

# Next Gen Cinema Solution for Large European Cinema Chain

## BUSINESS REQUIREMENT



Next Gen Cinema Solution to support new retail business opportunities seamlessly across channels (POS, Web, Mobile)



Omnichannel Platform to support single customer view and flexible promotions



Leverage existing infrastructure with centralized infrastructure and data management approach

## OUR SOLUTIONS



Web based Smart Ticketing Platform with comprehensive features and extensible customizable architecture



Unified Services and API based channel integration, providing abstraction to core platforms and flexibility to add-on features



Cloud based centralized hosting environment minimizing infrastructure needs

## TOOLS / TECHNOLOGIES



OSS and standards based architecture



Spring 3.0 MVC, Tomcat 8.0, Web Services using REST, Talend ESB



Relational Data Persistence on My SQL server 5.6(AWS RDS) and Hibernate 3

## BUSINESS IMPACT



Better Customer Experience enabled by Single view of customer profile, purchase history, loyalty etc

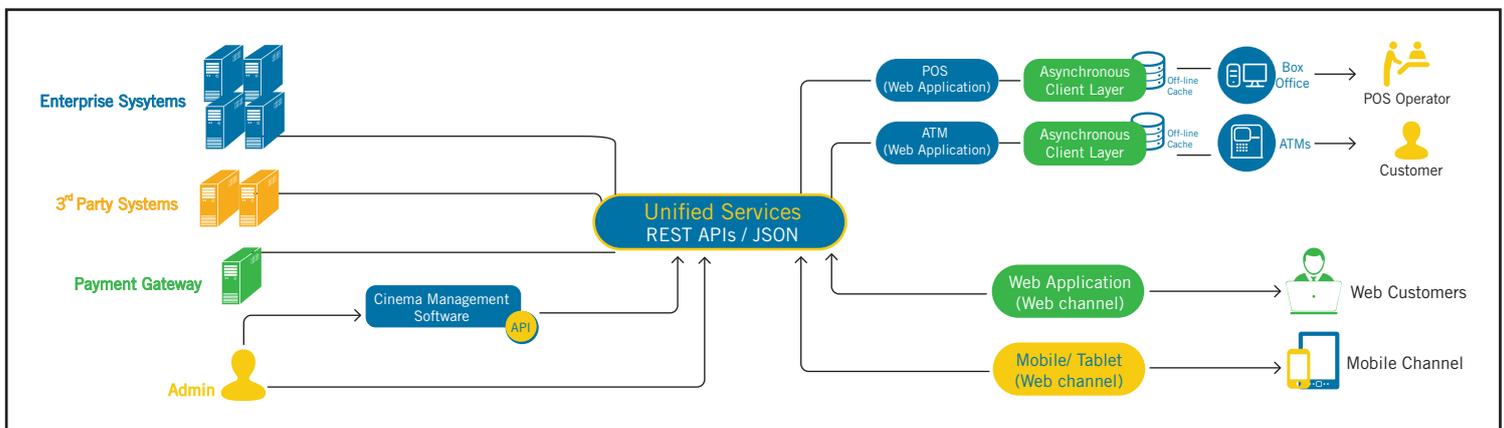


Reduced over-booking/ double booking with real time updated data across systems and centralized view of film schedules



Analytics driven promotions, cross-sell and up-sell on films and retail products

### ARCHITECTURE / INTERFACE DIAGRAM



### About Happiest Minds Technologies

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable **digital transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: **Big Data Analytics**, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at [business@happiestminds.com](mailto:business@happiestminds.com)