

Artist-Patron Register: World's first Web 2.0 Artist Business Inventory SaaS built ground up on WOLF

Industry: Online Arts/B2C

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Artist-Patron.com is a SaaS start-up created to help visual artists like painters and sculptors to organize & track their works in inventory, on exhibition, and sold, gifted or donated to patrons.

Designers of the Artist-Patron Register solution gathered requirements from Artists around the world by using social networks - groups and forums on the web where artists hang out and share ideas. Using this knowledge and the power of WOLF, they built the world's first web-based Artist business software that structures and automates art business records, tracking artworks created, consigned or sold individually or in series (Ex- limited editions) by an Artist.

A world class solution designed specifically to meet the needs of Artists and Galleries at low cost is the essential promise of the Artist Patron Register business model.

Identifying the needs of the niche Artist segment:

- Artists around the world were in the need of a solution for organizing & tracking their sales and personal inventory. This included tracking their artworks in stock, in exhibitions around the world and those sold, gifted or donated to patrons.
- During online transactions, Artists faced a major obstacle while reassuring galleries, buyers or other interested parties of the authenticity of their artworks.
- The need for a straightforward process for handling all interactions between the Artist and galleries such as mounting an exhibition, loaning, renting and consigning works of art.

Web 2.0 and Artist community driven solution:

- Targeting a segment that is both, cost sensitive with limited computer skills, business analysts from Artist Patron used WOLF to architect an easy to use & scalable SaaS, available at a reasonable price point.
- Artist Patron Register served as a web-based record keeping solution for tracking sales and inventory for Artists.

Overview

Company and Product Profile

WOLF is a Cloud based Platform-as-a-Service that helps you design, deliver and use Software as a Service (SaaS) applications using only a web browser. The framework helps professionals and businesses to **focus on application innovation, rapid speed to market and continuous enhancement** rather than writing routine technical code and managing the infrastructure behind it.

WOLF greatly reduces the barrier to convert an idea or business process into an online web application by offering:

- **Prebuilt SaaS Architecture** that handles multi-tenancy, scalability, provisioning, etc.
- 'Out-of-the-box' **Code-Free Design Framework** that enables rapid development of robust applications.

Wolf Frameworks has a portfolio of having the multi-dimensional technical expertise ranging from commercializing Business Processes as SaaS application, product consulting to product development. WOLF is headquartered in India with offices in United States and is represented via partners worldwide.

Website: www.wolfframeworks.com

- Artists could instantly print or email a customized Certificates of Authenticity (COA) during transactions to demonstrate the authenticity of their artworks.
- Simple and intuitive processes were incorporated for handling complex functions like mounting an exhibition, loaning, renting and consigning works of art to galleries.
- Artists could track each unit of print-on-demand limited editions and maintain integrity of each issue when selling through many galleries - including the thousands of online galleries.

Uniquely tailored for the Artist community:

- Running on the WOLF Cloud Computing platform ensures that Artists around the world are using the most up-to-date software without any charges for upgrades in service features and functions.
- Being a customized SaaS solution, Artist Patron Register ensures easy accessibility and high usability by the Artist community that has limited software skills.
- Artists' participation in art shows, gallery exhibits, art rentals and works on loan to patrons are tracked as consignments.
- Transaction and audit trail allows the capturing of key information such as the Gallery, Patron, Edition and Serial number for every piece of art sold or gifted.
- Artists can print or email a serial numbered Certificate of Authenticity (COA) that brings credibility and transparency.

“WOLF is like Microsoft Access turned online without the VB script. I am able to design, develop and deliver my first web application without writing a single line of code. Check out Artist-Patron.com to see what I mean...”

**-David McNab,
Founder and CEO, Artist Patron**



For More Information

For more information about Wolf products and services, call the Wolf Sales Information Center at +91 80 25 72 4140. To access information using the World Wide Web, go to: <http://www.wolfframeworks.com>

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