



Paritor™  
**ACADEMY**  
Designed for performing arts schools

**Good communication matters...**

# A case study on Performanze



# Background

Founded in 2005 in Swindon, Performanze covers an area 85 miles wide from Bristol to Oxford. It is now considered one of the largest performing arts schools in the area.

The school is diverse with both a target market that ranges from 2½ -16 years and an offering that covers a wide and comprehensive range of performing arts subjects, from circus skills to drama, musical theatre to street jazz. The future is looking very positive and Performanze is set to grow at a remarkable pace over the next few years. The school prides itself on its 100% pass rate.

Principal and Director Rosie Easton acquired the Performanze after previously working as a teacher at the school. Soon demand grew and Rosie decided that the only way was to grow inorganically taking on other schools under the umbrella brand Performanze. The school is now in operation seven days a week, covering an impressive six locations.



Performanze Dance and Drama School 2011

## Business focus

After conducting customer relations research, Rosie found that the parents wanted better communication both with her and the other teachers. She also noticed that improved communication was something that would benefit the school internally.

At the time Performanze were using a software solution that only covered the accounting side of the business and whilst this was initially satisfactory, Rosie was now looking for a more comprehensive system that could cover their expanding needs. A solution that could keep up with the demand of a fast growing performing arts school and after careful analysis of both the needs of the school and the requirements of a software solution, Rosie decided on Paritor Academy.

# Implementation

Rosie Easton, Director of Performanze.

*'One of the best things about Paritor is the friendly and helpful staff, you receive a fantastic level of support which I didn't expect. If you have a query, it is dealt with by one of the software engineers who have developed the system from the outset and so obviously know exactly what they are taking about.*

*Communication is so important, with parents, teachers and the children themselves. We need to be able to do everything from sending out invoices to newsletters to last minute cancellation of classes. The software has definitely allowed us to do this on a whole new level and we can now contact them efficiently from within the system via email and text messages, saving us a lot of time and money*

*The cloud based system means that I can log on to Academy at any computer so I can work from home, at any of the locations or even when I'm holiday – it's fantastic.*



**Performanze Dance Troop**



**Rosie Easton, Director of Performanze**

*Recently myself and another employee attended a course held by Paritor on Insight; the reporting and analysis tool built into Academy. This was a real eye opener as it showed us that there was so much that Academy could do for us that we would never have thought about. At the moment I'm still teaching and although Academy has done everything that I have required, I haven't had a chance to explore the system to its full potential. Next year I'm hoping to be based*

*more on just the management and administration side and Academy will play a big role. It is a great piece of software that is constantly evolving. Simon and the team are fantastic at keeping up to date with new developments and I know that there is so much more to come.'*



## About Paritor

Paritor Ltd is an independent software house based in the Southwest. We specialise in developing software designed to manage the administration of performing arts related businesses. Over the course of three decades, Paritor has evolved and is now imperative in the working lives of many performing arts educators. Today, Paritor is the UK leader in administration and management software for educators in the performing arts sector. The company provides software for individual teachers and local authority performing arts services as well as for private studios, schools and academies.

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