



The award-winning 'The Beatles Story' is the world's largest permanent exhibition devoted to telling the story of 'The Beatles' rise to fame. Located in the Fab Four's hometown of Liverpool on the stunning UNESCO World heritage waterfront at the Royal Albert Dock, The Beatles Story takes visitors on an immersive journey through the lives, times, culture and music of the world's greatest band.

Key achievements

- A fully integrated system that supports Admissions & Ticketing, Bookings & Events, Retail POS and Stock control
- Powerful reporting functions that provide management with comprehensive, accurate and timely information on a real-time basis
- A reliable and fully integrated system that allows The Beatles Story to consistently deliver the level of service required of an expanding business.

Access Gamma supports The Beatles Story's multiple outlets and functions as they head for 7th consecutive record-breaking year.



Access Gamma Ltd offered an amazing till software and hardware package that was designed and specially tailored to suit visitor attractions like ourselves.

Mary Chadwick, General Manager



2020 will see The Beatles Story celebrate their 30th year, having opened in May 1990. Over the years, the exhibition has seen many changes and impressive growth. On the back of this, the management team has had to find new and improved ways of working across multiple functions and needed to have the right tools in place to support their ongoing growth as a visitor attraction.

Due to the large expansion we underwent in 2008, The Beatles Story needed to take a look at a new till system that could help drive our business forward in a number of different ways.

The management at The Beatles Story chose Gamma LeisurePOS because they felt Access Gamma could best meet their requirements.

A fully integrated system that supports an end to end visitor journey

The system chosen by The Beatles Story includes **Admissions & Ticketing, Bookings & Event Management, Retail POS** with Stock Control, integrated credit card processing, and Postcode Look Up software.

The Beatles Story is the world's largest permanent exhibition purely devoted to the lives and times of The Beatles. As well as the main exhibit, they also have a hands-on, interactive Discovery Zone is designed to stimulate and inspire visitors, giving them the tools and opportunity to learn and develop their skills in a creative environment.

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One of the many benefits to us as a business is the wide range of reports easily obtained from Gamma, including visitor analysis, spend per head, and the purchase order processing. Our system also integrates with our accounts software and reduces administration time for all areas.

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Now attracting
visitors from over

80

countries

Access Gamma Ltd offered an amazing till software and hardware package that was designed and specially tailored to suit visitor attractions like ourselves. The software is easy to use and adapts through all our business offerings, including retail, catering, and ticketing needs. The ‘back of house’ package, including bookings and events, helps us to manage our business efficiently on a day to day basis.

Some of the notable benefits The Beatles Story has gained since installing Access Gamma include completely integrated credit card facilities. A full-service Bookings & Event Management system that manages their advance bookings and the visitor admission process.

As well as the main exhibit, the site also has the Beatles-themed Fab4 Café and Fab4 Store, selling everything from t-shirts, CDs, posters, and books to unique gifts and limited edition merchandise. The Beatles Story has a second Fab4 Store and Fab4 Cafe located at the Pier Head, on Liverpool’s famous waterfront. The site also hosts corporate events, product launches, dinners, etc. and provides a unique venue to host events.

The Beatles Story also uses Gamma retail POS and Stock control to manage these retail & catering sales and regulate and oversee their stock across these multiple sites and outlets.

Support for a growing business

The team at The Beatles Story is welcoming more visitors than ever before. They have seen immensely strong growth in recent years and anticipate that 2020 will be the 7th consecutive year of record visitor numbers.

Since implementation, Access Gamma’s powerful reporting tools have given The Beatles Story visibility over their entire growing operation. The system provides easy extraction of marketing information and delivers comprehensive, accurate, and timely management information on a real-time basis.

In doing so, Gamma provides the management team at The Beatles Story the information, tools, and time they need to continue to build the success of their business.

The Beatles Story now attracts visitors from over 80 countries and has built their offering for international visitors with the introduction of 12 different languages on their multi-media audio guides and the employment of multi-lingual staff to create an international welcome for all visitors

“ Since installation, we have been able to rely on Gamma for all our technical support and have been able, with their help, to implement further small modifications when required, to ensure the system consistently delivers the level of service we, as an expanding business, require.”

About The Access Group:

The Access Group is a leading provider of business software to mid-sized UK organisations. It helps more than 16,000 customers across commercial and not-for-profit sectors become more productive and efficient. Its innovative Access Workspace technology transforms the way business software is used, giving every employee the freedom to do more.

Established in 1991, The Access Group, with an enterprise valuation of £1 billion, employs more than 1,500 staff.

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