happiest minds
The Mindful IT Company
Born **Digital** . Born **Agile**

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

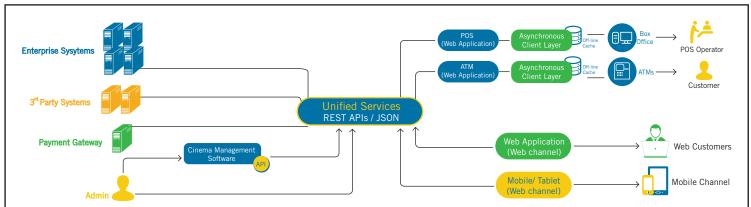Better Customer Experience enabled by Single view of customer profile, purchase history, loyalty etc

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

Enterprise Sysytems

3rd Party Systems

Payment Gateway

Admin

Cinema Management Software — API

Unified Services REST APIs / JSON

POS (Web Application) — Asynchronous Client Layer — Off-line Cache — Box Office — POS Operator

ATM (Web Application) — Asynchronous Client Layer — Off-line Cache — ATMs — Customer

Web Application (Web channel) — Web Customers

Mobile/ Tablet (Web channel) — Mobile Channel

happiest minds
The Mindful IT Company
Born **Digital** . Born **Agile**