



# Transform into the next-gen cinema

Introducing



**SAVANTIS**

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# Introduction

Intelligent Cinema is the first cloud-based enterprise-grade cinema management software built on the world's best business software platform, SAP. It is a set of fully-integrated modules to optimize your cinema's operations and help you deliver to your customers exactly what they're looking for, in every channel, so that they choose you every time.

## The key benefits of Intelligent Cinema are:

- Fully scalable for those inevitable tent-poles or the opposite
- Integrate to your existing systems through middleware layer
- Configurable to your requirements
- Real-time visibility of your business including sales, cash, occupancy and more
- Modern user experience for cinema staff, head office employees, and customers
- Rapid implementation and lower total cost of ownership



# Intelligent Cinema Modules

## Cinema Management

Operations

- POS
- Kiosk
- Cash Office
- Usher & Staff Apps
- Digital Signage
- Promotions (Vouchers)
- Website
- Customer App
- Kitchen Display System
- Bar

Head Office

- Reporting
- Film Lifecycle Manager
- Film Scheduler
- Swaps
- Seat Mapper
- Keyboard Mapper
- Contracts and Billing
- Event Management
- Pricing
- Cinema Set-up

Marketing

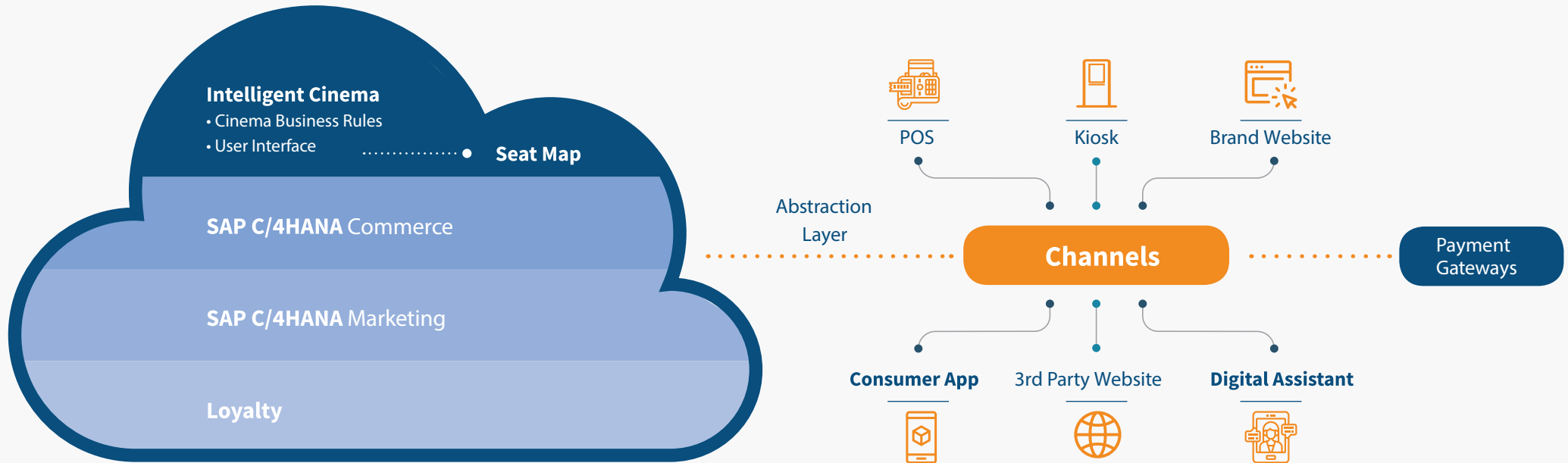
- Customer Profile
- Dynamic Customer Segmentation
- Personalized Offers, Promotions, and Campaigns
- Campaign Management
- Advanced Analytics for BI

Customer Acquisition & Retention

Loyalty

- Omnichannel
- Subscriptions
- Incentive Personalization
- Reward Management
- Influencer Rewards (Ratings and Reviews)
- Referral Tracking
- Contests + Sweepstakes

## Platform Architecture



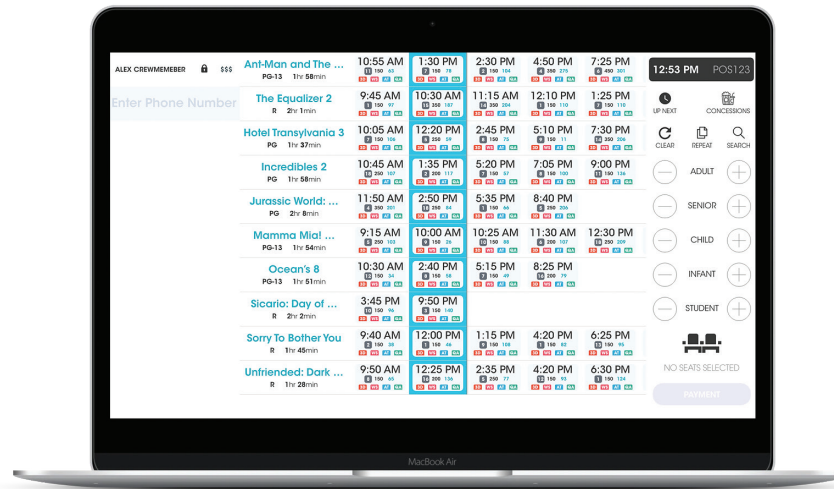
We partner with the best





“So intuitive that crew members can be trained within minutes.”

- Intuitive, highly user-friendly interface
- Single window for ticketing and concessions
- Fewer clicks resulting in faster processing
- Personalized customer-facing screen
- Repeat ticket order for high-demand shows
- Pin popular films for quick access
- Advanced search functionality for transactions
- Edit transactions quickly
- View real-time occupancy
- ‘Audit’ functionality to manage or view a crew member’s drawer content
- ‘Transfer till’ functionality
- ‘Alerts’ to tell crew members to make a drop for banking
- List layout and grid layout with posters for upcoming movies
- Multiple payment options including integration for promotions
- Reserved and non-reserved seating
- Indications for broken seats, love seats, handicap seats or any other kind of configurable seating options
- Crew can be trained within minutes



Point of Sale

# Self-service Kiosk



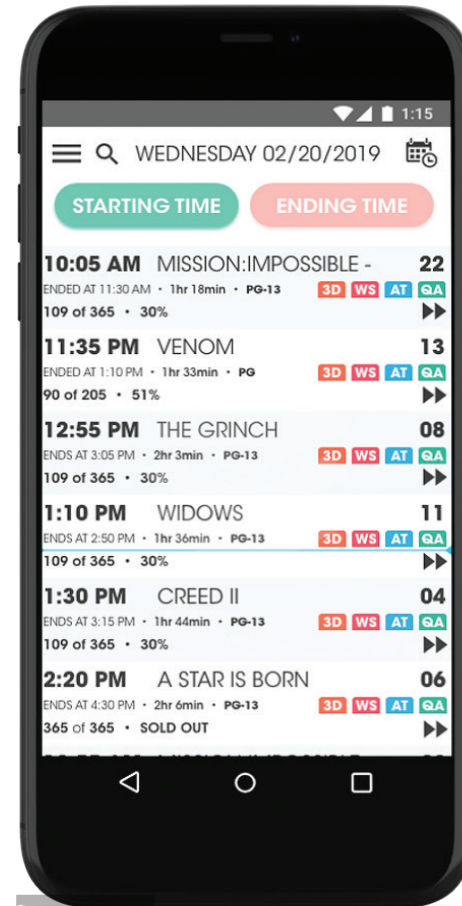
“Start on the Kiosk, finish on the POS.  
From mobile to seat, it’s all integrated.”

- End-to-end ticketing and concessions experience
- Modern and user-friendly interface navigation for simple and quick processing
- Personalized screens and offers that are intuitively displayed based on your guests’ historical data
- Configurable to your branding needs
- Displays date, time, attributes, synopsis, and cast and crew
- Intuitive view of availability and seating options
- Multiple payment and split payment options
- Reserved and non-reserved seating settings
- Indicates seat status in reserved seating, i.e. broken, handicapped, etc.



## “Empower your crew.”

- Sophisticated virtual ticket-tearing system
- Low cost Android compatibility for your choice of device
- A single view of relevant data for a seamless customer interaction
- View start times, end times, ratings, synopses, seat count, attributes, and time remaining for all performances
- Fast scanning; scan up to 5 tickets per second
- Scan third-party tickets
- Easily differentiate between past, current, and upcoming shows
- View real-time guest attendance
- View auditorium status - including ‘Ready for Seating’ and ‘Ready for Cleaning’
- Option to ‘Break’ a seat when a seat is unusable (for example, when a customer spills a drink)
- Display special requirements such as ‘Provide 4 hearing devices’



# Usher App

# Cash Office Manager

“Theater managers love that they can close the day in under 15 minutes.”

SHIFTS		Location	Shift Number	Rollover Selected	STATUS	Total MOP	Floats Outstanding	Total Drawings	Over (Short)	Total in Drawers	Bankable in Drawer
Shifts Open					6	\$7,130.00	\$400.00		\$0.00	\$2,258.00	\$1.00
Drawers Ready					6		\$600.00			\$600.00	
Not Verified						\$6,895.00	\$0.00	\$1,604.20	-\$4.79	\$0.00	
Shifts Closed & Verified					7						
<b>Total</b>					<b>19</b>	<b>\$13,815.00</b>	<b>\$1,000.00</b>	<b>\$2,521.21</b>	<b>-\$4.79</b>	<b>\$2,958.00</b>	<b>\$1.9</b>

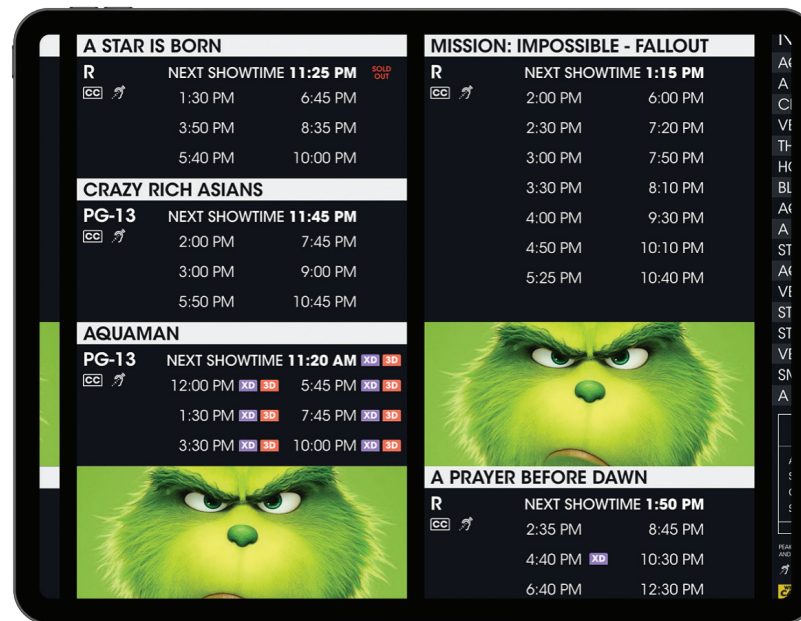
Detail Shifts											
Cine_1	Box 1	123456	✓	OPEN	\$1,558.00	\$0.00	\$250.00			\$618.00	\$
Cine_2	Box 3	123457		OPEN	\$1,755.00	\$0.00	\$400.00			\$468.00	\$
Cine_3	Box 4	123458		OPEN	\$955.00	\$100.00	\$0.00			\$268.00	\$
Cine_5	Conc 1	123459	✓	OPEN	\$955.00	\$100.00	\$0.00			\$268.00	\$
Cine_10	Conc 4	123460		OPEN	\$955.00	\$100.00	\$0.00			\$268.00	\$
Cine_13	Cide 1	123461		OPEN	\$955.00	\$100.00	\$0.00			\$268.00	\$
Manager_1	POS Conc 5			READY	\$100.00	\$0.00	\$0.00			\$100.00	\$
Manager_1	POS Conc 6			READY	\$100.00	\$0.00	\$0.00			\$100.00	\$
Manager_1	POS Conc 7			READY	\$100.00	\$0.00	\$0.00			\$100.00	\$
Manager_1	POS Conc 8			READY	\$100.00	\$0.00	\$0.00			\$100.00	\$
Manager_1	POS Conc 9			READY	\$100.00	\$0.00	\$0.00			\$100.00	\$
Manager_1	POS Conc 10			READY	\$100.00	\$0.00	\$0.00			\$100.00	\$
Cine_6	Box 2	123462		CLOSING	\$955.00	\$0.00	\$267.01	-\$0.99		\$0.00	
Cine_4	Box 1	123463		Verified	\$955.00	\$0.00	\$265.85	-\$2.15		\$0.00	
Cine_7	Conc 1	123464		Verified	\$955.00	\$0.00	\$273.00	\$8.00		\$0.00	
Cine_9	Conc 2	123465		Verified	\$955.00	\$0.00	\$270.30	\$2.30		\$0.00	
Cine_11	Conc 3	123466		Verified	\$955.00	\$0.00	\$263.00	-\$5.00		\$0.00	
Cine_12	Conc 4	123467		Verified	\$955.00	\$0.00	\$268.32	\$0.32		\$0.00	\$0.00
Cine_14	Conc 5	123468		Verified	\$955.00	\$0.00	\$263.73	-\$4.27		\$0.00	\$0.00

- Complete cash office management
- Reduce cinema closing time
- Central location to monitor and report all cash movement
- Monitor transactions and track money movement in real-time on a single screen
- Fraud prevention capabilities
- Manage float allocation and cinema funds including safes and MIMO devices
- Create and drop banking bags
- For every shift, the manager can view in real time Total MOP, Floats Outstanding, Total in Drawers, Bankable in Drawer
- Reconcile the day instantly



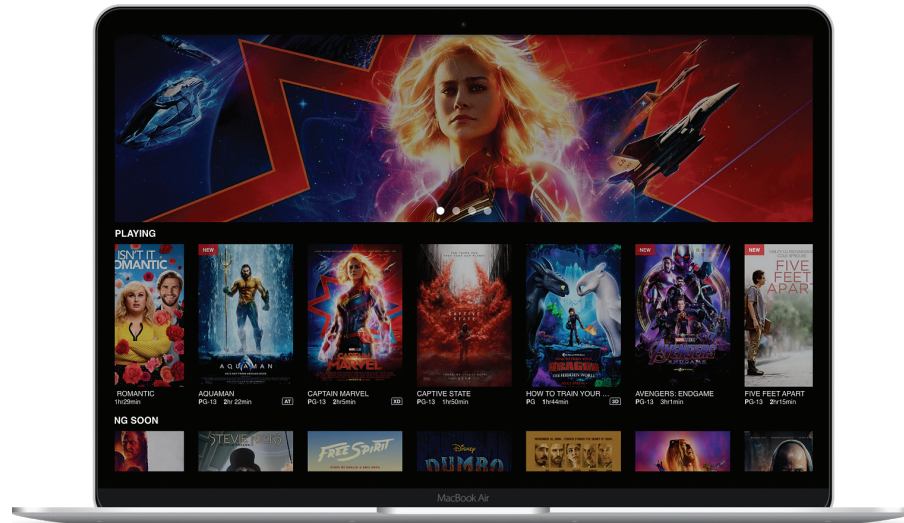
“No more redundant tasks, it’s all right there.”

- Manage digital content in the cinema for all signage: box office, info logical screen, marquee, digital poster, next showtime
- Synched with film master and film scheduler
- Set up the schedule to assign content automatically
- Eliminate redundant and manual processes
- Set up automatic rotation of logical screens
- Automatically fill empty panels with marketing material



Digital Signage

“Now your website is your POS.”

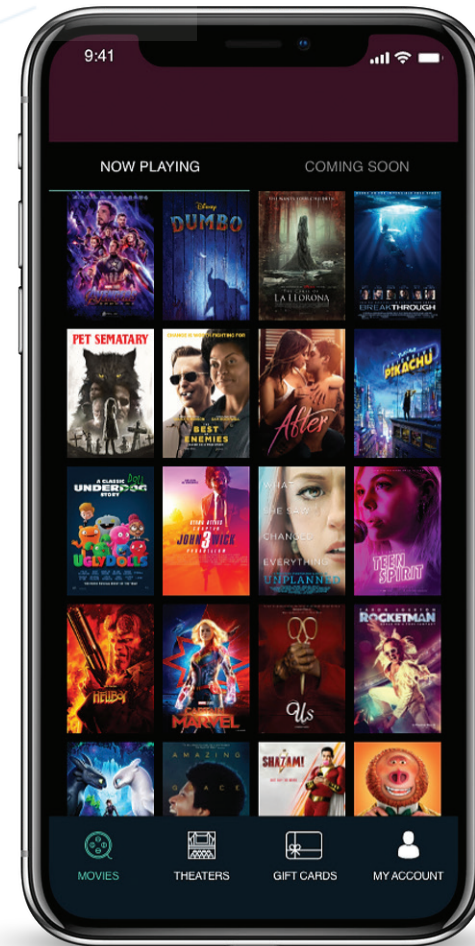


- Complete site branded to your needs
- Construct guest journey according to your business rules
- Responsive, intuitive, and optimized to deliver great customer experience on any device
- Modern aesthetics and features like 'Alert Notice' to inform customers of important information like a road closure
- Personalized based on a guest's preferences and purchase history
- High performing, reliable, scalable, and secure
- Customer registration and login
- Suggest and offer products online such as a simplified restaurant or concessions menu
- 'Open search' functionality
- Ability to apply promotions
- Integrate to payment gateway



“Deliver a complete experience.”

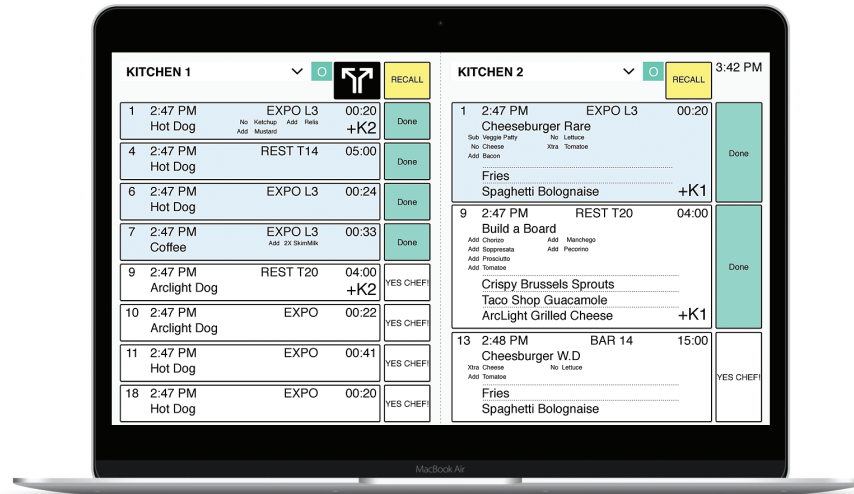
- High quality, simple, and easy to navigate with modern user experience design
- Offer hyper-personalized promotions
- Social media integration to drive digital engagement
- Comprehensive loyalty management features
- Integrate to payment gateway
- Sell and redeem gift cards
- Redeem promo codes
- Utilize location services to enhance guest journey
- View transaction history



# Customer App

# Kitchen Display System

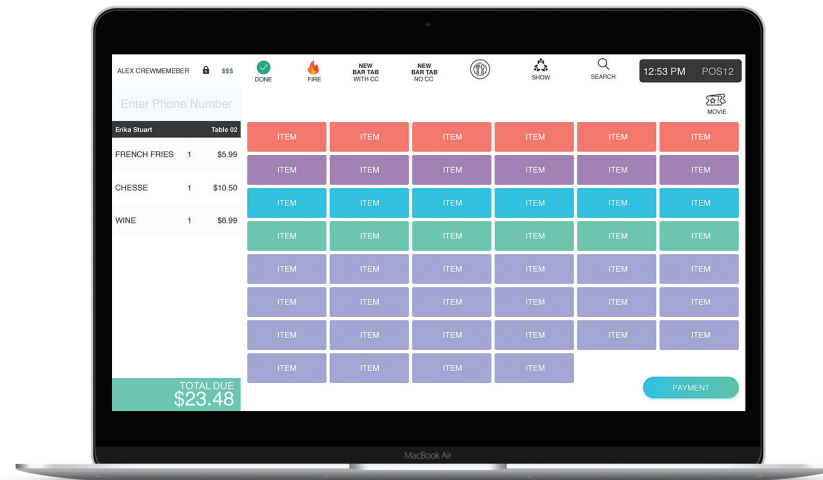
“From web to POS, the kitchen is part of the process.”



- Send orders from the POS efficiently and eliminate manual errors
- Streamline communication between FOH and BOH staff
- Screen to display an accepted order with prep time
- Scanning option available for BOH staff to complete orders while simultaneously alerting FOH staff to retrieve orders
- Manage and send items to multiple KDS areas
- Configurable queuing

## “The same POS extends to Bar and Restaurant.”

- Create and maintain tabs
- Modern and easy to navigate user experience
- Create a tab with or without a credit card
- Add/edit a tip to the tab
- ‘Repeat Rounds’ functionality to quickly reorder rounds in an efficient manner
- Perform actions off tabs: fire, hold, done, close
- Each server (user) can have their own tabbing icon to differentiate against the bar tab
- Manage items within tabs by moving, combining, and splitting
- Create cocktails and mixers and upsell
- Add meals and drinks to the same transaction and fulfill through the KDS

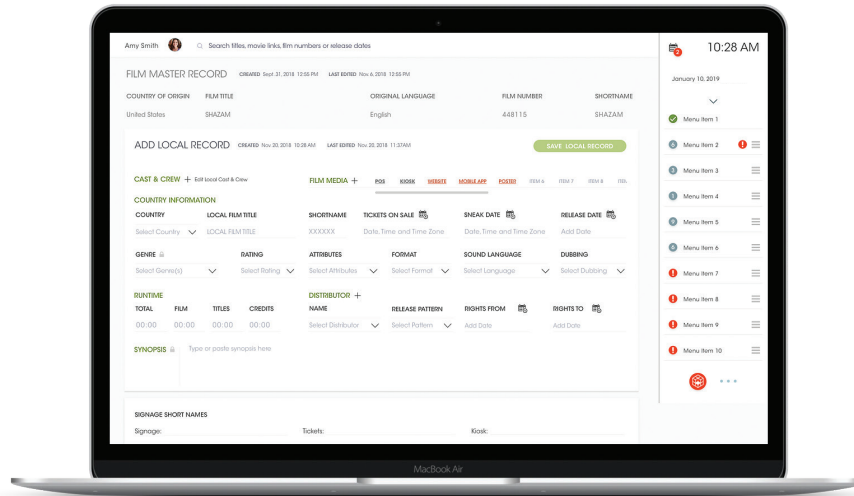


# Bar



# Film Lifecycle Manager

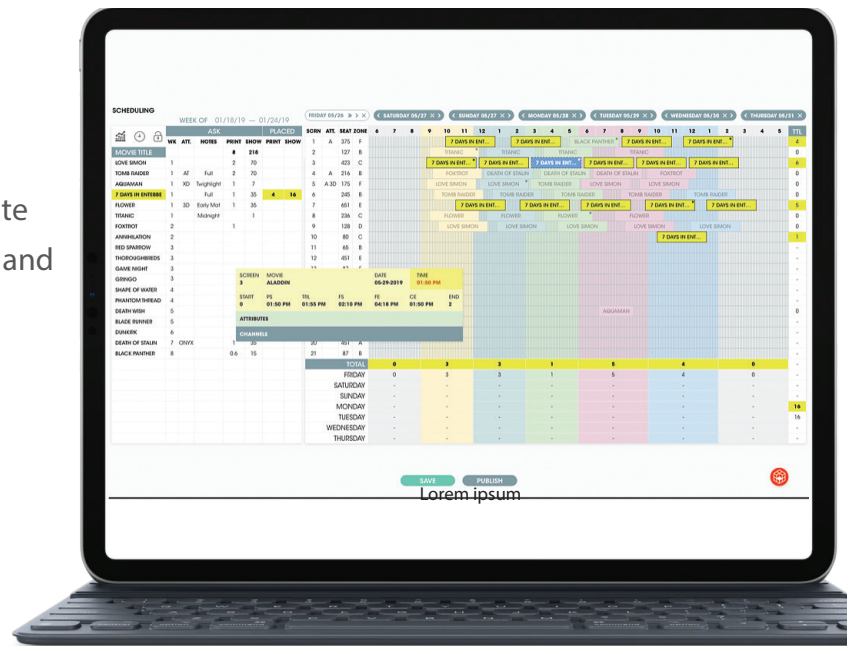
“Automate media assignment to all channels.”



- Central repository of all content: media, synopses, cast, attributes, links, etc.
- ‘Create Master Record’, which maintains the master data of the film
- ‘Create Local Records’, which maintains the variances of the master record for differing regional requirements and guidelines
- Maintain multiple local records for different regions from a single master record
- Automate media assignment to all your channels: POS, kiosk, digital signage, usher app, website, customer app, etc.
- Integrated to film scheduler so that you can plan to release tickets for sale for each local record separately
- Integrate to external applications like IMDb to extract a film’s information and modify as needed
- Access all records on a single screen
- Filter records by attributes, country of origin, genre, cast and crew, language, etc.

“It’s clean and easy; just drag and drop.”

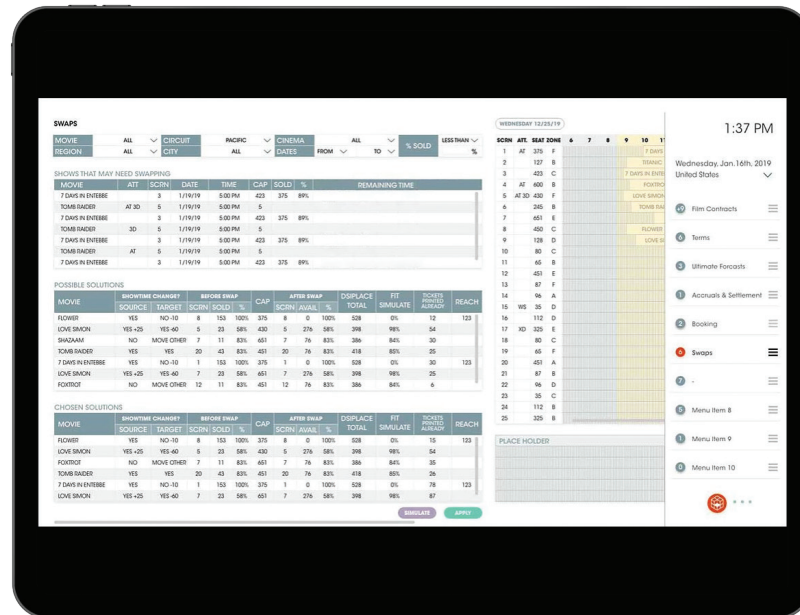
- Create, modify, and publish schedules in a few, easy steps
- Schedule films and sneaks
- Manage scheduling from anywhere for any location
- Integrated to POS, kiosk, box office, usher app, marquee, mobile, concessions, and website
- Modify attributes and define number of prints and shows for a given location
- View grossing information: values and percentages
- Analyze the revenue a given film has generated to determine whether you want to continue playing the film
- ‘Drag and Drop’ functionality
- View current and next week films on a single screen
- Integrated to ‘Contracts & Billing’
- Advanced search options
- See performance information
- Clean and simple view
- Highly user-friendly



# Film Scheduler

“Now I can make informed decisions off one view.”

# Swaps



- Evaluate how much attendance will be impacted and prevent any potential inconvenience for the guests and the staff
- Uses the attendance analytics to optimize the utilization and recommends the best options
- Set the parameters to identify the showtimes that need to be swapped and the module simulates the impact a swap will create
- Inform guests about the change on their preferred mode of communication

“Now I can make informed decisions off one view.”

- Simplified and end-to-end contract control management for easy invoicing and accruals process
- View relevant financial information for each distributor, film, circuit, and exhibitor
- Manage and track both scale and other terms
- Terms can be set at the national, circuit, regional or cinema level for either a film or a distributor
- Edit and create new scales and view current and past terms
- Set up automatic billing and invoice generation to minimize errors
- Manage weekly terms and amend terms as needed
- Inbuilt ‘Scale Builder’
- View forecasts
- Issue film rental invoices

FILM CONTRACTS

TERMS: FILMTITLE SORT BY: ALL CIRCUITS SAVE

TERMS FROM: 12/14/18 CURRENT + FILM ULTIMATE (\$M): 120

Cinema	Code	DISTRIBUTOR		MOVIE			Min. G Tee	Allowance	House Nut
		Scale	Scale	Agg	Wily Scale				
Cinema Name 1	XXXX	<input checked="" type="checkbox"/> 52.00%	<input type="checkbox"/> -	<input type="checkbox"/> -	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> \$10,000	<input checked="" type="checkbox"/> \$10,000 +	<input checked="" type="checkbox"/>	<input type="lock"/>
Cinema Name 2	XXXX	<input checked="" type="checkbox"/> 51.00%	<input type="checkbox"/> -	<input type="checkbox"/> -	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> \$10,000	<input checked="" type="checkbox"/> \$10,000 +	<input checked="" type="checkbox"/>	<input type="lock"/>
Cinema Name 3	XXXX	<input checked="" type="checkbox"/> 51.00%	<input type="checkbox"/> -	<input type="checkbox"/> -	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> \$10,000 +	<input checked="" type="checkbox"/> \$10,000 +	<input checked="" type="checkbox"/>	<input type="lock"/>
Cinema Name 4	XXXX	<input checked="" type="checkbox"/> 51.00%	<input type="checkbox"/> -	<input type="checkbox"/> -	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> \$10,000	<input checked="" type="checkbox"/> \$10,000 +	<input checked="" type="checkbox"/>	<input type="lock"/>
Cinema Name 5	XXXX	<input checked="" type="checkbox"/> 51.00%	<input type="checkbox"/> -	<input type="checkbox"/> -	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> \$10,000	<input checked="" type="checkbox"/> \$10,000	<input checked="" type="checkbox"/>	<input type="lock"/>
Cinema Name 6	XXXX	<input checked="" type="checkbox"/> 51.00%	<input type="checkbox"/> -	<input type="checkbox"/> -	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> \$10,000	<input checked="" type="checkbox"/> \$10,000 +	<input checked="" type="checkbox"/>	<input type="lock"/>
Cinema Name 7	XXXX	<input type="checkbox"/> -	<input checked="" type="checkbox"/> 55.00%	<input type="checkbox"/> -	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> \$10,000 +	<input checked="" type="checkbox"/> \$10,000	<input checked="" type="checkbox"/>	<input type="lock"/>
Cinema Name 8	XXXX	<input checked="" type="checkbox"/> 52.00%	<input type="checkbox"/> -	<input checked="" type="checkbox"/> 55.00%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> \$10,000 +	<input checked="" type="checkbox"/> \$10,000	<input checked="" type="checkbox"/>	<input type="lock"/>
Cinema Name 9	XXXX	<input checked="" type="checkbox"/> 51.00%	<input type="checkbox"/> -	<input checked="" type="checkbox"/> 55.00%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> \$10,000 +	<input checked="" type="checkbox"/> \$10,000 +	<input checked="" type="checkbox"/>	<input type="lock"/>

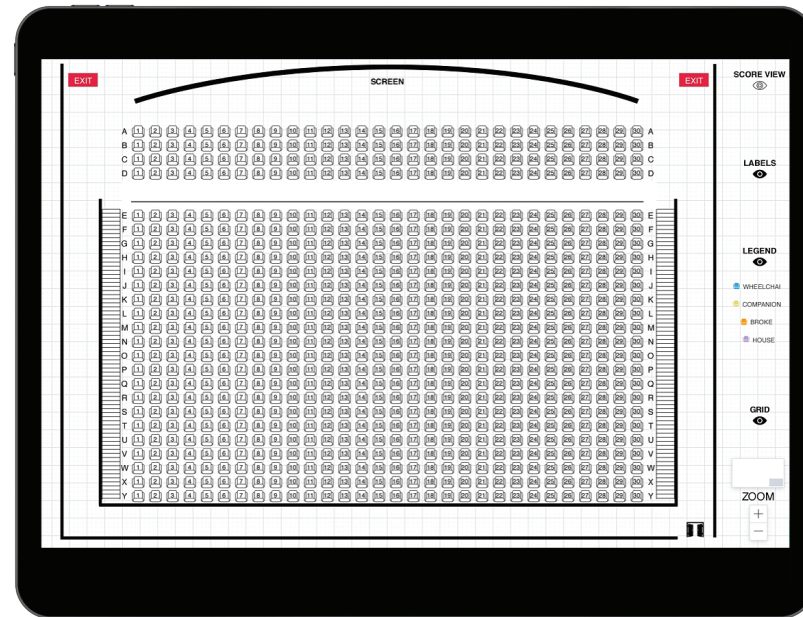
TERMS FROM: 12/14/16 TERMS TO: 12/13/18

TERMS FROM: 12/14/15 TERMS TO: 12/13/16

# Contracts & Billing

# Seat Mapper

“Now we can easily build out multiple layouts for each auditorium.”

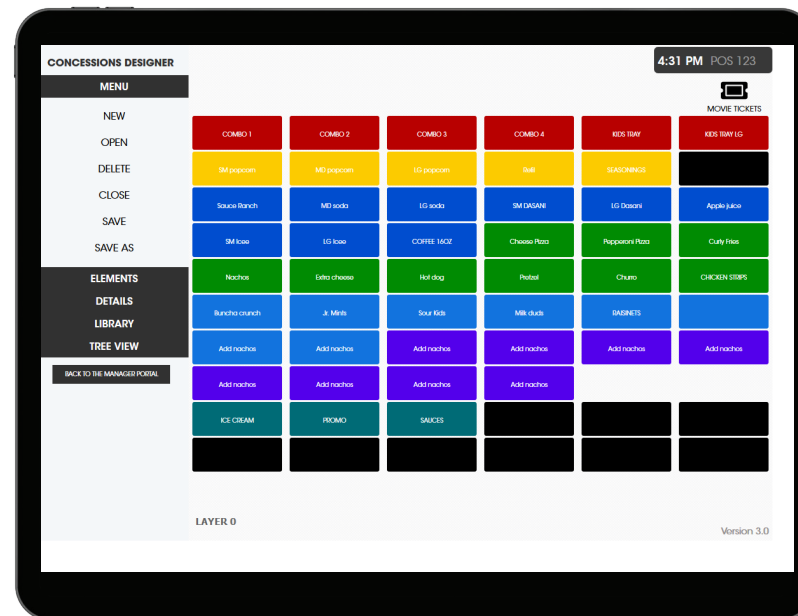


- Create your own theater screen layout from scratch including placement of walls, aisles, screen, entrance/exit doors, and seats
- ‘Drag and Drop’ functionality
- Advanced tools to set up row space, rotation, curvature, alignment, row labels, and seat labels
- Set up seat style, insert aisle, and seat assignment for wheelchair, companion, break, and house seats
- Layout of all the locations is available at a glance
- Create multiple layouts for a single auditorium



“Keyboards by cinema and by area.”

- Create and edit the ‘keyboard’ for POS and kiosk transactions
- Easily create specific keyboards for each location
- Gives the user the tools to build the keyboard from scratch and edit it as necessary
- Highly intuitive and easy configuration assistant with modern user experience
- Configurable by location and date
- Managed by status of keyboard project

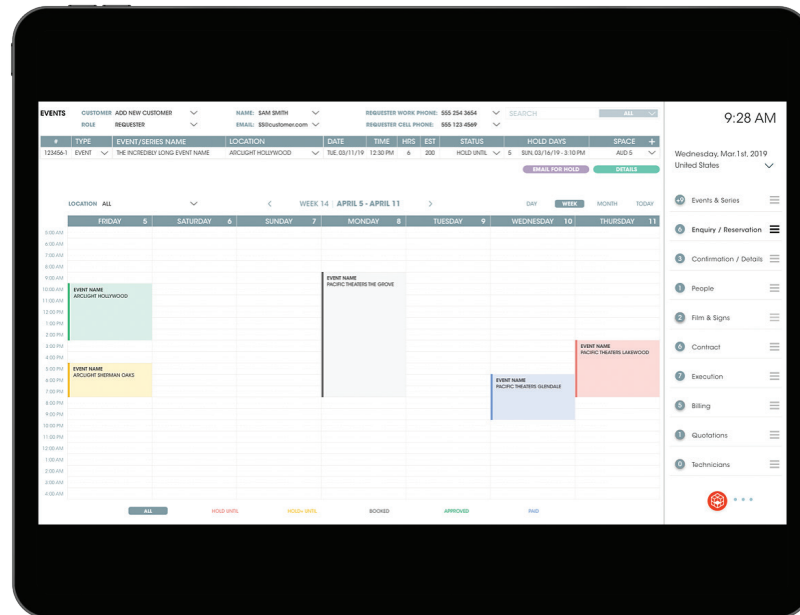


# Keyboard Mapper

..... Head Office

# Event Management

“Make your cinemas more profitable with events.”



- Plan red carpets, private screenings, and special events
- Stay organized with every part of event planning: reserve capacity, integrated scheduling, revenue management and refunds, allocate staff, assign concessions, and integrate to your inventory
- Create and redeem promotional coupons for events
- Calendar-view helps you easily identify the locations, date, and time
- Manage event contracts and billing
- Process payments to client accounts

## “Optimize your revenues.”

- Helps you optimize the prices of tickets and non-ticket products
- Set up prices based on varying attributes to maximize margins
- Allocate taxes and fees to the base price of products
- Manipulate and determine the price of products based on attributes like location, price, condition, currency, product or container, day or week, and feature ( for example, 3D)
- Filter by countries, circuits, regions, and specific locations
- Adjust prices based on modifiers such as time sets, channels, performance types, and seating zones

**PRICING MANAGEMENT**

Filter by: Please select at least one from Country/Circuit/Region/Location

COUNTRY: Country | CIRCUIT: Circuit | REGION: Region | LOCATION: Location | HAS PRICE Y: Has Price Y | ACTIVE: Active

TICKET TYPE: Ticket Type | PRICE MODIFIERS: All

**TIMESETS**

Items	Description	Status	Valid From	Valid To	Effective Date	Days Effective	Taxable	Increase/Decrease	Fr	Sat	Sun	Mon	Tue	Wed	Thur	Holiday
Shenker Data 5	12:00pm to 3:30pm	Current	12/22/2015	12/22/2015	12/22/2015	DDMMYYYY	360		\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Shenker Data 5	12:00pm to 3:30pm	Proposed	12/22/2015	12/22/2015	12/22/2015	DDMMYYYY	360		\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00

**CHANNEL**

Items	Description	Status	Valid From	Valid To	Effective Date	Days Effective	Taxable	Increase/Decrease	Fr	Sat	Sun	Mon	Tue	Wed	Thur	Holiday
Shenker Data 5	12:00pm to 3:30pm	Current	12/22/2015	12/22/2015	12/22/2015	DDMMYYYY	360		\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Shenker Data 5	12:00pm to 3:30pm	Proposed	12/22/2015	12/22/2015	12/22/2015	DDMMYYYY	360		\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00

**PERFORMANCE TYPE**

Items	Description	Status	Valid From	Valid To	Effective Date	Days Effective	Taxable	Increase/Decrease	Fr	Sat	Sun	Mon	Tue	Wed	Thur	Holiday
Shenker Data 5	12:00pm to 3:30pm	Current	12/22/2015	12/22/2015	12/22/2015	DDMMYYYY	360		\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Shenker Data 5	12:00pm to 3:30pm	Proposed	12/22/2015	12/22/2015	12/22/2015	DDMMYYYY	360		\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00

**SEAT**

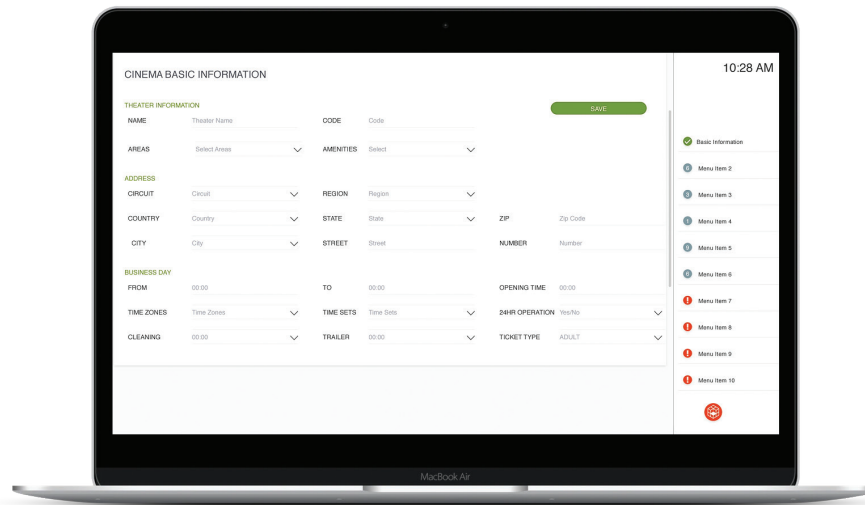
Items	Description	Status	Valid From	Valid To	Effective Date	Days Effective	Taxable	Increase/Decrease	Fr	Sat	Sun	Mon	Tue	Wed	Thur	Holiday
Shenker Data 5	12:00pm to 3:30pm	Current	12/22/2015	12/22/2015	12/22/2015	DDMMYYYY	360		\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Shenker Data 5	12:00pm to 3:30pm	Proposed	12/22/2015	12/22/2015	12/22/2015	DDMMYYYY	360		\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00

# Pricing

..... Head Office

# Cinema Setup

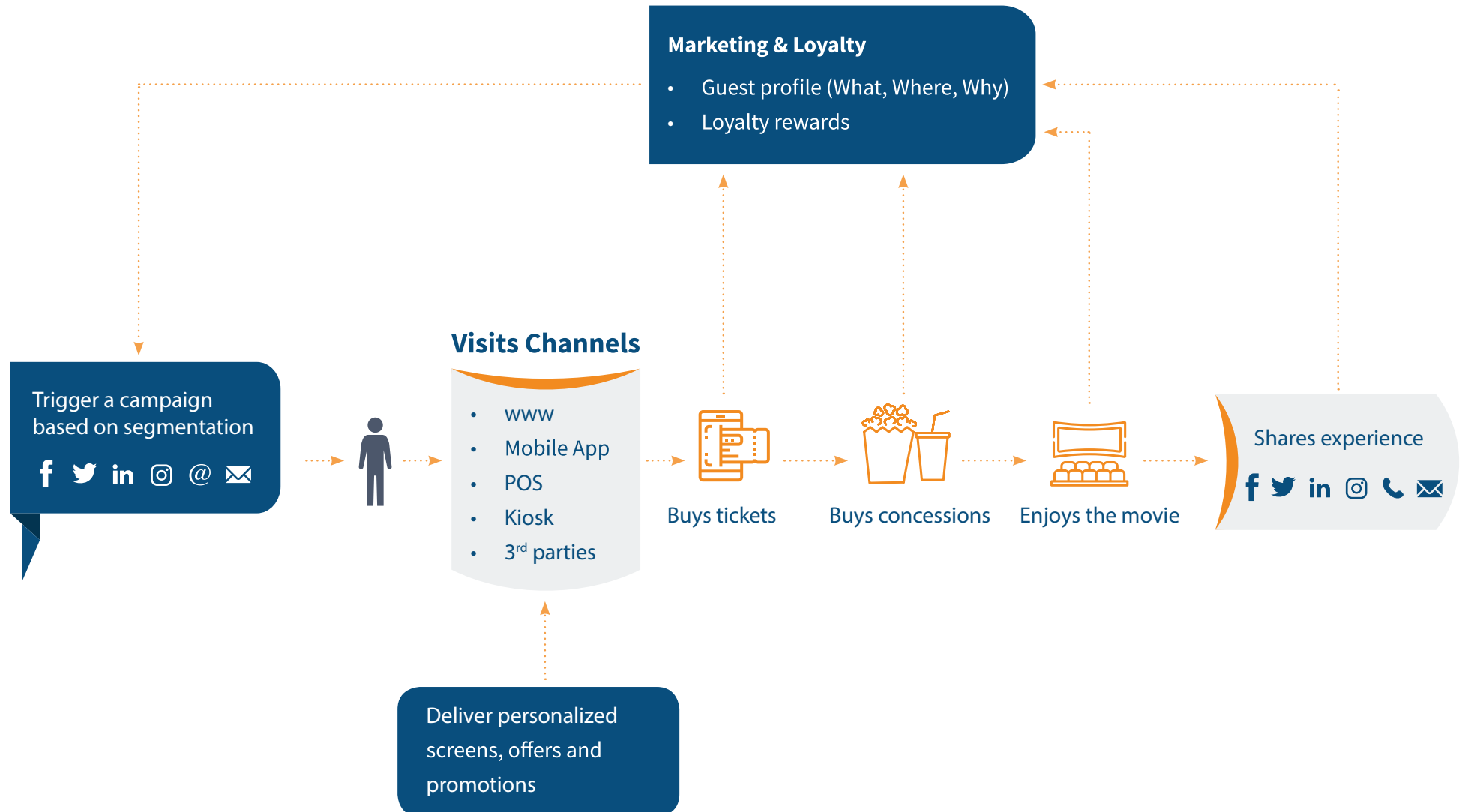
“Rapid deployment of new cinemas.”



- Set up a new cinema location in the system with all the relevant information including circuit, theater name, cinema code, address, region, opening time, etc.
- Manage site information including number of auditoriums, reserved or non-reserved seating, amenities, time zones, time sets, channels, etc.
- Set up cash office details to include currency, safes with inventory like float count, determine float value and template, cinema fund, etc.

# Customer Acquisition & Retention

Own the Guest Journey with Intelligent Marketing, Loyalty & Promotions

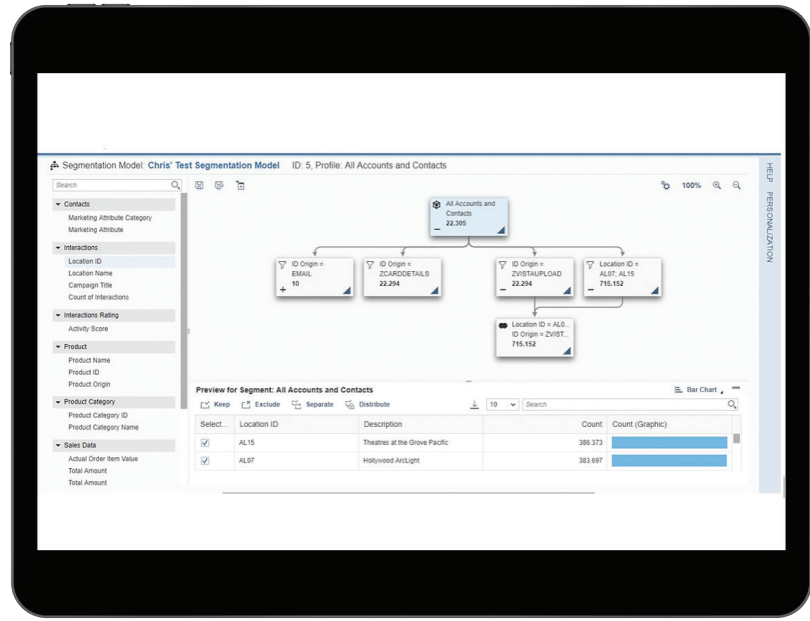




# Customer Acquisition & Retention

# Targeted Marketing

“Make it personal.”



- Deliver personalized experiences to your customers
- Being a core SAP module, it is highly sophisticated with embedded AI/ML and advanced data analytics capabilities
- Gain 'Single View of the Guest' to take control of the customer journey
- Build every guest's profile based on their interests, preferences, purchase history, interaction with your brand, etc.
- Segment guests based on their interests and create hyper-personalized promotions and campaigns
- Resolve guests' issues in real-time and offer perks and benefits for customer loyalty
- Enhance the lifetime value of every guest by understanding their needs and offering them exactly what they need, in every channel
- Easy-to-use platform with complete campaign management capabilities

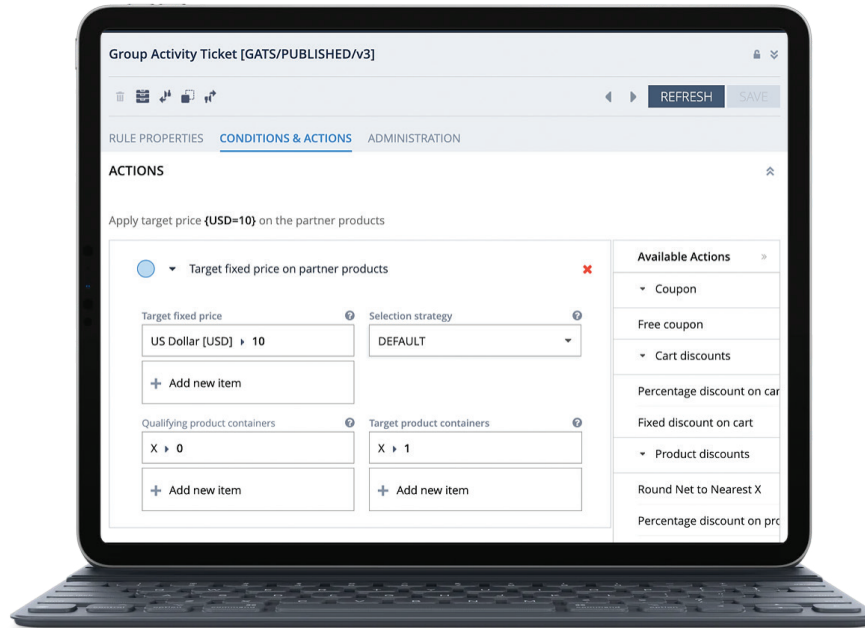
“Flexible and extended loyalty and subscription.”

- Create omni-channel loyalty through POS, kiosk, customer app and website
- Offer points to be used towards purchases, redeem coupons, vouchers, and gift cards at checkout
- Utilize website for loyalty program advertisement and CTAs
- Offer self-service loyalty profile
- Drive brand adoption through ‘Refer a Friend’ and ‘Ratings and Reviews’
- Integrate customer details into usher app for member recognition and special access
- Enhance dining experience by extending loyalty program offers
- Offer promotions to loyalty members (free appetizer, BOGO, etc.)
- Offer experiential rewards to top-tier members
- Grant early access
- Offer free seat upgrades via points or promotions
- Enhance the lifetime value of each customer by offering paid memberships



# Promotions (Vouchers & Coupons)

“Promote anything based on flexible conditions.”



- Create promotions that are aimed at achieving different goals: Cart Promotions, Bundle Promotions, Partner-Product Promotions, Coupon Promotions, Customer Support Promotions, Target Customer Group Promotions
- Easily generate coupons and manage inventory
- Manage promotions for all locations centrally
- Activate and deactivate promotions
- Keep track of transactions by location, time and movie against the promotions
- Use vouchers and coupons, passes as a means of payment and a price modifier
- Integrate with Vista, other 3rd parties and SAP to redeem and keep track of active vouchers

# Why Intelligent Cinema

- Enterprise-grade software
- SAP Leonardo, ML, and AI
- Common code and features

- Cloud

- Lower total cost of ownership

- Lower capital and operating costs

- Monitoring, Backup, Security, Virus, Ransomware, and Disaster Recovery



- Omnichannel

- One source of truth

- Standardized integrations to ERP

- Marketing, Promotion, and Loyalty

- Full API layer across all common processes

- User management integrated into HR

Since 1998, Savantis has been delivering business solutions to companies in Retail, Entertainment and Hospitality industries across the world. Savantis seamlessly combines business and technology skills with extensive cross-industry expertise to offer unique solutions that are innovative, cost-effective, and flexible. Headquartered in Exton, Pennsylvania (US) and with offices in India, Sri Lanka and South Africa, we're a global team of 500+ Savants servicing 280 customers worldwide.



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