veevart **Customer Case Study**

FIU | The Wolfsonian

Less Troubleshooting. More Time to Innovate.

How The Wolfsonian reduced CRM troubleshooting, simplified its technology environment, and gave its IT team more time to focus on innovation.

For The Wolfsonian, technology touches nearly every part of the museum. From servers, networking, and security to audiovisual systems, digital signage, CRM, and payment systems, its IT team is responsible for keeping a complex technology environment running smoothly.

Before Veevart, too much of the team's time was spent troubleshooting the museum's CRM and the hardware supporting it. Today, The Wolfsonian has a more reliable, user-friendly system, fewer technology issues, and more time to focus on creating better experiences for staff and visitors.

"Veevart has become an integral part of how The Wolfsonian front line operates. Beyond streamlining ticketing, membership, and retail in one platform, we are collecting data we can actually build into our decision-making, helping us see how people engage with the museum and where we can improve the experience for our visitors and patrons."

Casey
Former Executive Director, The Wolfsonian

"The shift to Veevart changed the equation almost immediately."

Sul
Associate Director, Information Technology, The Wolfsonian

The Results at a *Glance*

Hours of staff time back every week

Almost no front-line complaints

Veevart customer since 2019

The Challenge: Too Much Time Spent Keeping the System Running

The Wolfsonian's technology team oversees a broad environment that includes file, domain, and application servers, security and firewalls, network architecture, audiovisual systems, and digital signage. The museum's previous CRM created another layer of technical maintenance.

The system relied on PC-based hardware and web browsers such as Chrome and Microsoft Edge. Because browsers update so frequently, those updates could break the CRM, requiring troubleshooting and maintenance.

> "Maintaining that PC environment, with updates, security patches, and reboots, was constant work, not to mention time-consuming."
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> Sul
> Associate Director, Information Technology, The Wolfsonian

The physical setup added challenges too. PCs and monitors sat on top of cash drawers and cabinets and took up valuable counter space, while receipt printers and credit card terminals were not wireless.

The biggest challenge was the time required to maintain it all and get help when something went wrong. The previous vendor's lack of responsiveness meant even simple questions could take significant effort to resolve.

> "Getting support when issues came up was harder than it should have been, and that ate into my time and that of my colleagues. This is time that we couldn't afford to lose."
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> Sul
> Associate Director, Information Technology, The Wolfsonian

The Turning Point: A Technology Environment That Worked With the Museum

Moving to Veevart changed the day-to-day experience quickly. The Wolfsonian moved from its PC-based environment to an iPad-based system with wireless payment technology and a more streamlined physical footprint. The technology also fit better within the museum itself.

> "The iOS platform, especially for front-end use in museum settings like ours, is less prone to needing constant maintenance. The devices also looked more elegant, and they matched nicely with the aesthetic in a museum setting."
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> Sul
> Associate Director, Information Technology, The Wolfsonian

The museum also gained something it had been missing from its previous vendor: responsive support.

> "Instead of chasing down support, we have a team that's quick to engage, and we feel like they are clearly invested in getting things right for us."
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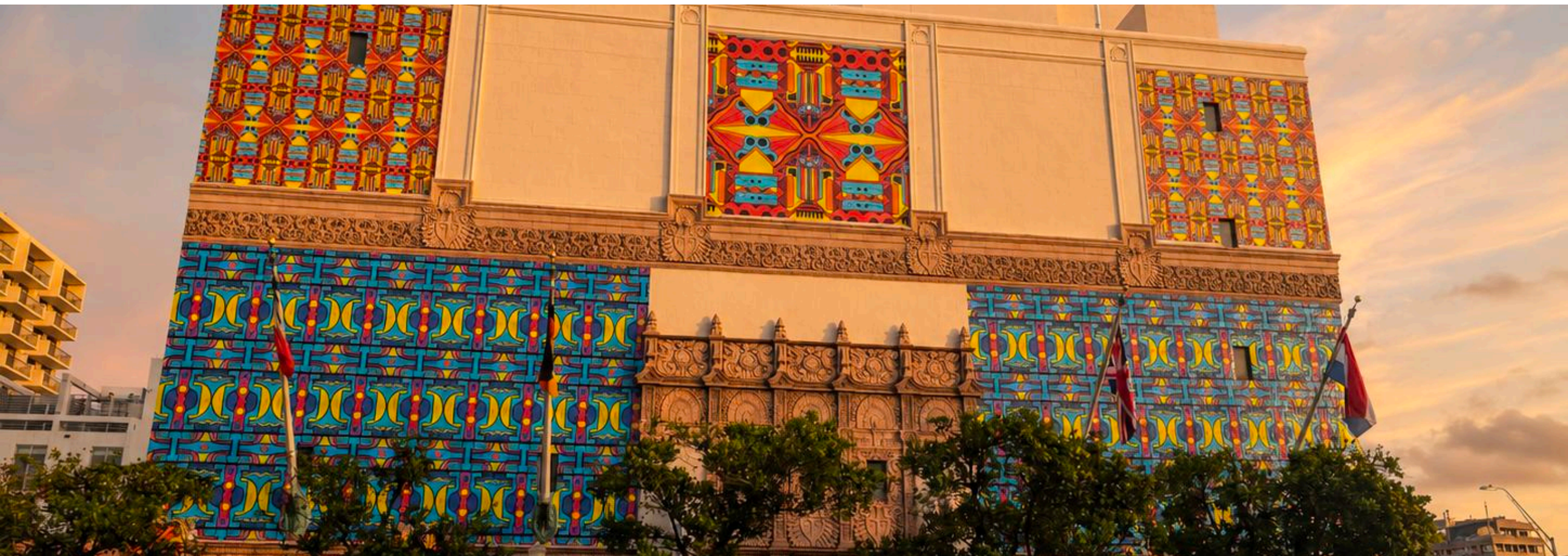
> Sul
> Associate Director, Information Technology, The Wolfsonian



The Impact: Fewer Issues. Less Troubleshooting. More Innovation.

One of the biggest changes has been the time spent troubleshooting the CRM. While the museum did not track an exact percentage reduction, the improvement has been clear.

> "I get called in far less often to troubleshoot hardware or software issues with Veevart than I did with our previous CRM. That dropoff alone tells me things have improved quite a bit."
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> Sul
> Associate Director, Information Technology, The Wolfsonian

For a technology leader responsible for most of the museum's systems, time is the most valuable resource.

> "When you're put in charge of most of the tech at any organization, it's easy to get stuck putting out fires all day. If you don't manage things quickly and efficiently, you can run out of time to do the work that actually matters."
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> Sul
> Associate Director, Information Technology, The Wolfsonian

Less time maintaining the CRM means more time to experiment, innovate, and improve the technology experience for both employees and visitors.

> "Having more time back from less troubleshooting is allowing us to focus on things that matter more to us, like technologies outside the CRM that build better experiences for our patrons and guests, and even for ourselves."
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> Sul
> Associate Director, Information Technology, The Wolfsonian

A Better Experience for Staff and Visitors

Technology That Stays Out of the Way

The benefits extend beyond the IT team. Fewer hardware and software issues have contributed to a more user-friendly experience, with almost no customer complaints across retail, admissions, ticketing, and membership. When technology works as expected, staff can focus on serving visitors.

> "We're seeing almost no complaints by customers about their experience with retail, admissions, ticketing, and membership, and as a result, I think our organization is seen in a better light than it may have been in the past."
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> Sul
> Associate Director, Information Technology, The Wolfsonian

The IT Perspective

The Value of a Vendor That Answers

For an IT team managing a wide range of technology, reliability is only part of the equation. Support matters just as much. With Veevart, The Wolfsonian has confidence that when an issue does arise, there is a team available to help resolve it.

"When something does fall outside Veevart's current capability, we know there's a team at Veevart that genuinely cares and works to make sure that we eventually get what we need. That gives us real peace of mind, and I believe that kind of relationship is a major advantage and strength for our institution."

Sul
Associate Director, Information Technology, The Wolfsonian

Why The Wolfsonian Chose Veevart

A Technology Partner Built for the Museum Environment

A More Elegant User Experience
A CRM that was easier for staff to use and created a smoother experience for customers.

Less Technology Maintenance
Moving from a PC and browser-dependent environment to an iPad-based front end reduced maintenance and troubleshooting for IT.

Responsive Support
A vendor that would be available when questions and issues arose.

With fewer CRM issues competing for attention, more time for technology improvements across the museum.

Advice for Other Museum Technology Leaders

Choose the Vendor That Shows Up.

When asked what advice he would give another museum leader, the answer was straightforward:

> "With technology, it's not a matter of if something will break, it's a matter of when. So be careful who you choose as a technology vendor, and make sure their support is genuinely available and responsive enough to get you answers when issues come up."

Sul
Associate Director, Information Technology, The Wolfsonian

For museums evaluating technology partners, responsive support can be just as important as the technology itself.

> "I'd definitely recommend Veevart to anyone choosing a CRM for a museum."

Sul
Associate Director, Information Technology, The Wolfsonian

The Bottom Line

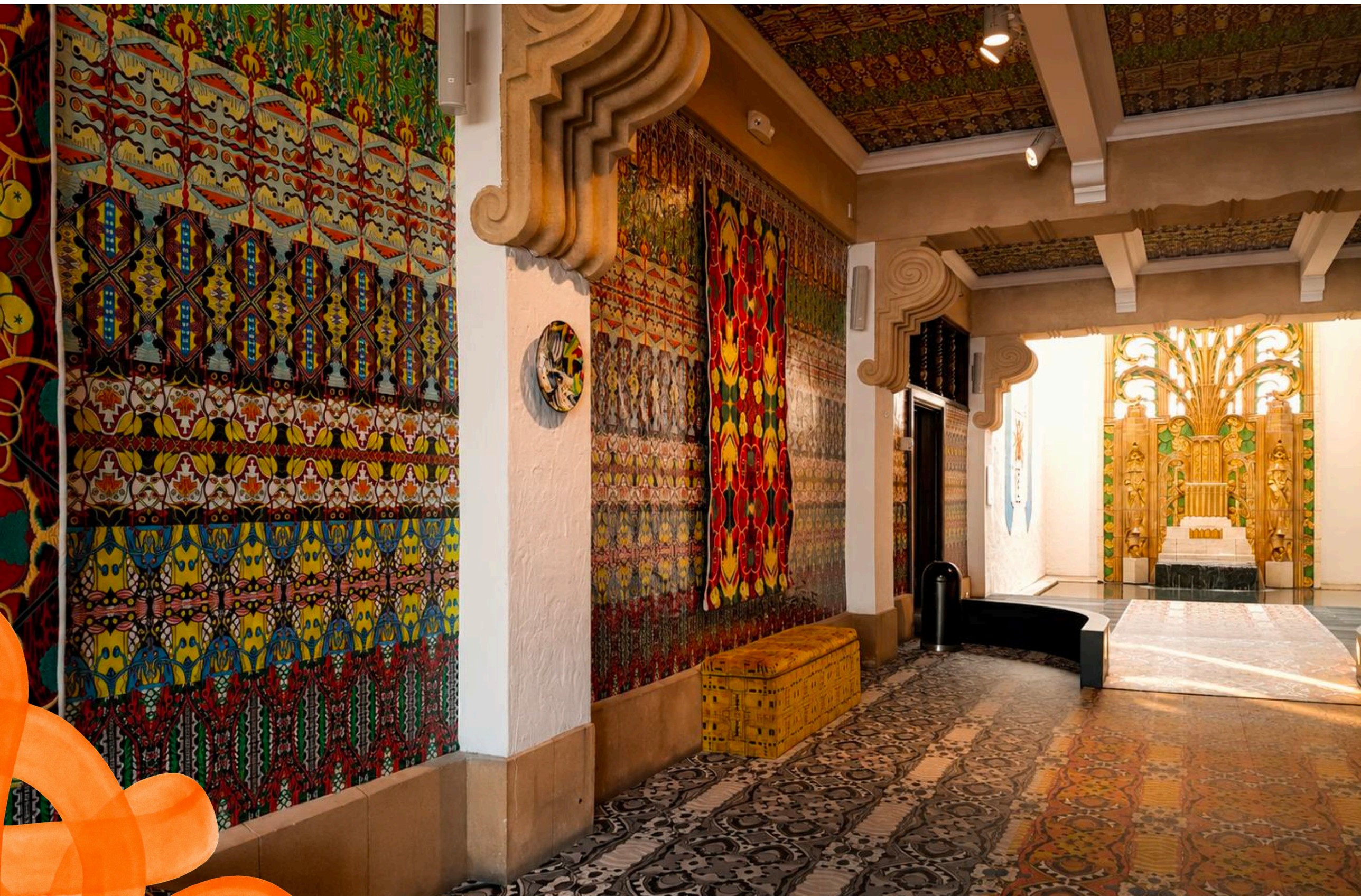
More Time to Focus on What Comes Next

Veevart did more than replace The Wolfsonian's CRM. Veevart reduced the day-to-day troubleshooting burden, simplified the technology environment, and helped create a better experience for staff and visitors.

Most importantly, it gave the museum's technology team more room to focus on innovation.

> "That shift, from constantly pushing for answers to trusting that they'll show up, has probably been the single biggest turning point in our journey with CRM technology at the museum."

Sul
Associate Director, Information Technology, The Wolfsonian



veevart

See What Veevart Can Do for Your Museum

Give your team less technology to troubleshoot and more time to focus on what matters.

Schedule a free demo with Veevart today at veevart.com