



Customer:
Maryland Theatre Association, Inc.

Industry:
Nonprofit

Size:
15 full-time employees, 100-plus volunteers

Region:
United States

Products and Services:

- [Document and Records Management](#)
- [Information Governance](#)
- [Integrations](#)
- [Intelligent Data Capture](#)
- [Process Automation](#)

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Situation:

Hosting over 300 events and performances and over 100,000 guests annually, the Maryland Theatre sought a solution to manage information and processes related to its packed calendar, nonprofit operations, sales initiatives and maintenance needs. Legacy processes included physical files that made collaboration for each event challenging to all involved.

Solution:

The theatre implemented Laserfiche to help capture and centralize data, automate workflows and enhance collaboration across the organization, while addressing compliance and recordkeeping requirements.

“Laserfiche is better than a CRM; it’s a centralized hub where all staff can view, add and update information for our events and performances. The program holds staff accountable and offers them a checklist at the same time — empowering them to complete the 200-plus tasks that are necessary for each event and performance.”

— Jessica Green, Executive Director,
Maryland Theatre

Impact:

Theatre staff has seen improved quality of documentation, which enables faster, more informed decisions and delivery of an overall higher quality client and patron experience. Productivity is up and errors are down — meanwhile, the theatre has been able to hire an additional staff member to support their growing performance and events schedule.

Laserfiche®