

Ninox supports new business model in art trade

Two experienced gallery owners reinvent the gallery - and also breaking new ground with software



OFFICE IMPART is a gallery - but not an ordinary one. Johanna Neuschäffer and Anne Schwanz, the two founders, had many years of experience in the gallery business, but wanted to go their own way when they started their own business in 2018. That's why they not only sell, but also advise private and institutional collectors, organise events, and coach artists who are at the beginning of their careers.

OFFICE IMPART

 officeimpart.com

CHALLENGE

New business model, outdated industry solutions

OFFICE IMPART's business model is based on flexibility, efficiency, and a close-knit network with artists, clients, and many other players in the art scene. The founders' most important assets are their know-how and contacts. That's why it was important to them from the very beginning to have access to all relevant information at any time, any place, and to be able to link them in many ways. Anne and Johanna were therefore looking for a flexible software beyond the big industry solutions that could be adapted to their individual needs. In order not to be dependent on external developers, they opted for Ninox.

Individual low-code solution that grows with you

Ninox fulfilled the most important requirements for OFFICE IMPART right from the start: team capability and mobile use. This allowed both founders to work together on and use their solution right from the start, without any additional technical or financial effort. They could also expand it as needed. The starting point was a module for managing and maintaining contacts, which has since developed into a sophisticated CRM solution with automated newsletter management. In addition, the Ninox solution from OFFICE IMPART also includes a digital catalogue of works, modules for the organisation of exhibitions and for the creation of invoices and artist accounts, as well as functions for preparatory accounting. All data is linked in a clear manner and can be analysed in a variety of ways.

Key Features

- ✓ Contact management
- ✓ Project management
- ✓ Invoice creation

Benefits

With Ninox, the two entrepreneurs have a solution that grows with them and can be adapted to their needs at any time. Anne and Johanna can implement new ideas and requirements that arise from their everyday work themselves without any programming knowledge. All existing data is stored centrally, linked in a variety of ways, and can be used from any location as needed. From the catalogue of works, pieces can be arranged for exhibitions or sent as an exposé in PDF format directly from Ninox by email to interested parties. Categorisations and search functions help to bring artists, works, and potential buyers together. Required contact data is available at any time at the touch of a button, and even the complex artist invoices can be created much more efficiently.

2

FOUNDERS

1000

IDEAS

1

SOFTWARE



We think it's great to be able to implement new ideas and requirements ourselves. And if we get stuck, Ninox support is there to help.

Johanna Neuschäffer
Founder

Get in touch

ninox

 ninox.com

 support@ninox.com

Ninox is a collaborative, cloud-based platform for business teams. We empower users to build business applications and automate back office workflows with drag and drop tools.