

A LETTER FROM OUR CEO

At Momentus Technologies, we understand the ever-evolving challenges of venue and event management, from streamlining workflows to boosting efficiency and revenue. That's why we've dedicated ourselves to delivering measurable results for organizations like yours.

I'm thrilled to share our latest multi-customer case study, showcasing how our platform has transformed operations for a diverse range of venues and institutions worldwide. From reducing event booking time by 83% to increasing payment processing efficiency by 60%, the impact has been profound. Our customers have saved countless hours, optimized resources, and experienced unparalleled ROI — results we are eager to replicate for you.

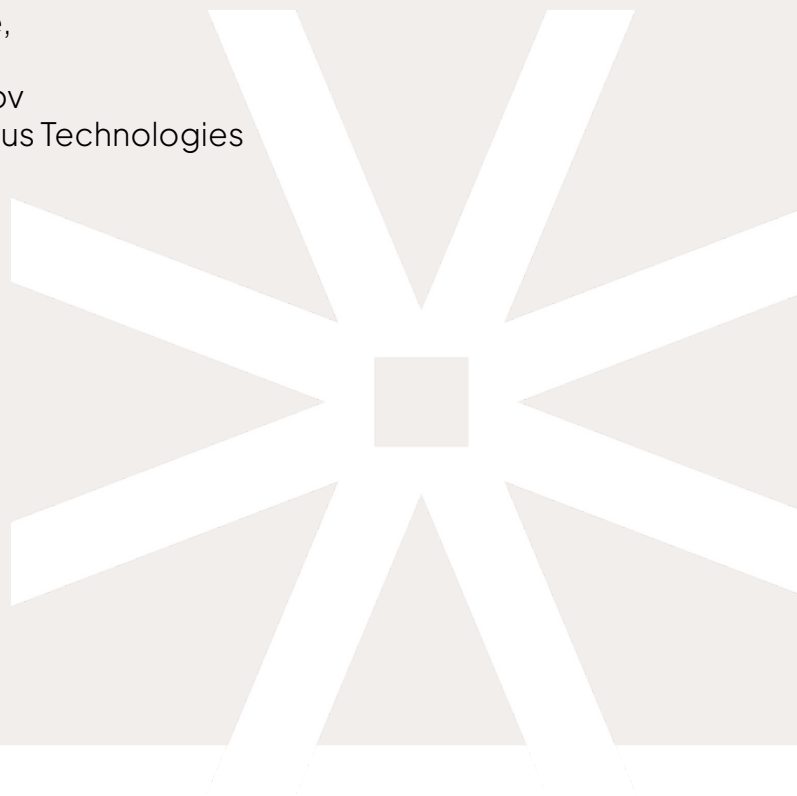
I invite you to explore the tangible successes outlined in the attached report. If you're ready to redefine what's possible in event and venue management, we would be honored to discuss how Momentus can be a catalyst for your organization's growth.

Looking forward to the opportunity to collaborate with you.



With gratitude,

Alex Alexandrov
CEO, Momentus Technologies





The Real ROI of Momentum

A MULTI-CUSTOMER CASE STUDY

Momentum Technologies offers a powerful, all-in-one venue and event management platform designed for a diverse range of organizations, including corporate campuses, higher education institutions, arts and cultural venues, stadiums, arenas, convention centers, and more. Focused on delivering measurable return on investment (ROI), Momentum helps customers worldwide achieve greater operational efficiency, faster sales cycles, and increased revenue. By centralizing essential processes, Momentum empowers organizations to streamline workflows, eliminate redundancies, and gain actionable insights from data — all within a single, unified platform.

Abstract

This case study highlights the tangible successes of multiple organizations that have integrated Momentus into their operations. From reducing the time required to manage event bookings to enhancing payment processing and boosting customer satisfaction, these examples demonstrate how Momentus can drive transformative change. Through real-world use cases, the study illustrates the diverse impact of Momentus on efficiency, client engagement and financial performance.

Case Study Contributors



Compass Group is a global leader in foodservice and support services, including using the Momentus platform to support Microsoft's corporate headquarters.



Ko Awatea is a renowned health education provider in New Zealand, dedicated to improving health systems through learning, research and innovation.



Minneapolis Convention Center is a state-of-the-art venue that serves as a key location for conventions, trade shows and large-scale events in Minnesota.



Situated in Rochester, New York, the Floreano Convention Center offers modern facilities for hosting conventions, conferences and special events.



Jaarbeurs is one of the Netherlands' leading event venues, located in Utrecht, hosting international trade shows, conferences and public events.



Mandurah Performing Arts Center in Western Australia offers a diverse program of live performances, including theater, music and dance.



Jazz at Lincoln Center in New York City is a world-renowned cultural institution dedicated to promoting jazz music through performances.



Toronto Centre for the Arts is a major performing arts venue in the heart of North York, offering a range of cultural programming.



University of Denver is a private research university known for its rigorous academic programs, commitment to inclusivity and strong focus on global issues.



University of Calgary is a public research university in Alberta, Canada, with a commitment to fostering innovation and academic excellence across multiple disciplines.



Boston College is a prestigious private university located in Chestnut Hill, Massachusetts, known for its strong academic programs in arts, sciences and business.



CommBank Stadium in Parramatta, Australia, is a state-of-the-art sports and entertainment venue that hosts major sporting events, concerts and live performances.



Located in Grand Forks, North Dakota, the Alerus Center is a multi-purpose facility that hosts events ranging from concerts and conventions to sports and community gatherings.

All proud customers of



Top Reported Event Management Challenges

Many organizations managing venues and events face a range of operational challenges that hinder efficiency and increase complexity. Without the right tools to streamline tasks and centralize data, teams often struggle to optimize resources. Below are the top challenges our customers — venues and organizations — faced in this study, prior to implementing Momentus.

1

Manual Processes and Data Entry Errors

Many venues and organizations still rely on manual data entry, leading to frequent errors and inefficiencies. The lack of automation increases the time and effort required for tasks like space reservations and event tracking.

2

Inefficient Cross-Department Communication

Event management often requires coordination across multiple departments, including facilities, catering, IT, and security. Without streamlined communication tools, these departments struggle to share information in real-time, leading to misalignments and delays.

3

Limited Visibility into Space Utilization

Institutions often lack a comprehensive view of space availability, which can result in underutilized spaces or double-booked events. This issue hampers the ability to optimize resource allocation and can lead to wasted time and missed opportunities.

4

Lack of Customization for Unique Event Needs

Many software solutions are too generic and fail to meet the specific requirements of different types of events. This lack of flexibility can lead to cumbersome workarounds and reduced event planning effectiveness.

5

Difficulty in Tracking Event Metrics and Performance

Without robust reporting tools, event managers struggle to analyze key metrics such as attendance, budget adherence, and participant satisfaction. This lack of insight makes it harder to improve future events and achieve optimal outcomes.

6

Staffing Shortages and Increased Workload

Many institutions are struggling with insufficient staffing, leading to a heavier workload for existing employees. This often results in inefficiencies in event management and a need for automation to streamline processes.

7

Rising Demand for Software

With increased event complexity and higher expectations for data-driven insights, many venues are outgrowing their current software solutions. Organizations need software that can handle deeper event performance metrics, space utilization tracking, and seamless cross-department communication.

Faced with these ongoing challenges, our customers realized they needed a comprehensive solution that could address the full spectrum of their venue and event management concerns.

Momentus was the answer.

Measured Momentum Impact

Momentum is a robust, end-to-end cloud-based venue and event management platform, featuring fully-integrated modules for sales and booking, event management, event operations, accounting and dashboards and reporting. These five pillars give organizations across the globe the ability to host exceptional events.

Let's take a look at how the individual modules of the platform have improved venue and event operations across our diverse customers.

1. Sales & Booking

Momentum streamlines the sales and booking process by allowing teams to manage inquiries, check availability in real-time and close contracts faster. Through automated workflows and centralized booking data and CRM, organizations can respond to inquiries efficiently, reducing the sales cycle and increasing booking opportunities. This functionality is especially valuable in high-demand venues where rapid response times are critical to securing events.

83%

Time savings

Alerus Center: Achieved 83% time savings in checking availability and responding to incoming inquiries. The sales lifecycle has shortened by 3 to 5 days, enabling the center to close deals faster.

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“Momentum has customized solutions to meet our unique business needs, coupled with strong Momentum support.”

Boston College

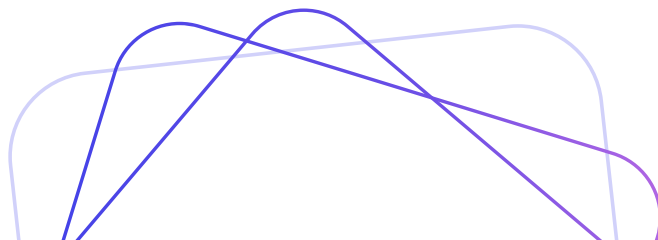


48%

Increased bookings

Ko Awatea Health Education Services:

Increased bookings by 48% after implementing Momentum, as customers gained access to live availability from the booking site.



2. Event Management

Momentum enhances event management by providing a unified system for organizing and coordinating event details. This functionality enables event staff to plan and execute events more effectively, ensuring all logistical requirements are met. With real-time access to event information and seamless communication tools, organizations can ensure smoother, more coordinated event experiences for their clients and attendees.

15%

*Revenue
growth*

Minneapolis Convention Center:

Reported 7% to 15% revenue growth across multiple venues, preventing revenue from “slipping through the cracks” by better tracking booking data and revenue-generating activities.

60%

*Reduced
workload*

Mandurah Performing Arts Center:

Reduced its overall workload by 60% by centralizing event management tasks within Momentum, allowing staff to focus more on customer engagement and quality.

33%

*Time
savings*

Compass Group / Microsoft:

Achieved 33% time savings in the employee intake process for requesting events, streamlining internal workflows and enabling more efficient use of resources.



“

“With the Momentum Platform, our overall operations and event knowledge has improved — it’s all in one place.”

Jazz at Lincoln Center

3. Event Operations

Momentum streamlines event operations by consolidating processes and reducing reliance on multiple systems. This unified approach simplifies the management of logistics, staffing and resources, ensuring that events run smoothly from start to finish.

90%

on the Momentum platform

Jaarbeurs: Consolidated 20 operations and financial systems into one, with 90% of its tech stack now running on the Momentum platform. This integration has resulted in streamlined operations and more efficient resource management across the organization.

“

“Consolidating our business functions into the Momentum Platform has simplified business operations greatly.”

Commbank Stadium

4. Accounting

The accounting functionality within Momentum improve financial tracking and accelerate payment processing, resulting in better cash flow and enhanced client satisfaction. With streamlined billing and invoicing, organizations can reduce the administrative burden on their finance teams and expedite payment collection.

60%

Increased payment speed

Floreano Convention Center: Increased payment speed by 60% and reported “exponentially increased customer satisfaction” due to Momentum’s improved payment processing capabilities.

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“With Momentum, we replaced manual entry with automated processes and saved time and improved communication across departments.”

University of Denver

5. Dashboards & Reports

Momentum provides powerful dashboards and reporting tools that deliver actionable insights across departments. By consolidating data into easy-to-understand visual reports, Momentum helps organizations track KPIs, monitor performance and identify trends for continuous improvement. This data-driven approach empowers organizations to make strategic decisions and maximize revenue opportunities.



Huge gains

Sun Life Financial: Reported “huge efficiency and operational gains” with the dashboards and reports provided by Momentum, specifically by comparing the percentage of colleagues coming on site for meetings and events on different days.

The Real Return-On-Investment

With Momentus, our customers achieved unprecedented time and cost savings, transforming their operational capacity and resource allocation.



Customers who adopted the Momentus Platform on average achieved:

14%

Annual revenue growth

25+

Hours saved per event

5x

ROI in 3 years

Through these significant improvements, Momentus enables customers to allocate resources more strategically, minimize administrative burdens, and enhance overall operational efficiency. The software's user-centric design and mobile responsiveness drives higher adoption rates, empowering organizations to achieve new levels of productivity and team satisfaction.

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“Momentus is powerful — handling everything from bookings to financials and multi-level reporting. It keeps us organized and engaged.”

Toronto Centre for the Arts

Conclusion

This case study highlights the transformative impact Momentus delivers to a wide range of organizations, including corporate campuses, colleges and universities, performing arts centers, museums, stadiums, arenas, convention centers, casino resorts, hotels, and more. By drastically reducing the time spent on critical tasks—such as checking availability and generating end-of-month reports—Momentus enables event teams to reallocate resources, elevate client experiences, and drive revenue growth. With high staff adoption and mobile accessibility, the platform goes beyond efficiency, serving as a catalyst for innovation and deeper engagement. Momentus empowers venues to reach their full potential, meeting the evolving demands of today's event industry with unmatched agility and precision.

To discover the ROI Momentus can bring to your organization, contact us today.

Request a Live Demo

About Momentus

Momentus Technologies is a global provider of industry-leading venue and event management solutions that empower organizations to create extraordinary moments. With over 60,000 users in more than 57 countries, Momentus serves the needs of convention and exhibition centers, higher education, corporate, stadiums and arenas, and arts and culture centers. Its powerful intuitive platform alongside intelligent data-driven solutions and unparalleled expertise provides customers a view of past, present and future event operations to increase end-to-end visibility, optimize efficiency and achieve business goals. Founded in 1985, Momentus is headquartered in the United States. The company's employees work across the globe in Momentus offices and remotely.

To learn more, visit gomomentus.com.

