG as a living museum, led directly to the discovery of Veevart.

"It wasn't until I casually mentioned to a Salesforce rep that we refer to ourselves as a living museum that he mentioned Veevart."

HTBG Leadership

The Solution: Veevart on Salesforce

Once the team looked into Veevart, the fit was clear. Veevart offered admissions, booking-based workflows, and embedded retail functionality, all running natively on Salesforce. Having a single integrated system meant a much tighter relationship between departments. With all customer activity visible across the organization, staff could collaborate more effectively and management could make decisions based on real data.



Implementation

HTBG describes the Veevart implementation process as well-organized and transparent. Tasks and deadlines were clearly defined, data import templates were provided, and the Veevart team held regular check-in meetings throughout the transition. While adopting any new operating system carries a learning curve, the structured approach made the process manageable.



Capabilities Added

Within two years of going live, HTBG significantly expanded what the platform enabled them to do, including:

- Online ticket sales, reservations, and bookings
- A digital mailing list for direct customer communications
- Expanded marketing through online analytics previously unavailable to them
- Membership tracking and tour booking
- Year-over-year performance comparisons to guide real-time spending decisions



The Results: The operational impact of Veevart has been substantial across finance, customer service, and day-to-day management.

Financial Efficiency

HTBG runs its accounting through QuickBooks Online. All customer transactions from Veevart upload to QuickBooks each night, and bank data is downloaded each morning. By 9 a.m. every day, the prior day's books are fully reconciled. The results speak for themselves:

75%+

Reduction in reconciliation time

1 hr+

CPA meeting time saved per week

9 AM

Books reconciled daily by

Real-Time Business Intelligence

Management now has access to live operational data at any time of day. Revenue can be viewed broken down by type and by merchandise sold. Year-over-year comparisons are available on demand, giving leadership the information it needs to make smart, timely decisions rather than waiting for end-of-period reports.

User Adoption

Ease of use has been one of the most significant benefits. The platform is intuitive enough that staff can focus on their actual goals rather than struggling with the software. This solved the organization's longstanding adoption problem and allowed teams across departments to work from a shared source of truth.

"Veevart has given us real-time information that allows us to know how the garden is doing daily, even hourly."



Royce Jenkins

Information Technology Process Manager HTBG

A Partnership, Not Just a Vendor

HTBG is candid that one of their strongest reasons for recommending Veevart has nothing to do with features. It is the quality of support. In the technology industry, customer service is frequently outsourced and impersonal. For an organization whose point-of-sale system is its most critical operational tool, that is not acceptable.

The Veevart team is described by HTBG staff as responsive, genuinely invested in their customers' success, and personal. Staff members have come to know Veevart team members by name and face over the years, something they cannot say about their other vendors.

"The Veevart team feels like a family. They are incredibly responsive and helpful. I cannot say that about my other accounts."



Royce Jenkins

Information Technology Process Manager HTBG





Would They Recommend It?

Without hesitation. HTBG's leadership is clear: organizations doing this type of work simply cannot operate at a high level without an integrated system. For any museum, botanical garden, or living history site searching for a platform that combines admissions, retail, CRM, and financial reporting in a single solution backed by genuine customer service, Veevart is the recommendation.

"I am not sure how we managed before Veevart."



Royce Jenkins

Information Technology Process Manager HTBG