

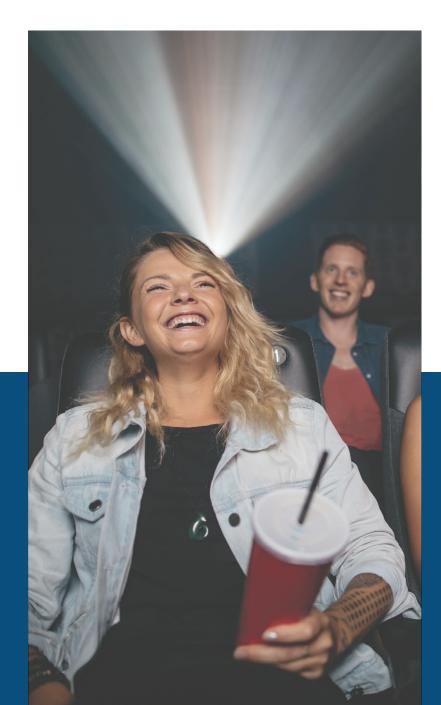
### Transform into the next-gen cinema

### Introducing





E: marketing@savantis.com W: www.savantis.com



### 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**

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······ Operations

### Cinema Management

······ Head Office

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

### Customer Profile

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

### Marketing ··

### **Customer** Acquisition & Retention

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

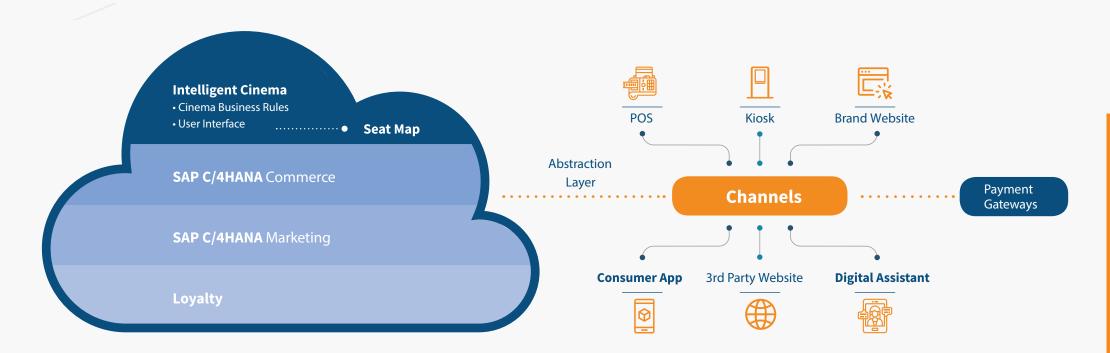
- Omnichannel
- Subscriptions
- Incentive Personalization
- Reward Management
- Influencer Rewards (Ratings and Reviews)
- Referral Tracking
- Contests + Sweepstakes

### Loyalty ..

and Re • Referra



### **Platform Architecture**





### "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

ALEX CREWMEMEBER	Ant-Man and The PG-13 1hr 58min	10:55 AM	1:30 PM	2:30 PM	4:50 PM	7:25 PM	12:53 PM POS123
	The Equalizer 2 R 2hr 1min	9:45 AM	10:30 AM	11:15 AM	12:10 PM	1:25 PM	UP NEXT CONCESSIONS
	Hotel Transylvania 3 PG 1hr 37min	10:05 AM	12:20 PM	2:45 PM	5:10 PM	7:30 PM	CLEAR REPEAT SEARCH
	PG 1hr 58min	10:45 AM	1:35 PM	5:20 PM	7:05 PM	9:00 PM	
	Jurassic World: PG 2hr 8min	11:50 AM	2:50 PM	5:35 PM	8:40 PM		
	Mamma Mia! PG-13 1hr 54min	9:15 AM	10:00 AM	10:25 AM	11:30 AM	12:30 PM	
	Ocean's 8 PG-13 1hr 51min	10:30 AM	2:40 PM	5:15 PM	8:25 PM		
	Sicario: Day of R 2hr 2min	3:45 PM	9:50 PM				
	Sorry To Bother You R 1hr 45min	9:40 AM	12:00 PM	1:15 PM	4:20 PM	6:25 PM	
	Unfriended: Dark R 1hr 28min	9:50 AM	12:25 PM	2:35 PM	4:20 PM	6:30 PM	NO SEATS SELECTED
							PAYMENT

### **Cinema Operations** ····

Point of

Sale

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### ·· Cinema Operations

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.

### **Cinema Operations** ···

### "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

### ···· Cinema Operations

### "Theater managers love that they can close the day in under 15 minutes."

	Location	Shift Number	Rollover Selected	STATUS	Total MOP	Floats . Outstanding	Total Dropped	Over (Short)	Total In Drawers	Bankc in Drat	iiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiii	AN
Shifts Open				6	\$7,130.00	\$400.00		\$0.00	\$2,358.00	\$1.		
Drawers Ready				6		\$600.00			\$600.00		Sept 18, 2018 (NOR	MAL
Not Verified							\$917.01				$\sim$	
Shifts Closed & Verified				Z	\$6.685.00	\$0.00	\$1,604,20	-\$4.79	\$0.00		Opening Count	
Total				19	\$13,815.00	\$1,000.00	\$2,521.21	-\$4.79	\$2,958.00	\$1.9	Copening count	
Detail Shifts											\delta Shifts 🚯	-
Crow 1	Box 1	123456	0	OPEN	\$1,555.00	\$0.00	\$250.00		\$618.00	s		
Crew 2	Box 3	123457		OPEN	\$1,755.00	\$0.00	\$400.00		\$668.00	s	Orops & Table	1
Crew 3	Box 4	123458		OPEN	\$955.00	\$100.00	\$0.00		\$268.00	5	O Dephies Dep	
Crew 5	Cone 1	123459	0	OPEN	\$955.00	\$100.00	\$0.00		\$268.00	5	8 Banking Bag	
Crew 10	Conc 4	1234510		OPEN	\$955.00	\$100.00	\$0.00		\$268.00	5	Orop Safe	
Crew 13	Cole 1	1234511		OPEN	\$955.00	\$100.00	\$0.00		\$268.00	\$		
Manager 1	POS Conc 5			READY		\$100.00	\$0.00		\$100.00	s	6 Floats & Move 6	
Monager 1	POS Conc 6			READY		\$100.00	\$0.00		\$100.00	s		
Monager 1	POS Conc 7			READY		\$100.00	\$0.00		\$100.00	s	Sales	
Monager 1	POS Conc 8			READY		\$100.00	\$0.00		\$100.00	s	Cinema Fund	
Manager 1	POS Conc 9			READY		\$100.00	\$0.00		\$100.00	s	-	
Manager 1	POS Conc 10			READY		\$100.00	\$0.00		\$100.00	\$	Closing Count	
Crew 6	Box 2	1234512		CLOSED	\$955.00	\$0.00	\$267.01	-\$0.99	\$0.00			
Crew 4	Box 1	12345123		Verified	\$955.00	\$0.00	\$265.85	-\$2.15	\$0.00		Reconcile	
Crew 7	Conc 1	1234514		Verified	\$955.00	\$0.00	\$273.00	\$5.00	\$0.00		•	
Crew 9	Conc 2	1234515		Verified	\$955.00	\$0.00	\$270.30	\$2.30	so			
Crew 11	Cone 3	1234516		Verified	\$955.00	\$0.00	\$263.00	\$5.00	\$0.00			
Crew 12	Conc 4	1234517		Verified	\$955.00	\$0.00	\$268.32	\$0.32	\$0.00	5	50.00	
Crew 14	Conc 5	1234518		Verified	\$955.00	\$0.00	\$263.73	-\$4.27	\$0.00	5	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

### **Cinema Operations** ···

### "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

A STAR	IS BORN		MISSIO	N: IMPOSSIBLE	- Fallout
R	NEXT SHOWTIME	11:25 PM 🔐	R	NEXT SHOWTI	ME 1:15 PM
CC 🦪	1:30 PM	6:45 PM	CC 🤊	2:00 PM	6:00 PM
	3:50 PM	8:35 PM		2:30 PM	7:20 PM
	5:40 PM	10:00 PM		3:00 PM	7:50 PM
CRAZY	RICH ASIANS			3:30 PM	8:10 PM
PG-13	NEXT SHOWTIME	11:45 PM		4:00 PM	9:30 PM
cc <i>1</i> 7	2:00 PM	7:45 PM		4:50 PM	10:10 PM
	3:00 PM	9:00 PM		5:25 PM	10:40 PM
	5:50 PM	10:45 PM			
AQUAM	AN				
PG-13	NEXT SHOWTIME	11:20 AM 💴 💴	3	Coc	
cc 🦻	12:00 PM 💴 💴	5:45 PM 💴 💷	30		
	1:30 PM 💵 💷	7:45 PM 💴 💴	11		2.00
	3:30 PM 💴 💴	10:00 PM 💵 💴	1.0	11	
			A PRAY	ER BEFORE DAV	WN
3			R	NEXT SHOWTI	ME 1:50 PM
			೯೯ ನೆ	2:35 PM	8:45 PM
		1		4:40 PM 💴	10:30 PM
M				6:40 PM	12:30 PM

## **Digital Signage**

### ···· Cinema Operations

### "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

### **Cinema Operations** ···

### "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**

### ···· Cinema Operations

### "From web to POS, the kitchen is part of the process."

ĸ	TCHEN 1	♥ 0	57	RECALL	KITCHEN 2	~	O RECALL	3:42 F
1	2:47 PM Hot Dog	EXPO L3 No Ketchup Add Relis Add Musterd	00:20 +K2	Done	1 2:47 PM Cheeseb Sub Vegale Pathy	EXPO L3 ourger Rare	00:20	
4	2:47 PM Hot Dog	REST T14	05:00	Done	No Cheese Add Bacon	Xira Tornatoe		Done
6	2:47 PM Hot Dog	EXPO L3	00:24	Done		i Bolognaise REST T20	+K1	
7	2:47 PM Coffee	EXPO L3 Add 2X SkimMik	00:33	Done	9 2.47 PM Build a B Add Cherizo Add Soppresata Add Prosciuto		04.00	
9	2:47 PM Arclight Dog	REST T20	04:00 +K2	YES CHEF!	Add Tomatoe Crispy Bi	russels Sprouts		Done
10	2:47 PM Arclight Dog	EXPO	00:22	YES CHEFI	ArcLight	Grilled Cheese	+K1	
11	2:47 PM Hot Dog	EXPO	00:41	YES CHEFI	13 2:48 PM Cheesbu Xtra Cheese Add Tomatoe		15:00	YES CHE
18	2:47 PM Hot Dog	EXPO	00:20	YES CHEF!	Fries Spaghett	i Bolognaise		

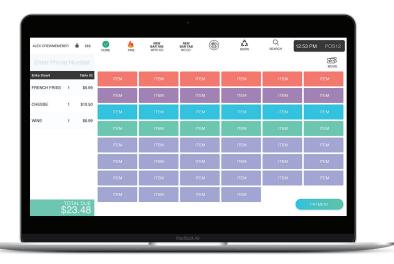
- Send orders from the POS efficiently and eliminate manual errors
- Streamline communication between FOH and BOH staff
- Screen to display an accepted order with prep time
- Scanning option available for BOH staff to complete orders while simultaneously alerting FOH staff to retrieve orders
- Manage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

### "The same POS extends to Bar and Restaurant."

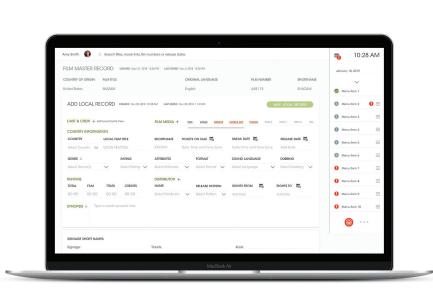
- Create and maintain tabs
- Modern and easy to navigate user experience
- Create a tab with or without a credit card
- Add/edit a tip to the tab
- 'Repeat Rounds' functionality to quickly reorder rounds in an efficient manner
- Perform actions off tabs: fire, hold, done, close
- Each server (user) can 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



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### ····· Head Office

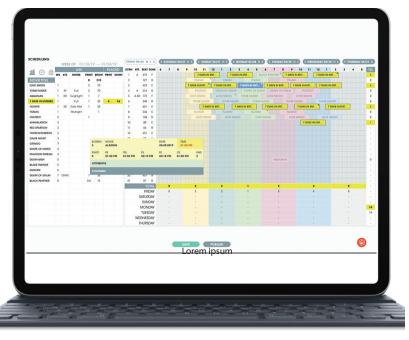


### "Automate media assignment to all channels."

- 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

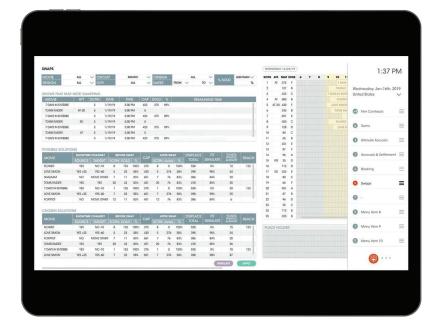


# m Schedulei

### Head Office ··

### ····· Head Office

### "Now I can make informed decisions off one view."



- 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

### Head Office ··

### "Now I can make informed decisions off one view."

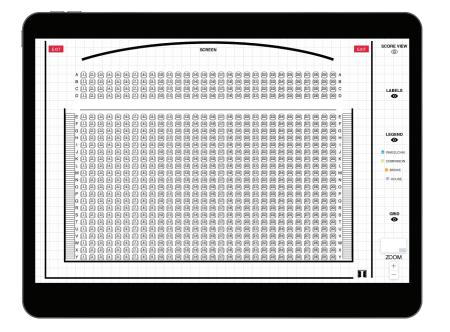
- Simplified and end-to-end contract control management for easy invoicing and accruals process
- View relevant financial information for each distributor, film, circuit, and exhibitor
- Manage and track both scale and other terms
- Terms can be set at the national, circuit, regional or cinema level 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

TERMS: FILM TITLE				✓ sc	DRT BY: ALL CIRCU	its 🗸				SAVE
TERMS FROM: 12/14/1	8 📾	CURRENT -	+ FILM ULTIMA	ATE (\$M): 12	:0 [+]					~
			DISTRIBUTOR	MOVIE						
Cinema		Code	Scale	Scale	Agg	Wkly Scale	Min. G'tee	Allowance	House Nut	
Cinema Name 1	(±	XXXXX	52.00%				\$10.000	S10.000 +	5	۵
Cinema Name 2	<u></u>	XXXXX	51.00%				\$10,000	S10,000 +	•	۵
Cinema Name 3	+	XXXXXX	51.00%				S10.000 +	S10.000 +		•
Cinema Name 4	+	XXXXX	51.00%	<b>B A</b>	· ·		\$10.000	S10.000 +		•
Cinema Name 5	+	XXXXX	51.00%			2	\$10,000	\$10,000		•
Cinema Name 6	+	XXXXX	51.00%	- ·		5	\$10,000	S10.000 +		
Cinema Name 7	+	XXXXXX		56.00%			S10.000 +	\$10.000	2	•
Cinema Name 8	+	XXXXX	52.00%		55.00%		S10.000 +	\$10,000		•
Cinema Name 9	Ţ.	XXXXX	51.00%		55.00%		S10.000 +	\$10.000 +		•
TERMS FROM: 12/14/1	6 📷	TERMS TO:	12/13/18 🐻							<
TERMS FROM: 12/14/1	5 100	TEDMS TO	12/13/16 📾							<

**Contracts & Billing** 

### ····· Head Office

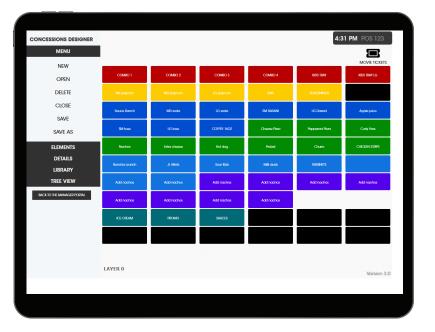
### "Now we can easily build out multiple layouts for each auditorium."



- 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 ··

### ····· Head Office

### "Make your cinemas more profitable with events."

	RIES NAME BLY LONG EVENT NAME	LOCATION ARCLIGHT HOLLWOOD			HRS EST STATUS	HOLD DAYS	SPACE +		
			~	TUE.03/11/19 12:30 PM	6 200 HOLD UNTIL		IO PM AUD 5 🗸	Wednesday, Mar.1st, 2 United States	015
ATION ALL	~	<	WEEK 14	APRIL 5 - APRIL 11	>	DAY WE	EK MONTH TODAY	😨 Events & Series	
FRIDAY 5	SATURDAY	6 SUNDAY	7	MONDAY 8	TUESDAY 9	WEDNESDAY 10	THURSDAY 11	6 Enquiry / Reservation	on
								-	
								Confirmation / Det	ails
								-	
				EVENT NAME PACIFIC THEATERS THE GROVE				O Deserte	
SUSHT HOLLYWOOD			_					• People	
								Film & Signs	
							EVENT NAME PRCIFIC THEATERS LAKEWOOD	Contract	
DUGHT SHERMAN CAKS						EVENT NAME		2 Execution	
						PACIFIC THEATERS GLENDALE			
								Billion	
								<b>•</b> ,	
								0	
								Subrations	
								Technicians	
	FRIDAY 5	FROM 5 SATURDAY	ReDAr 5 SANADAr 6 SAADA	FROM 5 SATURDAY & SUNCAY 7	HIGAN         5         SATURDAY         6         SURDAY         7         MCHEAN         8           Hand         Non-Robert         Non-Robert         Non-Robert         Non-Robert         8           Hand         Non-Robert         Non-Robert         Non-Robert         Non-Robert         8			FIREAR         S. SATURDAY         B. SARGAY         TO MANDAY         MANDAY         ILISDAY         ILISDAY	Normal         Contraction         Normal         Contraction         Normal         Contraction         Contract

- 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

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PRICING N	ANAGEMENT															
FILTER BY																
COUNTRY	Please select	ciRCUIT	Country/Circuit/Region	REGION		LOCATION		HAS P	RICE ?			ACTIV	E			
	~	Circuit	$\sim$	Region	~	Location		V Has Pi	ice ?		-	Active			1	
TICKET TYPE		PRICE MOD	FIERS													
Ticket Type	~	AL	~						SAVE				APPL	Y		
				TIMESETS								7101	ETTYF			
Cinema	Description	200	Ved From	Ved To		Days Effective	Taxatta	Inclusion Concession			Sec.	Me	Tie	Wed	Ther	Holdey
Sherman Daks 5	12.00 pm to 2.59 pm	Current	03/05/2019	vaid to	DD-MM/YYYYY	Days Effective	Taxable	Increase Decrease	\$7.00	5.et	5un \$7.00	57.00	Tue \$7.00	57.00	57.00	57.00
Sherman Daks 5	12:00 pm to 2:59 pm	Proposed	DOMMATTYY B	COMMITTY R	DDAMAYYYYY	111			\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.60	\$7.60	\$7.60
				CHANNEL								TICK	ET TYF	°E√		
Cinema	Description	Status	Vaid From	Valid To	Effective Since	Days Effective	Taxable	Increase Decrease	74	Sat	Sun	Mon	Tue	Wed	Thur	Holday
Sherman Oaks 5	12.00 pm to 2.59 pm	Current			0D/MM/YYYYY	365			\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Sherman Oaka S	12:00 pm to 2:59 pm	Proposed	DDAMMYYYYY	DD-MMYYYYY	DDAMAYYYYY	111			\$7.50	\$7,50	\$7.50	\$7.50	\$7.60	\$7.60	\$7.60	\$7.60
				PERFORMANC	E TYPE							TICK	ETTYR	ΡĒ		
Onoma	Description	Datus	Valid From	Valid To	Effective Since	Days Effective	Taxable	Increase Decrease	14	Set	Sun	Mon	Tue	Wed	Thur	Holiday
Sherman Oaks 5	12:00 pm to 2:59 pm	Oursent			DOAMAYYYYY	355			\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Shenman Oaks S	12:00 pm to 2:59 pm	Proposed	DOMMYYYY	DDAMMYYYY	DDAMAYYYYY				\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50
				SEAT								TICK	ETTYF	ьE		
Oirema	Description	Status	Valid From	Valid To	Effective Since	Days Effective	Taxable	Increase Decrease	**	54	Sun	Mon	Tue	Wed	Thur	Holday
Sherman Oaks 5	12.00 pm to 2.59 pm	Current			DDAMAYYYY	365			\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Shenman Oaks 5	12.00 pm to 2.59 pm	Proposed	DOMENYNYY	DDAMAYYYY	DOAMAYYYYY	111			\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50	\$7.50

### Head Office ··

Pricing

### ····· Head Office

### "Rapid deployment of new cinemas."

THEATER INFORM	MATION						SAVE	
NAME	Theater Name		CODE	Code			SAVE	
AREAS	Select Areas	~	AMENITIES	Select	~			Basic Information
								Menu Item 2
CIRCUIT	Circuit	~	REGION	Region	~			Menu Item 3
COUNTRY	Country	~	STATE	State	~	ZIP	Zip Code	
					v			Moru Item 4
CITY	City	$\sim$	STREET	Street		NUMBER	Number	Menu Item 5
BUSINESS DAY								Menu Item 6
FROM	00:00		то	00:00		OPENING TIME	00:00	Menu Item 7
TIME ZONES	Time Zones	$\sim$	TIME SETS	Time Sets	$\sim$	24HR OPERATION	YesiNo 🗸	Manu Item 8
CLEANING	00.00	$\sim$	TRAILER	00:00	$\sim$	TICKET TYPE	ADULT 🗸	-
								Menu Item 9
								Menu Item 10

- 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

### "Make it personal."

# **Fargeted Marketing**

	est segment	ation Model ID: 5, Profile:	All Accounts and Contacts				-
Search Q		0			8	100% Q	Q
			All Accounts	s and			e,
Marketing Attribute Category			Contacts 22,305				
Marketing Attribute			- 22.305	A			
· Interactions		_					
Location ID		V ID Origin =	¥ ↓ D Origin =	VID Origin =	¥ √ Location ID =		
Location Name		EMAIL	ZCARDDETAILS	ZVISTAUPLOAD	AL07; AL15		
Campaign Title		+ 10	22.294	- 22.294	- 715.152		
Count of Interactions							
· Interactions Rating				+			
Activity Score				<ul> <li>Location ID = AL0</li> <li>ID Origin = ZVIST</li> </ul>			
+ Product				715.152			
Product Name				-			
Product ID							
Product Origin	Province fo	or Segment: All Accounts and	Contacts			E Bar Chart	-
· Product Category		🗠 Exclude 😤 Separate		10 v Search			0
Product Category ID							~
Product Category Name	Select	Location ID	Description	c	ount Count (Graphic)		
✓ Sales Data	1	AL15	Theatres at the Grove Pacific	38	1.373		
Actual Order Item Value	2	AL07	Hollywood ArcLight	38	1.697		
	100		pin				
Total Amount							

- 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



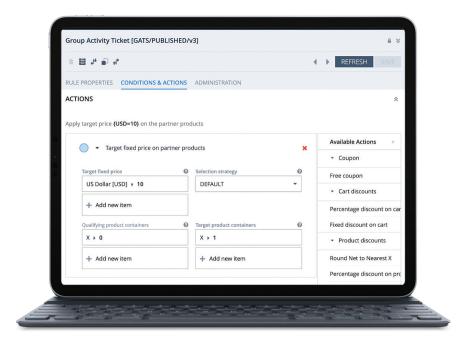
### Customer Acquisition & Retention

oyalty Management

### ···· **Customer Acquisition &** Retention

### "Promote anything based on flexible conditions."

Promotions Vouchers & Coupons)



- 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



• Full API layer across all common processes

• User management integrated into HR

- Omnichannel
- One source of truth
- Standardized
   integrations to ERP
- Marketing, Promotion, and Loyalty

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.



E: marketing@savantis.com W: www.savantis.com

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