

ENTERPRISE SOFTWARE SOLUTION FOR A CINEMA AND HOME ENTERTAINMENT ORGANISATION

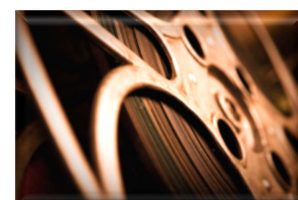


CLIENT OVERVIEW

This client of DigiQuill is a cinematic distributor and exhibitor in South Africa. They requisition, distribute and release films on circuit throughout South Africa and have 55 sites nationwide, with over 400 screens and 60 000 seats. They have received accolades and awards for their loyalty club program that consists of over 2 million registered members nationwide. They lead the way in innovative, content rich and easy-to-interact channels to distribute and sell movie theatre tickets – web, mobile, call centre and kiosks.

CUSTOMER REQUIREMENTS

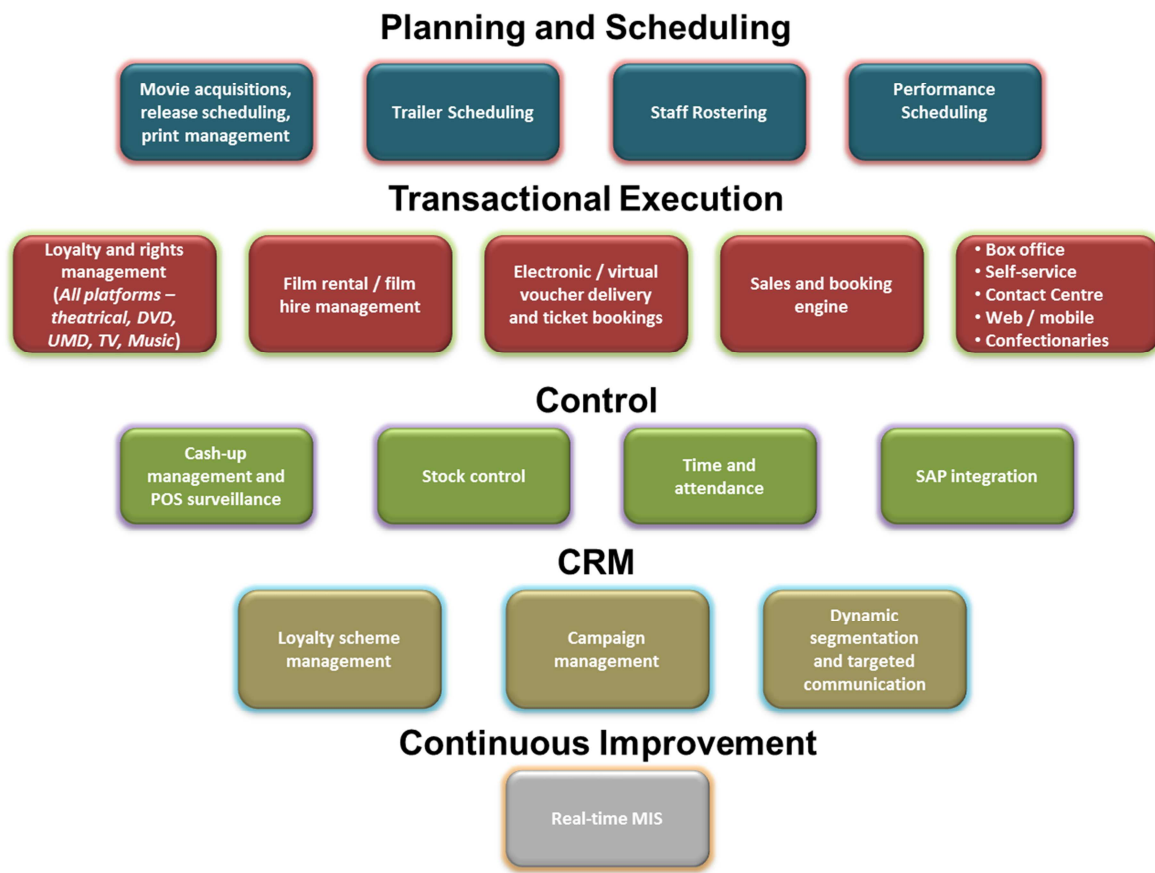
DigiQuill has been working with this cinema giant for over seven years. We have designed, developed and implemented a broad spectrum of systems and solutions driven from their core business requirements:



1. One of the greatest challenges faced by a cinema and home entertainment organisation lies in the process of distilling the selection of movies from a list of thousands and placing them in the right cinema, at the right time, to address the right audience in a manner that will maximise attendance and thereby maximise profits. To achieve this manually one would need to data mine a vast set of information to determine the factors and correlations to ensuring individual movie houses (and more importantly customers) are optimally matched to the selection. The challenge of this process is extended when considering that the demographics of cinemas change over time.
2. A holistic and efficient transactional management solution was required, in order to manage the sales aspect of the business, i.e. the customer facing box office, self-service terminals, web and phone bookings. All seat bookings would need to be managed in a robust manner, ensuring that all sales channels work in harmony to ensure that no seats are double booked or blocked. Further to this, movie sales need to be tracked in order to monitor measure and calculate any royalties needed to be paid to the distributors and producers.
3. From a human resource perspective, the organisation would require clear control procedures over staff, stock and cash. Additionally this data had to fully integrate with other ERP and financial systems.
4. From a CRM perspective, the solution would require an intelligent and effective customer management system, which would need to include loyalty schemes and intelligent campaign management toolsets.
5. From an operational management perspective, the system would require a dynamic performance management solution, in order to drive proactive and continuous improvements / optimisations on a real time basis.

SOLUTION & RESULT

The solution is a modular, end-to-end Cinema Suite proven to aid in minimising cost and maximising revenue. The solution can be described in five Layers, graphically highlighted on the following page:



A broad range of tools were designed, developed and implemented in order to deliver to our client’s planning and scheduling requirements. The sections to follow proved an overview of the various solution layers.

Planning and Scheduling

The first component of the solution consists of a movie acquisition, release scheduling and print management system. Key benefits of this system are that it manages movie schedules across multiple circuits and multiple distributors, for all screens and theatres. It integrates historical as well as forecasted performance data to assist in making scheduling decisions.

The trailer scheduling tool maximises attendance by implementing, in an automated manner, a best practice approach to trailer scheduling. Schedules are generated taking into consideration age restriction, trailer and movie genre, forecasted attendance, trailer schedule position and other discretionary factors.

Furthermore, a staff rostering tool was created which enables centralised, automated staff rostering that consistently generates optimal staff rosters, meeting customer service levels while minimising costs. It allows rosters for hundreds of sites to be generated in minutes. In addition, it considers staff efficiencies (transaction times) as well as the portion of sales flowing through the contact centre, web and self-service terminals.

Transactional Execution

A Point of Sale application was designed and built from the ground up which provides a multi-channel sales engine that accumulates data for continuous improvement, and allows new initiatives to be actioned with minimal training. It provides the capability to book and buy tickets via the web, call centre, at

the box-office and self-service terminal. It is easily expandable to any other channels. It supports reserved and unreserved seating with intelligent algorithms for optimal seat allocation.

The rights management module manages royalty contracts and calculations across all media platforms between distributors and producers, exhibitors and distributors. It accommodates complex contracts including minimum guarantees, minimum unit prices, stages recoupment of prepaid amounts and cross-collateralisation. It offers tight integration and streamlining with our client's existing financial systems.

Control

To ensure control the cash and stock control module of the Point-of-Sale application provides text overlay of POS transactions onto a digital surveillance system. It provides ownership of stock at all points in the receipt, storage and sales cycle and provides auditable mechanisms for all stock transfers. Rigorous control procedures for all cash handling, including management of floats are enforced.

The time and attendance module ensures compliance of staffing against the planned rosters as well as controlling 'over-time' hours. Biometric authentication (fingerprint) is used for signing on and off and automated integration of time sheets into the financial system for pay-roll purposes is supported.

A fully operational integrator with ERP and financial systems was developed. Existing integration with SAP includes the goods receipt processes, sales and all stock movements, producer royalties and distributor film rentals, payroll and HR master data.

CRM

This loyalty solution was designed and built from the ground up to ensure that it features and functions were geared to the business topology and structure. Its primary function is that it drives customer loyalty through rewards in order to ensure tenure and increasing their recency and frequency . It is a multi-tier loyalty scheme, allowing customers to progress through different tiers and receive increased benefits. Flexible rules engine that allows different rules to be configured by tier, in relation to credit accumulation and redeeming rewards. It provides integration with third party customer databases and provides advanced mechanisms to control abuse.

The extended CRM module allows analysis of customer behaviour to inform new business initiatives. It assists in coordinating all marketing campaigns in order to measure their effectiveness. The solution streamlines the process of conceiving and executing marketing campaigns. Facilitates "fine grained" communication campaigns across multiple platforms, where communication is tailored based on detailed customer behaviour for maximum effectiveness.

Continuous Improvement

An MIS and reporting tool provides real-time reporting at head office that facilitates best-practices and continuous improvement across all sites. It enables head office to provide site managers with actionable insights into a proactive manner. Therefore, a gap can be filled at any site, at any time, to increase productivity, customer service etc. Naturally, a key feature would then also include the provision of cinema level, as well as cashier level KPI's. The solution provides exception reports based on intelligent target setting using seasonal, weekly and hourly trading patterns. Lastly, a detailed drill down on transactions provides managers with a quick way in which to identify on a site that requires attention.