# Centralized Management of Products and Tickets Using Pimcore MDM

About the Client

The client is the leader in the Mexican and Latin American film and entertainment industry. It is the fourth largest chain worldwide, the second largest in ticket sales, the first in tickets sold per theater, and most importantly, outside the United States. The client operates 6,416 (100% digital movie) theaters in Mexico, Central and South America, Asia, Spain, India, and the United States of America.

Leading
Film & Entertainment Industry

19
Countries

800+
Cinemas

11000+
Employees
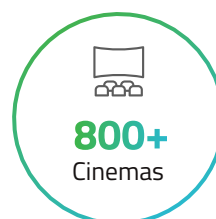
Client Requirements

The client's business objective was to optimize the data structure, improve data operation efficiency, reduce time to market, provide accurate and up-to-date information to customers, and enhance flexibility in offering products and movie tickets.

Key Challenges:

○ Failed to scale the legacy data ingestion process, resulting in the unavailability of real-time data and causing delays.

○ Could not track real-time status (active, inactive, archive) for products and manage them according to the movie release schedule.

○ Data for each cinema (movies, food, and beverages) was maintained in multiple systems, which were structurally different from one another. It resulted in tedious and manual data synchronization.

○ The manual content validation process was laggy, error-prone, and untraceable, causing long delays in content publishing.

○ Disparate data systems for movies, food, and beverages (F&B) across countries led to inconsistent data management, which hindered collaboration.

Happiest Minds' Solution

The client engaged with Happiest Minds to manage products (food and beverages) and movie tickets in the Pimcore system, which has more than 100,000 records for Mexico alone, along with digital assets. The Pimcore system was expected to be scalable enough to support data from 17 countries within the next couple of years.

Types of Assets/Technologies

- PIM
- MDM
- DAM
- CMS

Pimcore MDM system was integrated via API for bulk data export and with Kafka for real-time data export to downstream digital channels. The data from the legacy system had to be normalized to improve efficiency, simplify maintenance & scalability, and reduce the risk of anomalies.

Key Deliverables:

○ Developed a single repository for centralized management of unified master data, with the flexibility to accommodate country-specific customizations for localized content and regulatory compliance.

○ Implemented Kafka integration to provide real-time data along with inbound and outbound data flow across multiple external systems.

- Integrated Slack with Pimcore MDM system to send real-time notifications to the client's MDM system users using the automated process of saving the status of movies and food & beverages based on defined business logic.

- Implemented Pimcore PIM and DAM for centralized movies and food & beverages data management, establishing a single source of truth.

- Implementing a Pimcore-based headless CMS solution that has multi-country and multi-language support.

- Provide seamless time zone management for global content scheduling and localization across multiple countries.

Value Delivered

- Enhanced customer satisfaction by eliminating order conflicts from outdated data.

- Increased product management efficiency.

- Real-time information availability to customers.

- Boosted operational efficiency and ease of use.

- Improved data consistency significantly.

- Rapid content publishing in multiple countries.

- Streamlined global operations, reduced data redundancies, and enabled faster rollout of regionally tailored campaigns, boosting efficiency and customer engagement worldwide.

Support	Include	Enhanced
17+	**100K+**	**CX**
Countries Data	Records for Mexico Only	

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