The digital journey of the

RIJKS MUSEUM

Rob Hendriks – ICT manager

ICOM international council of museums Italia

La Digital Transformation:

Conoscere per gestire, metodi e strumenti

Microsoft

Agenda:

- Introduction Rijksmuseum
- Strategy for digital transformation
- examples

our mission:

the Rijksmuseum connects individuals with art and history

2013: reopening

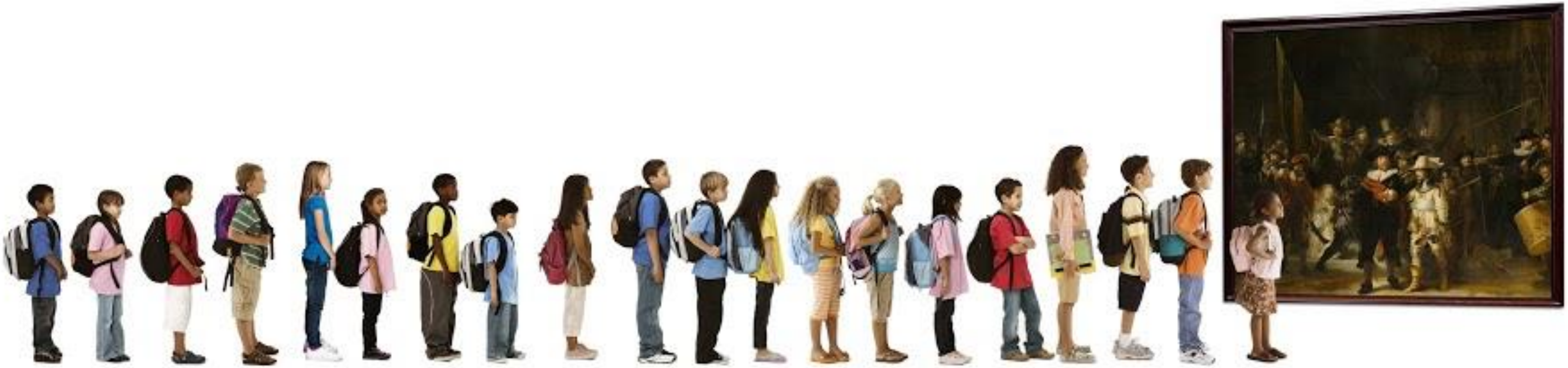
collection of 1.1 million (art) objects

100 million euro revenue

750 employees

RIJKS MUSEUM
WELKOM!

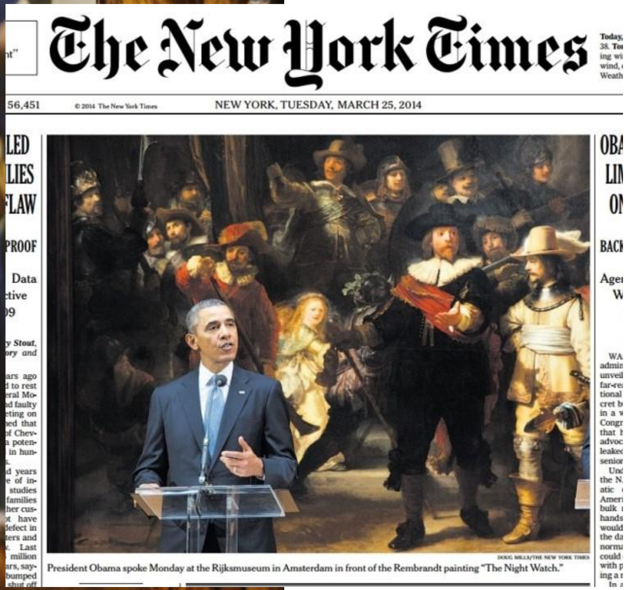
2.3 million visitors / year



350. 000 kids* / year

* Visitors under the age of 19

65% international visit



The New York Times

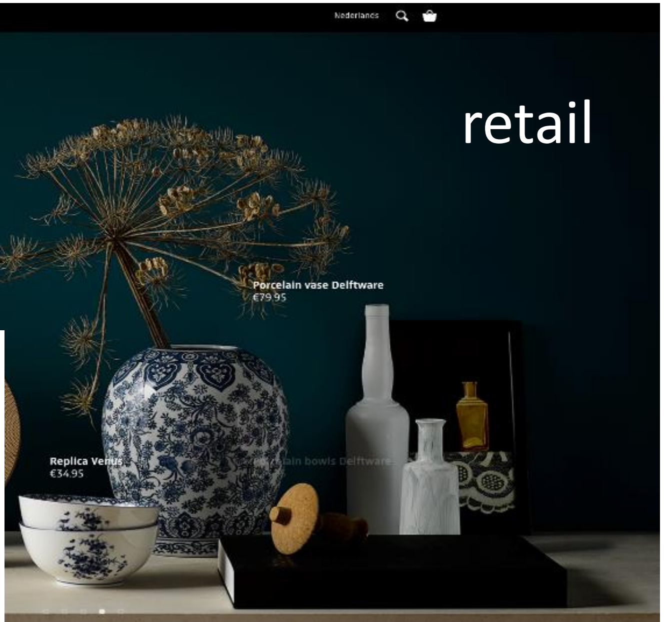
© 2014 The New York Times

NEW YORK, TUESDAY, MARCH 25, 2014

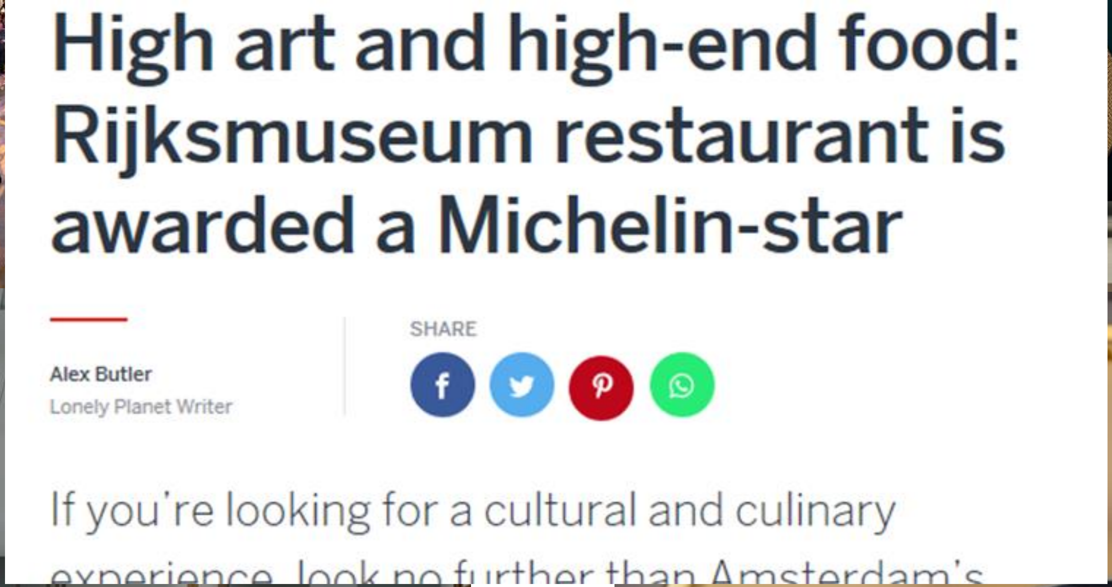
DOUG MILLS/THE NEW YORK TIMES

President Obama spoke Monday at the Rijksmuseum in Amsterdam in front of the Rembrandt painting "The Night Watch."

500+ events / year


RIJKS MUSEUM SHOP
All products
Nederlands
Porcelain vase Delftware
€79.95
Replica Venus
€34.95

retail

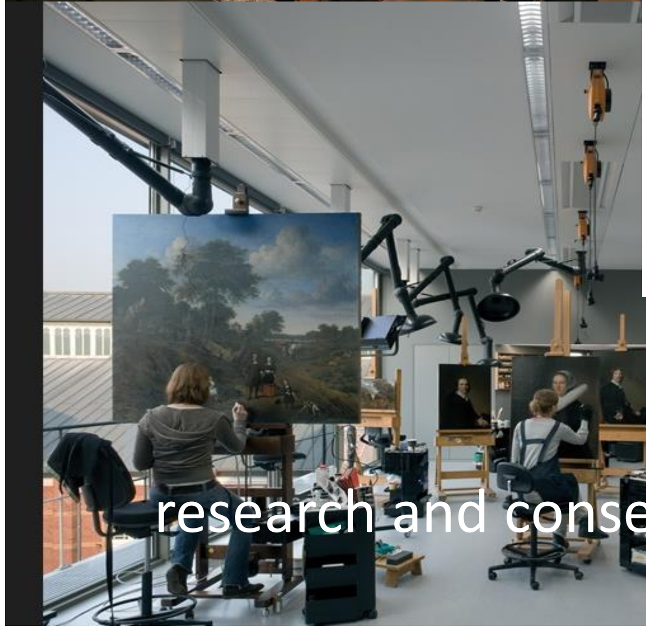


High art and high-end food: Rijksmuseum restaurant is awarded a Michelin-star

Alex Butler
Lonely Planet Writer

SHARE

If you're looking for a cultural and culinary experience, look no further than Amsterdam's



research and conservation

partner in innovation

in June 2017 the 10th million visitor since the reopening was given the chance to spend the night in the Night Watch Gallery

WEDDESTEEG TE
GEBOREN AAN DE

HALS
GABRIEL

why does a museum have to transform digitally?

- customers!
- museum operation (open 365 days/year)
- new business models

strategy 2017-2020

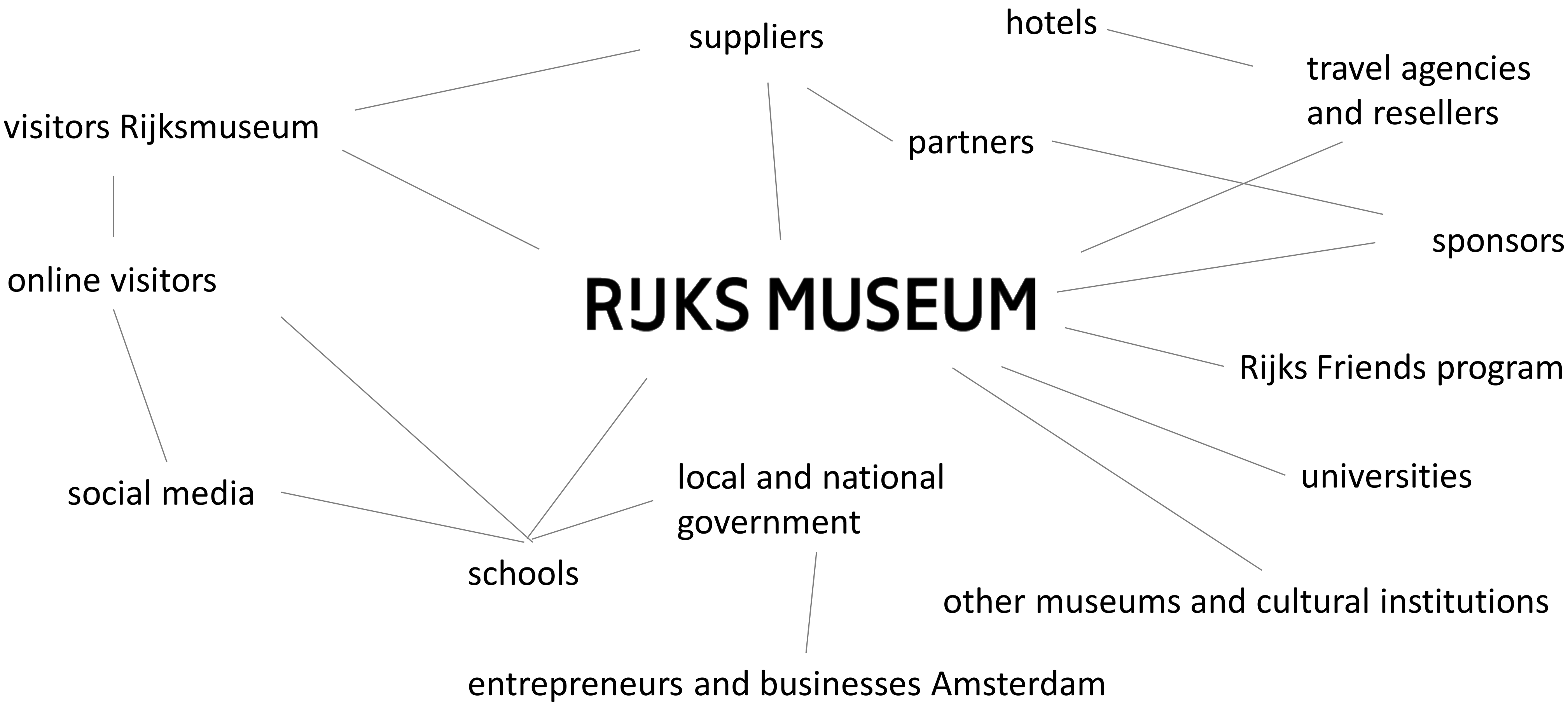
grow to 2.5+ million visitors

customer centric

storytelling, share art and history

innovation

the Rijksmuseum operates in a network



suppliers

hotels

travel agencies
and resellers

visitors Rijksmuseum

partners

sponsors

online visitors

RIJKS MUSEUM

Rijks Friends program

universities

social media

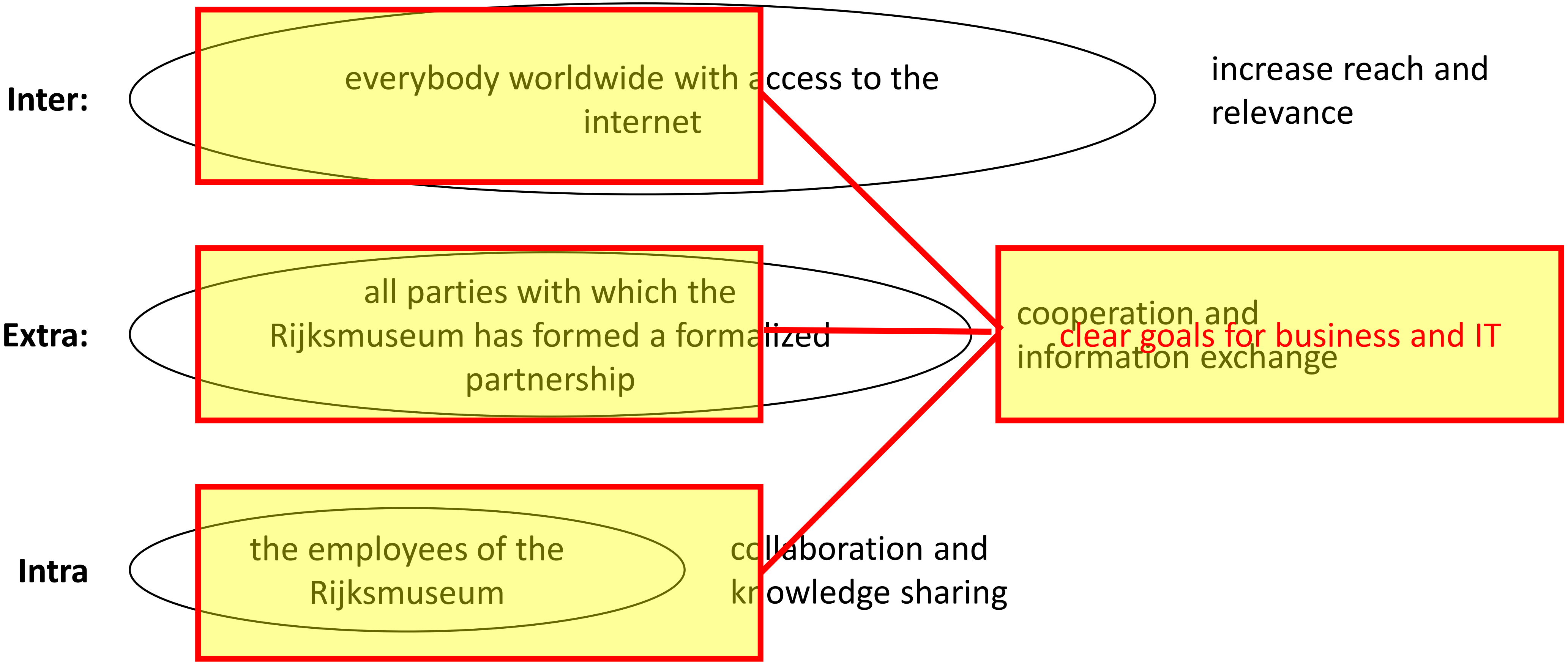
local and national
government

schools

other museums and cultural institutions

entrepreneurs and businesses Amsterdam

participate in these networks on three levels



Inter:

everybody worldwide with access to the internet

increase reach and relevance

Extra:

all parties with which the Rijksmuseum has formed a formalized partnership

cooperation and information exchange

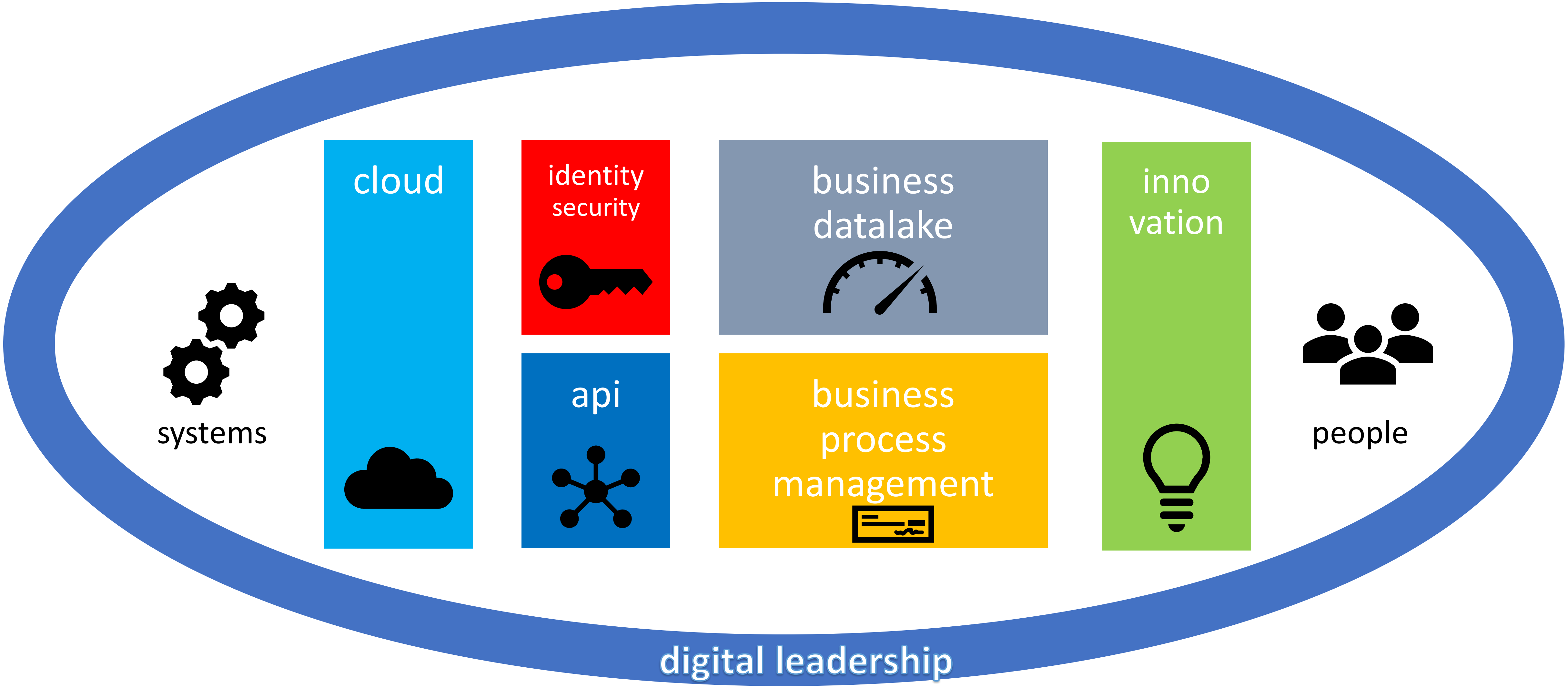
clear goals for business and IT

Intra

the employees of the Rijksmuseum

collaboration and knowledge sharing

digital strategy framework



systems

cloud

identity security

api

business datalake

business process management

inno vation

people

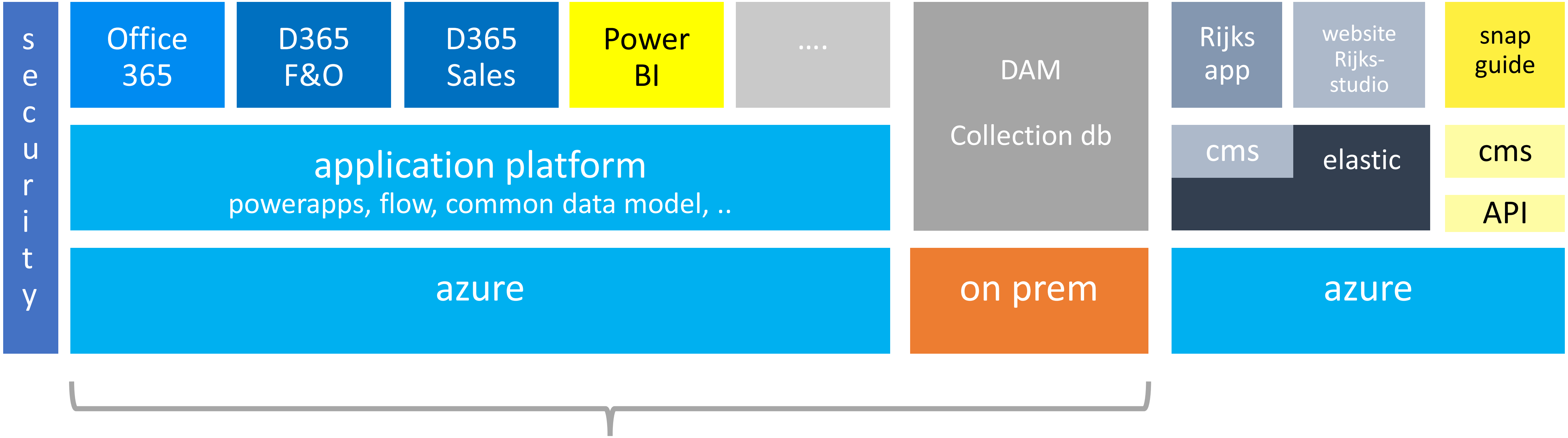
digital leadership

examples for collaboration and knowledge sharing

1. digital ecosystem
2. business insights - PowerBI dashboards

STERKERK
REMBRANDT
ZOON VAN HARMEN
N VAN RYN EN
MUSEUM

digital ecosystem



security

Office 365

D365 F&O

D365 Sales

Power BI

....

application platform

powerapps, flow, common data model, ..

azure

DAM

Collection db

on prem

Rijks app

website Rijks-studio

snap guide

cms

elastic

cms

API

azure

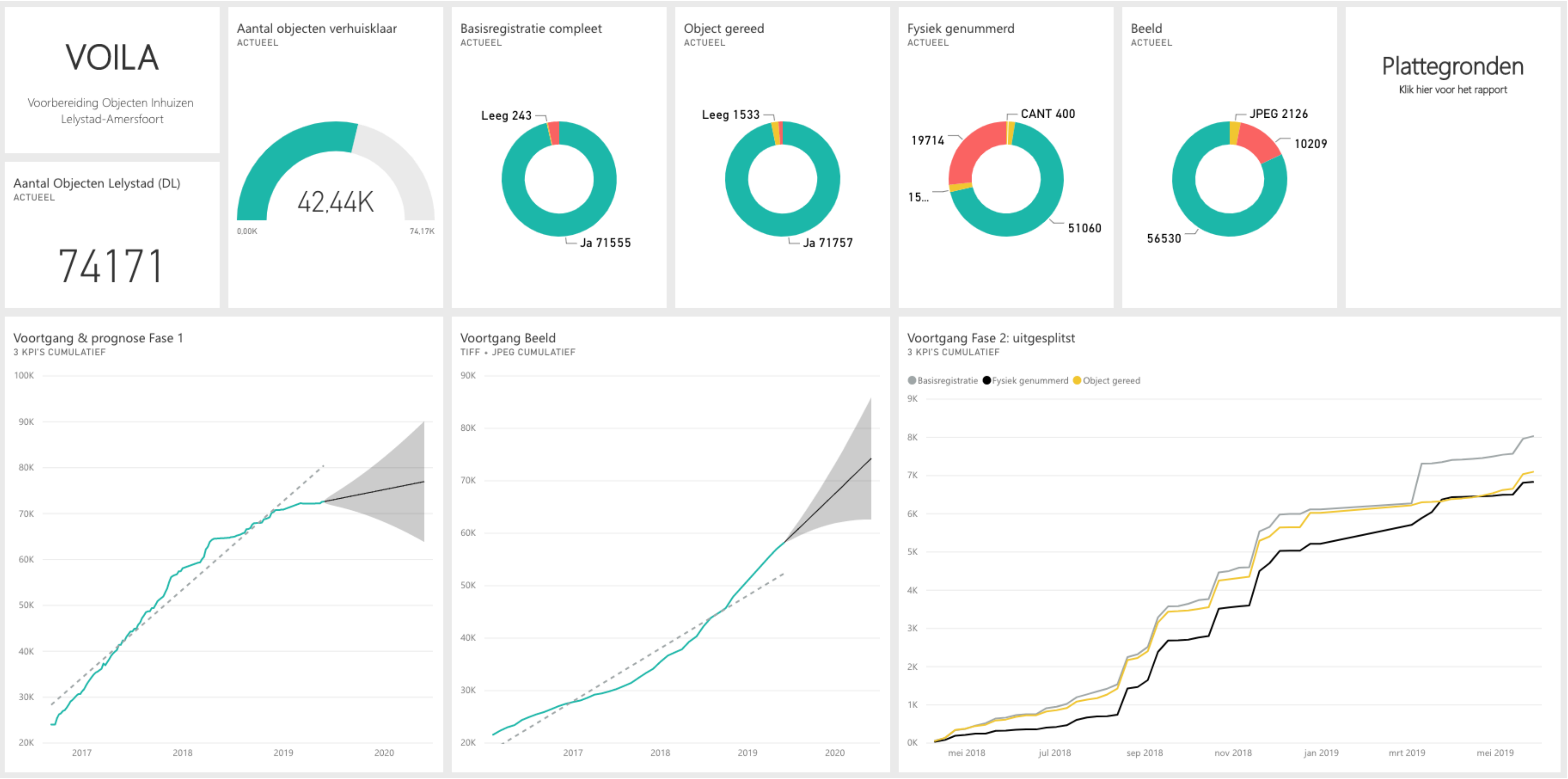
90% line of business apps in the cloud

innovation in conservation and storage

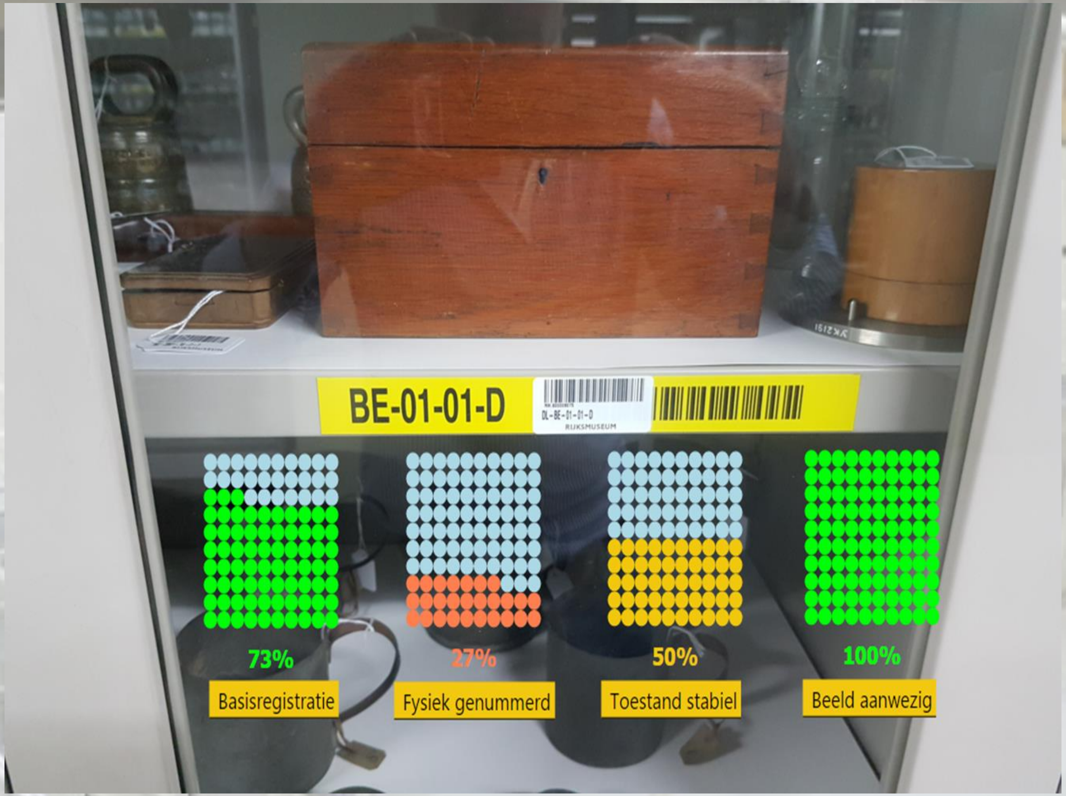
new Collection Centre (2020)

task force 2014-2019: make all objects ready for relocation to the new collection centre

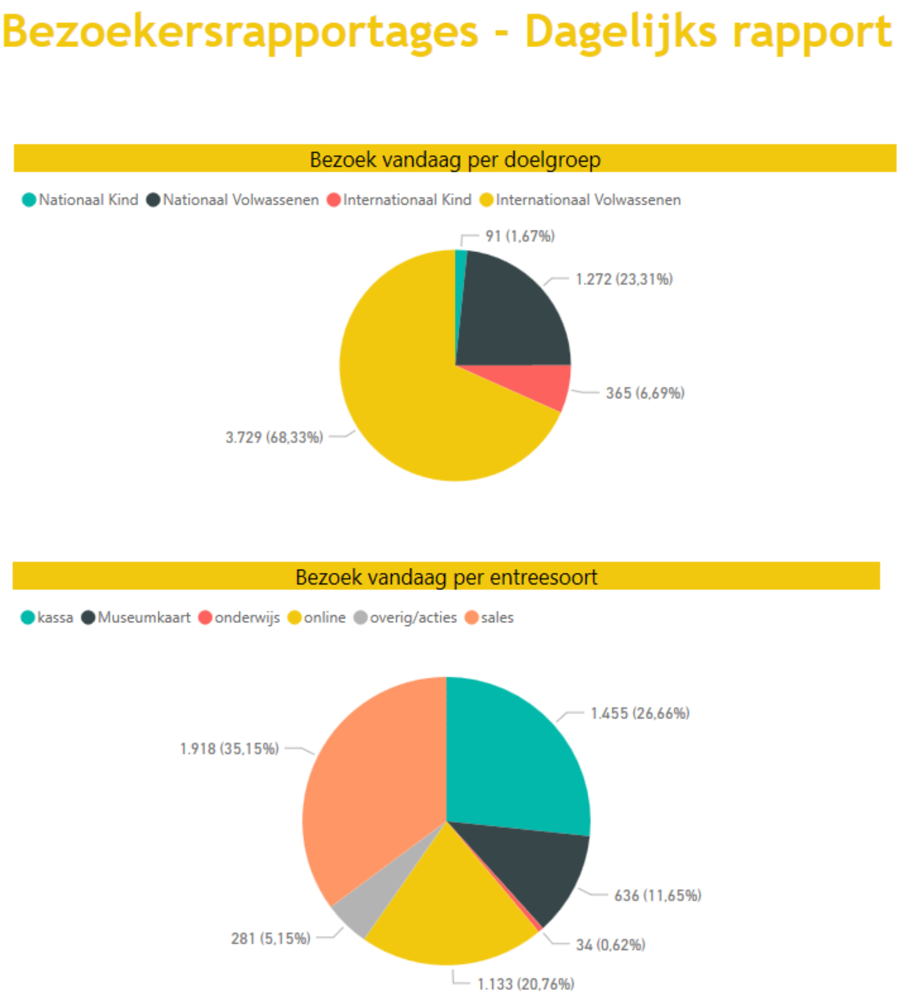
business insights and forecasting with PowerBI

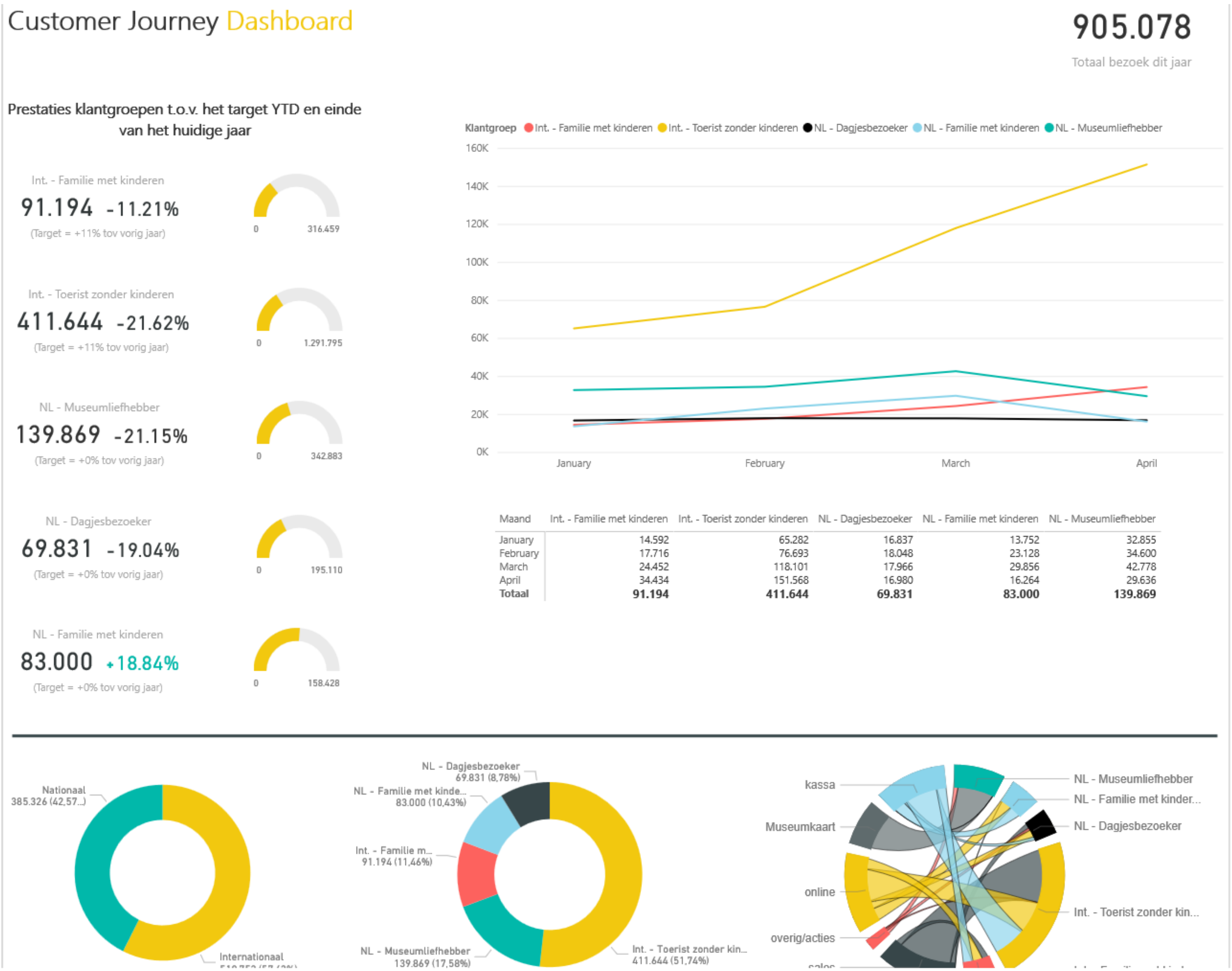

VOILA
Voorbereiding Objecten Inhuizen Lelystad-Amersfoort
Aantal Objecten Lelystad (DL)
ACTUEEL
74171
Aantal objecten verhuisklaar
ACTUEEL
42,44K
0,00K
74,17K
Basisregistratie compleet
ACTUEEL
Leeg 243
Ja 71555
Object gereed
ACTUEEL
Leeg 1533
Ja 71757
Fysiek genummerd
ACTUEEL
CANT 400
19714
15...
51060
Beeld
ACTUEEL
JPEG 2126
10209
56530
Plattegronden
Klik hier voor het rapport
Voortgang & prognose Fase 1
3 KPI'S CUMULATIEF
100K
90K
80K
70K
60K
50K
40K
30K
20K
2017
2018
2019
2020
Voortgang Beeld
TIFF + JPEG CUMULATIEF
90K
80K
70K
60K
50K
40K
30K
20K
2017
2018
2019
2020
Voortgang Fase 2: uitgesplitst
3 KPI'S CUMULATIEF
Basisregistratie
Fysiek genummerd
Object gereed
9K
8K
7K
6K
5K
4K
3K
2K
1K
0K
mei 2018
jul 2018
sep 2018
nov 2018
jan 2019
mrt 2019
mei 2019

Hololens application, designed by users


BE-01-01-D
73%
Basisregistratie
27%
Fysiek genummerd
50%
Toestand stabiel
100%
Beeld aanwezig

business insights: customer journey dashboard


Bezoekersrapportages - Dagelijks rapport
Bezoek vandaag per doelgroep
● Nationaal Kind ● Nationaal Volwassenen ● Internationaal Kind ● Internationaal Volwassenen
91 (1,67%)
1.272 (23,31%)
365 (6,69%)
3.729 (68,33%)
Bezoek vandaag per entreesoort
● kassa ● Museumkaart ● onderwijs ● online ● overig/acties ● sales
1.455 (26,66%)
1.918 (35,15%)
636 (11,65%)
281 (5,15%)
34 (0,62%)
1.133 (20,76%)


Customer Journey Dashboard
905.078
Totaal bezoek dit jaar
Prestaties klantgroepen t.o.v. het target YTD en einde van het huidige jaar
Int. - Familie met kinderen
91.194 -11.21%
(Target = +11% tov vorig jaar)
0
316.459
Int. - Toerist zonder kinderen
411.644 -21.62%
(Target = +11% tov vorig jaar)
0
1.291.795
NL - Museumliefhebber
139.869 -21.15%
(Target = +0% tov vorig jaar)
0
342.883
NL - Dagjesbezoeker
69.831 -19.04%
(Target = +0% tov vorig jaar)
0
195.110
NL - Familie met kinderen
83.000 +18.84%
(Target = +0% tov vorig jaar)
0
158.428
Klantgroep ● Int. - Familie met kinderen ● Int. - Toerist zonder kinderen ● NL - Dagjesbezoeker ● NL - Familie met kinderen ● NL - Museumliefhebber
160K
140K
120K
100K
80K
60K
40K
20K
0K
January
February
March
April
Nationaal
385.326 (42,57...)
Internationaal
NL - Dagjesbezoeker
69.831 (8,78%)
NL - Familie met kinde...
83.000 (10,43%)
Int. - Familie m...
91.194 (11,46%)
NL - Museumliefhebber
139.869 (17,58%)
Int. - Toerist zonder kin...
411.644 (51,74%)
kassa
Museumkaart
online
overig/acties
NL - Museumliefhebber
NL - Familie met kinder...
NL - Dagjesbezoeker
Int. - Toerist zonder kin...

Maand	Int. - Familie met kinderen	Int. - Toerist zonder kinderen	NL - Dagjesbezoeker	NL - Familie met kinderen	NL - Museumliefhebber
January	14.592	65.282	16.837	13.752	32.855
February	17.716	76.693	18.048	23.128	34.600
March	24.452	118.101	17.966	29.856	42.778
April	34.434	151.568	16.980	16.264	29.636
Totaal	**91.194**	**411.644**	**69.831**	**83.000**	**139.869**

BEGRAVEN
VIII OCTOBER MD
IN DE WESTERKERK
REMBRANDT
ZOON VAN HARMEN
SEN VAN RYN EN
GEBOREN AAN D

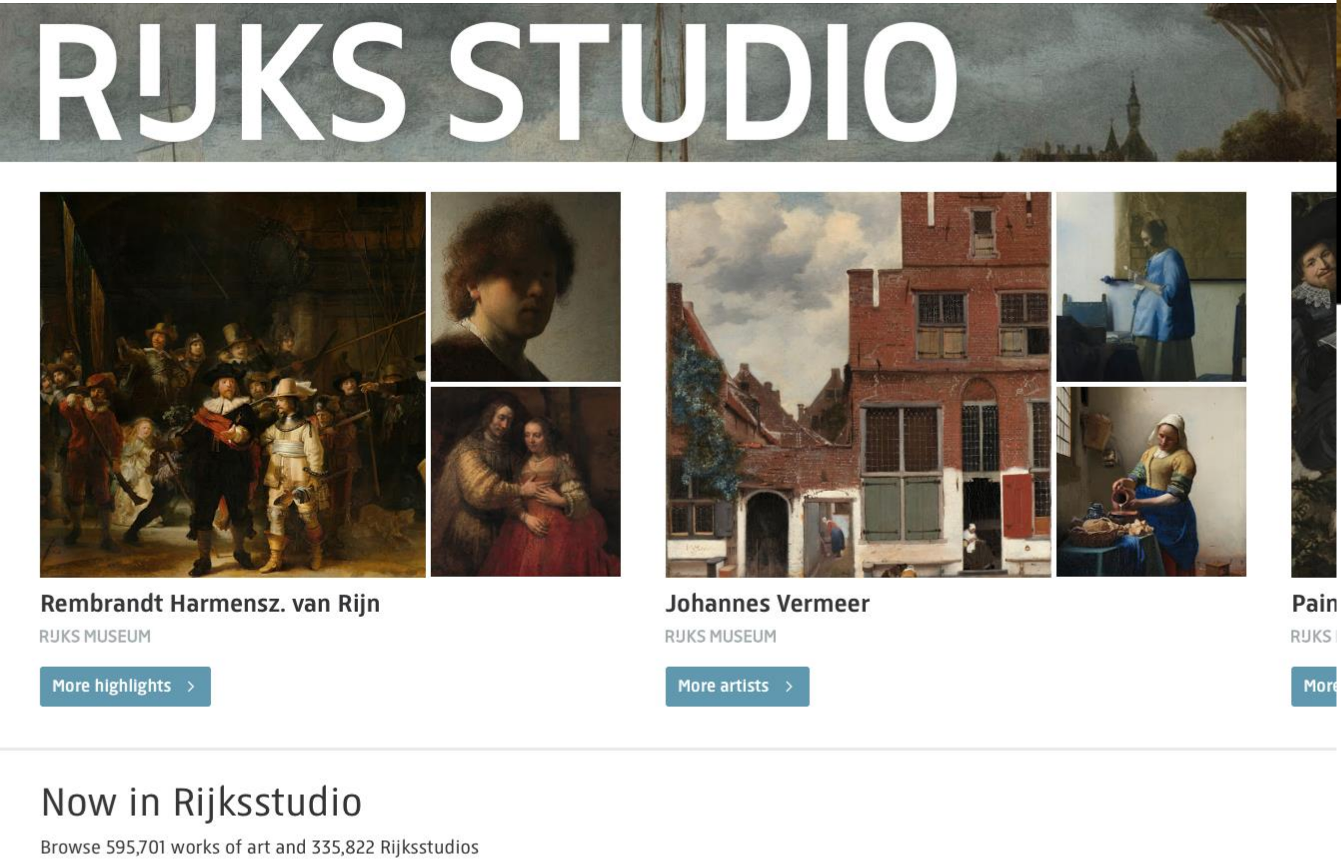
restoration Rembrandt’s Nightwatch: 400-600 TB scientific data and images, to be shared with peers and the public

Increase reach and relevance

examples:

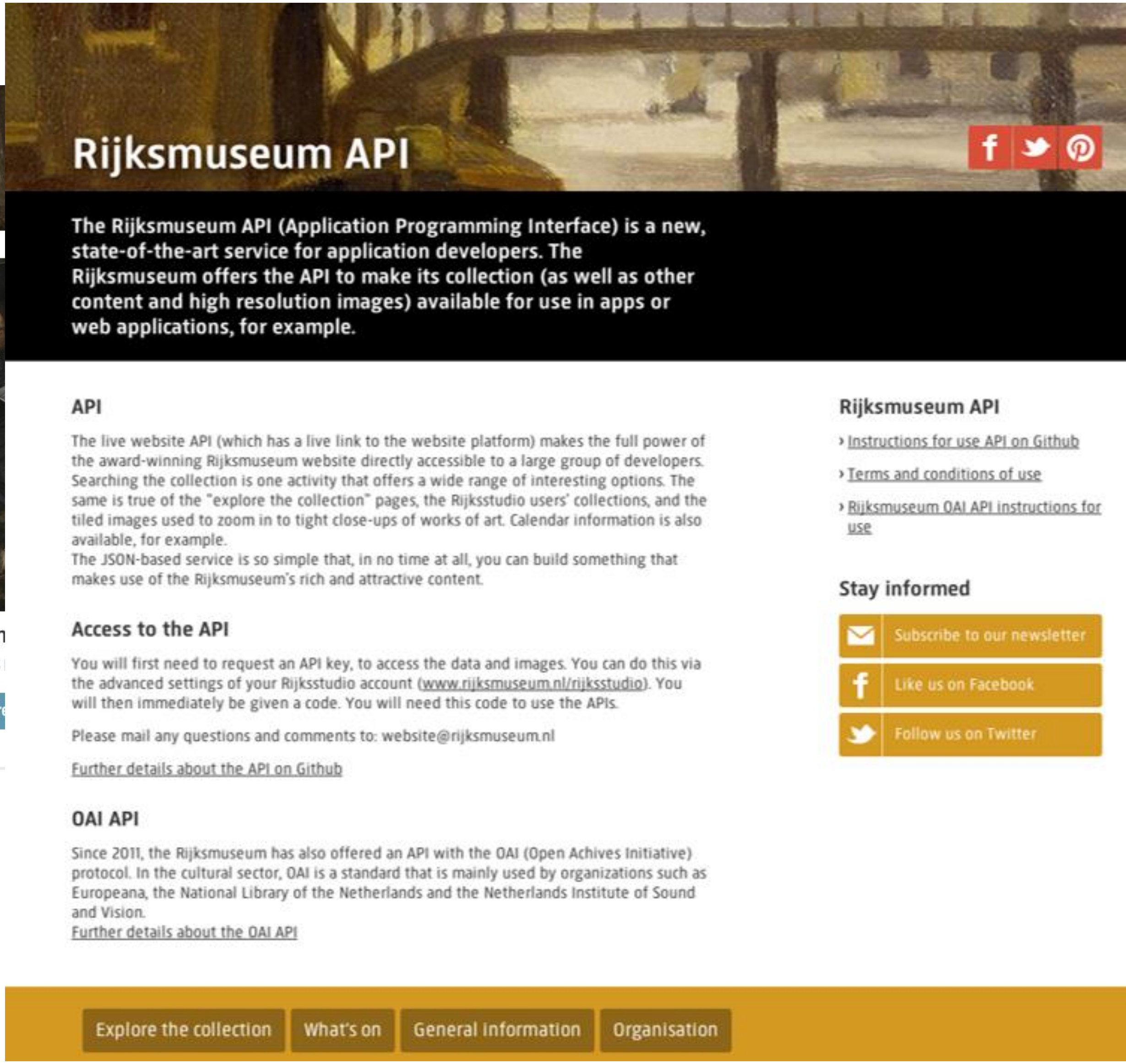
- RijksStudio
- app
- SnapGuide
- YouTube
- MRI scanner
- Bagage belt

600.000+ hi-res images online, free to use



Now in Rijksstudio

Browse 595,701 works of art and 335,822 Rijksstudios



Rijksmuseum API

The Rijksmuseum API (Application Programming Interface) is a new, state-of-the-art service for application developers. The Rijksmuseum offers the API to make its collection (as well as other content and high resolution images) available for use in apps or web applications, for example.

API

The live website API (which has a live link to the website platform) makes the full power of the award-winning Rijksmuseum website directly accessible to a large group of developers. Searching the collection is one activity that offers a wide range of interesting options. The same is true of the "explore the collection" pages, the Rijksstudio users' collections, and the tiled images used to zoom in to tight close-ups of works of art. Calendar information is also available, for example.
The JSON-based service is so simple that, in no time at all, you can build something that makes use of the Rijksmuseum's rich and attractive content.

Access to the API

You will first need to request an API key, to access the data and images. You can do this via the advanced settings of your Rijksstudio account (www.rijksmuseum.nl/rijksstudio). You will then immediately be given a code. You will need this code to use the APIs.

Please mail any questions and comments to: website@rijksmuseum.nl

Further details about the API on Github

OAI API

Since 2011, the Rijksmuseum has also offered an API with the OAI (Open Achives Initiative) protocol. In the cultural sector, OAI is a standard that is mainly used by organizations such as Europeana, the National Library of the Netherlands and the Netherlands Institute of Sound and Vision.
Further details about the OAI API

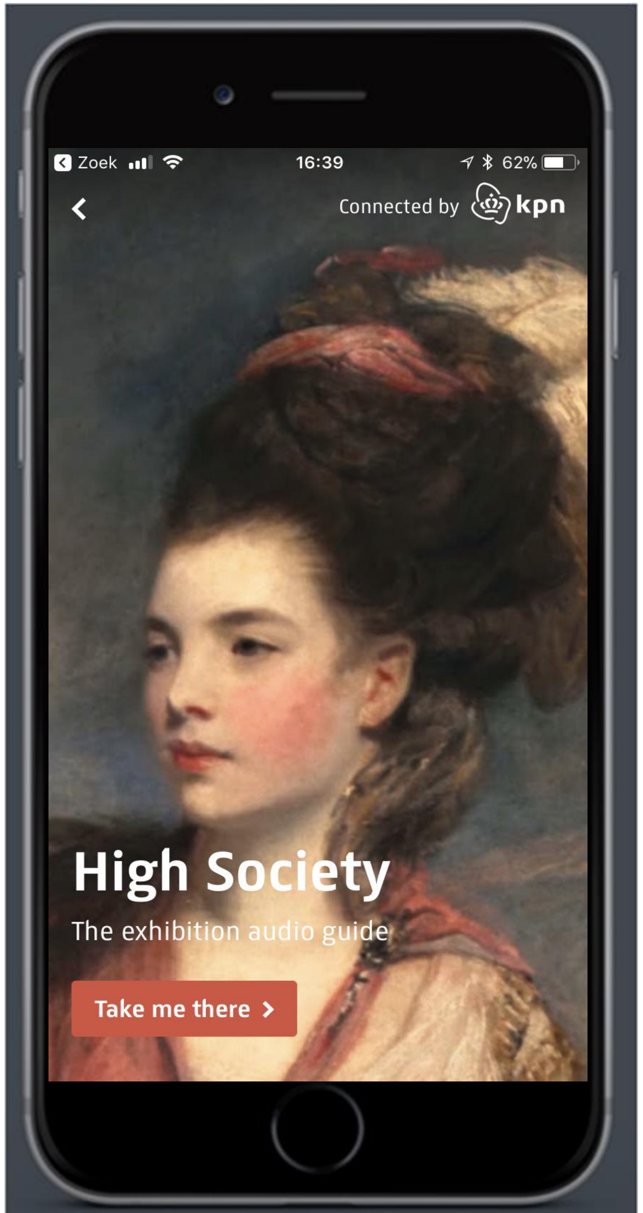
Rijksmuseum API

- › Instructions for use API on Github
- › Terms and conditions of use
- › Rijksmuseum OAI API instructions for use

Stay informed

- Subscribe to our newsletter
- Like us on Facebook
- Follow us on Twitter

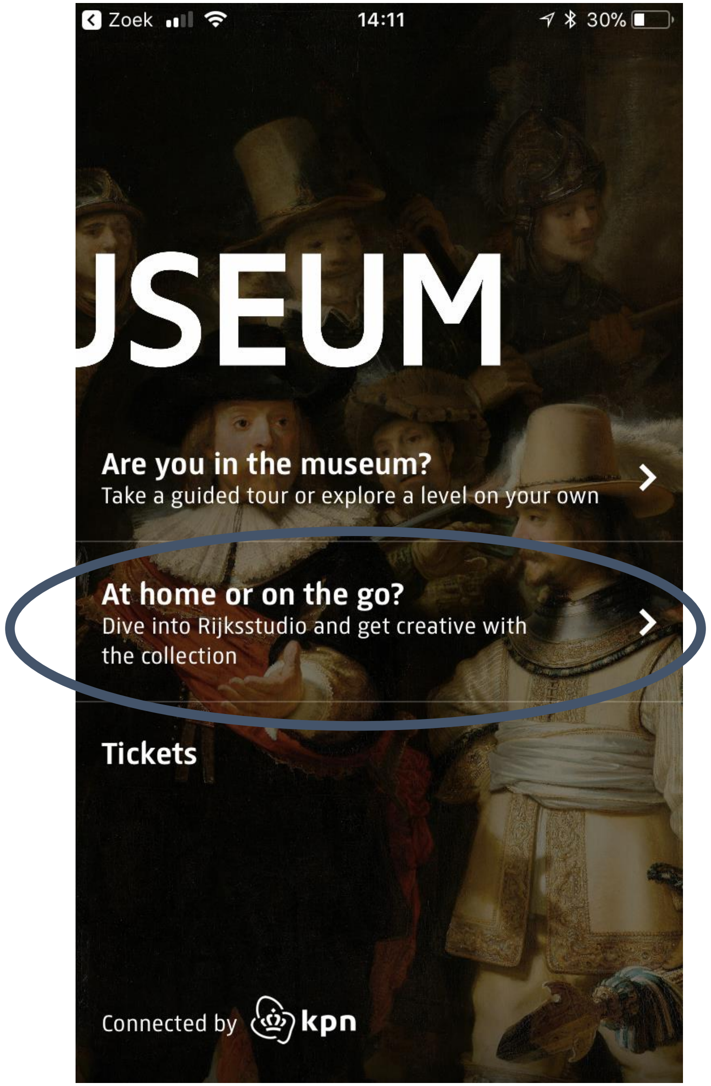
Rijksmuseum app


Zoek
16:39
62%
Connected by kpn

High Society

The exhibition audio guide

Take me there

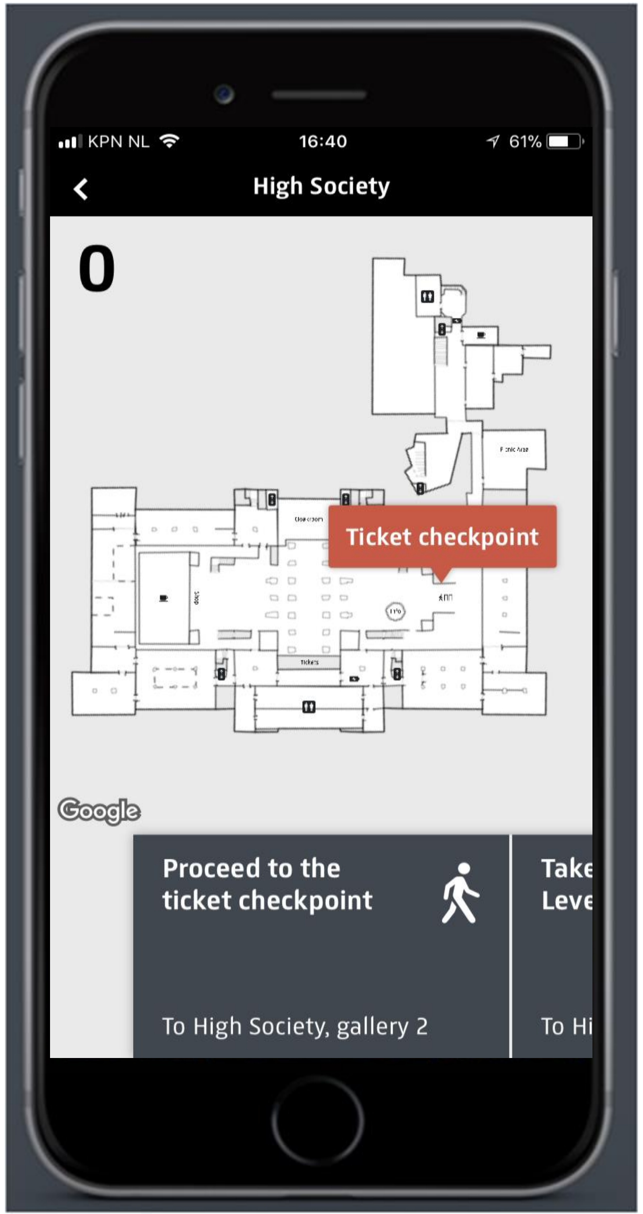

Zoek
14:11
30%
USEUM

Are you in the museum?
Take a guided tour or explore a level on your own

At home or on the go?
Dive into Rijksstudio and get creative with the collection

Tickets

Connected by kpn


KPN NL
16:40
61%
High Society
0
Ticket checkpoint
Google

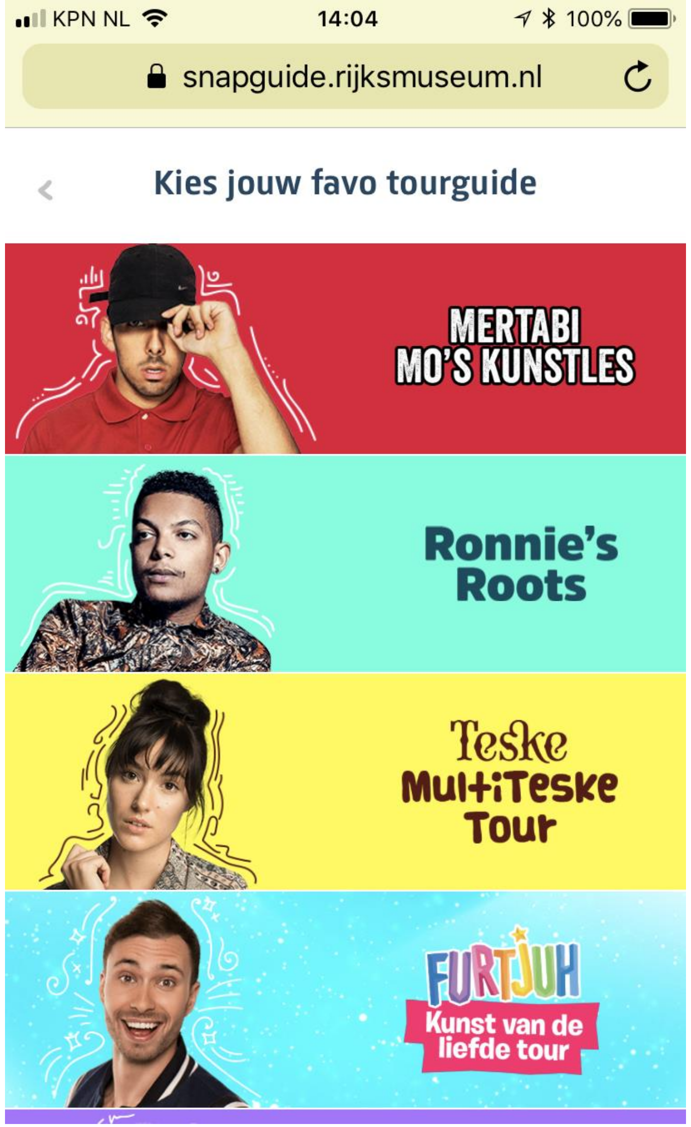
Proceed to the ticket checkpoint

To High Society, gallery 2

Take
Leve
To Hi

SnapGuide is a brand new free education tool
on your smartphone for secondary education students

RIJKS
SNAPGUIDE

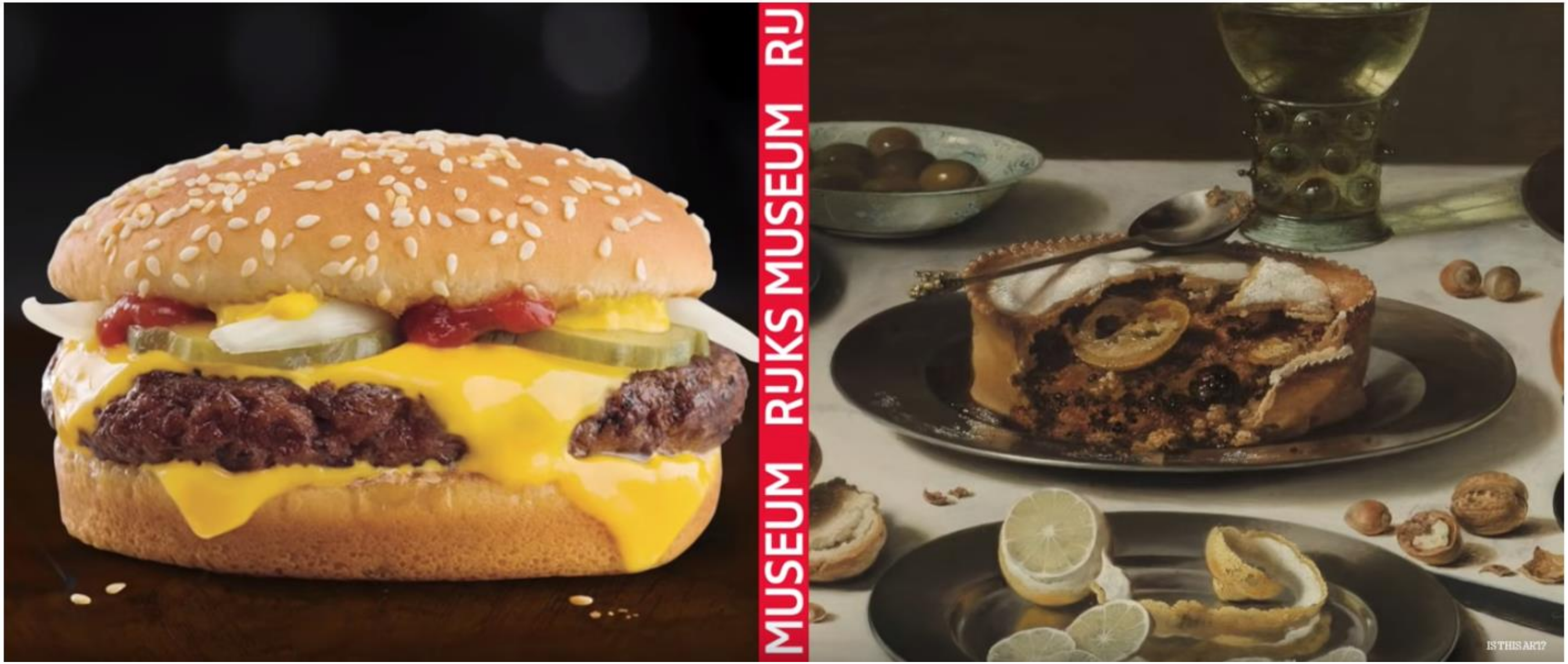

KPN NL
14:04
100%
snapguide.rijksmuseum.nl
Kies jouw favo tourguide
MERTABI MO'S KUNSTLES
Ronnie's Roots
Teske MultiTeske Tour
FURTJUH Kunst van de liefde tour

Youtube channels: RIJKS creative & RIJKS

RIJKSMUSEUM Rembrandt Course

Episode 4: How to paint surface materials like Rembrandt

RIJKS CREATIVE


MUSEUM RIJKSMUSEUM RIJ
IS THIS ART?

RIJKS
TUBE

How McDonalds is using art to sell their food!

Rijksmuseum art makes a MRI scan less stressfull

JEAN-ETIENNE LIO
756

thank you