Movie theaters monitoring to optimize screenings performance

Real-time Monitoring – Processing Customization – Multi-device

CONTEXT
Business monitoring in a constrained environment

The film industry is by nature very specific: it is not based on civil calendar (week from Wednesday to Tuesday, day finishes at 1.30AM, not midnight), legal constraints because of redistribution rules of box office revenue, etc.

On top of that, Pathé-Gaumont, as a one-hundred-year-old company, has many internal rules and processes.

The executive team wanted to give all their coworkers access to customized and easily adoptable tools in order to reinforce real-time operational efficiency. Let's not forget, a film lasts on average 2 hours and the bulk of transactions is done minutes before the screening. It is therefore crucial for teams to be able to make decisions as quickly as possible.

These tools should especially serve objectives and take into account the following constraints:
• Monitor the activity anywhere and anytime
• Have information available in real-time
• Access confidential data in a secure environment

CHALLENGE
Customization and continuous innovation

Solutions available on the market today are non specialized and unsuited to the specificities of cinema production and its legal environment.

Personalization leads to significant additional costs while it does not guarantee automated product updates and a steady level of security. Beyond that, the management team wanted to move forward in a progressive way, starting with a first simple service that would be improved with further iterations.

SOLUTION
A scalable platform to monitor movie theaters activity

ForePaaS platform let Gaumont gradually build a set of business monitoring tools to tackle these challenges:
• A **scalable** platform to fit their specific needs
• Designed for **all devices** (mobile, tablet, desktop) to access data wherever you are, whenever your want
• **Easy-to-use**, no training nor change management necessary
• **Secure** data transfer and access to apps
• **Interoperability** to easily integrate key KPIs into their Sharepoint intranet

Today, more than 300 daily users leverage ForePaaS monitoring solutions to control activity and optimize performance.

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les cinémas PATHE GAUMONT

Cinémas Pathé-Gaumont are leaders in the cinema production industry in France, the Nederlands and Switzerland. They are also present in Belgium. In 2017, they run 111 cinemas with more than 1901 screens, hosted 66,2 million moviegoers and achieved a 760 million euros turnover

KEY RESULTS

4 weeks first iteration

90 theatres and **720** screens monitoring

+300 daily users

TESTIMONY

"Thanks to ForePaaS, we found not only the technological solution to collect and analyze data flows, but we became also able to integrate rules and constraints linked to our industry. It made all the difference."

Jean-Christophe Desire
CTO