

Case Study - Wallace Collection

Our Client

The Wallace Collection is a museum in London occupying Hertford House in Manchester Square, the former townhouse of the Seymour family, Marquesses of Hertford. The collection features fine and decorative arts from the 15th to the 19th centuries with important holdings of French 18th-century paintings, furniture, arms and armour, porcelain and Old Master paintings arranged into 25 galleries.

The Wallace Collection are utilising FlexRM's Membership and Events solutions. As part of the project FlexRM have developed an integration with Digitickets the online ticketing platform used by the Wallace Collection to create a centralised solution.



Gold Application Development
Gold Windows and Devices
Silver Small and Midmarket Cloud Solutions

The Wallace Collection's move to Microsoft Dynamics was not straightforward, and the process was complicated further by the pandemic which put everything on pause for 9 months right at a crucial stage. We were incredibly grateful to the team at FlexRM who were flexible and adaptable in difficult and changing circumstances. Without their support, we would have struggled to get the project off of the ground!

Sarah Harmer, Director of Development

Digitickets Integration



FlexRM have built a custom integration to Digitickets (the online ticketing system) utilising Power Automate which is a low-code workflow automation engine. The integration provides the Wallace Collection a 360 degree view of their customers with all Membership/Exhibition ticket sales automatically feeding into Dynamics 365 to enable streamlined reporting and marketing.

Venue Hire

The solution is also used by the Venue Hire team to manage different venues at the Museum for Private Event hire. FlexRM's Events solution has been extended to meet this requirement.

FlexRM have utilised the calendar control that is native to Dynamics 365. The calendar control allows you to view a set of records in a calendar, making it clear and easy to see any records that rely on a date field

