

An aerial photograph of the Royal Botanic Garden in Edinburgh, Scotland. The image shows a lush, green landscape with various garden beds, paths, and trees. In the center, there are several modern glass conservatories, including a large, rounded one and a long, rectangular one. The background features a large, historic building with a prominent dome, likely the Edinburgh City Hall. The overall scene is bathed in a warm, golden light, suggesting a sunset or sunrise.

A Technology Overhaul

... to deliver a first-class customer experience and commercial growth at Royal Botanic Garden Edinburgh



Royal Botanic Garden Edinburgh

Building a positive future for plants, people and the planet

Rod Barlow Consulting

Expert technology advice for visitor attractions and cultural enterprises



The Problem ... Hence the Project



Misaligned and disconnected

Resource heavy processes

Poor connectivity

Lack of decision-making data

The Approach

Engagement

Plan and roadmap

Develop requirements

Procurement and selection

Tactical implementation



What have we discovered so far

Solutions not supporting the team deliver a first-class experience

Inefficient in the back-office

Masking the problem

Lack of quality decision-making data



The benefits we hope to realise



Joined up visitor experience

Understand our visitor better

Be more efficient

Better data driven decisions

Tips for Visitor Attractions

Be clear on your strategic objective

Document requirements well

Thorough research

Plan your resources





Thank you for listening!