



Softtek[®]

CASE STUDY | HOSPITALITY

Global cinema chain partners with Softtek to boost profitable growth through digital transformation





About the customer

One of the largest movie theatre chains in the world.



Presence in 15+ countries



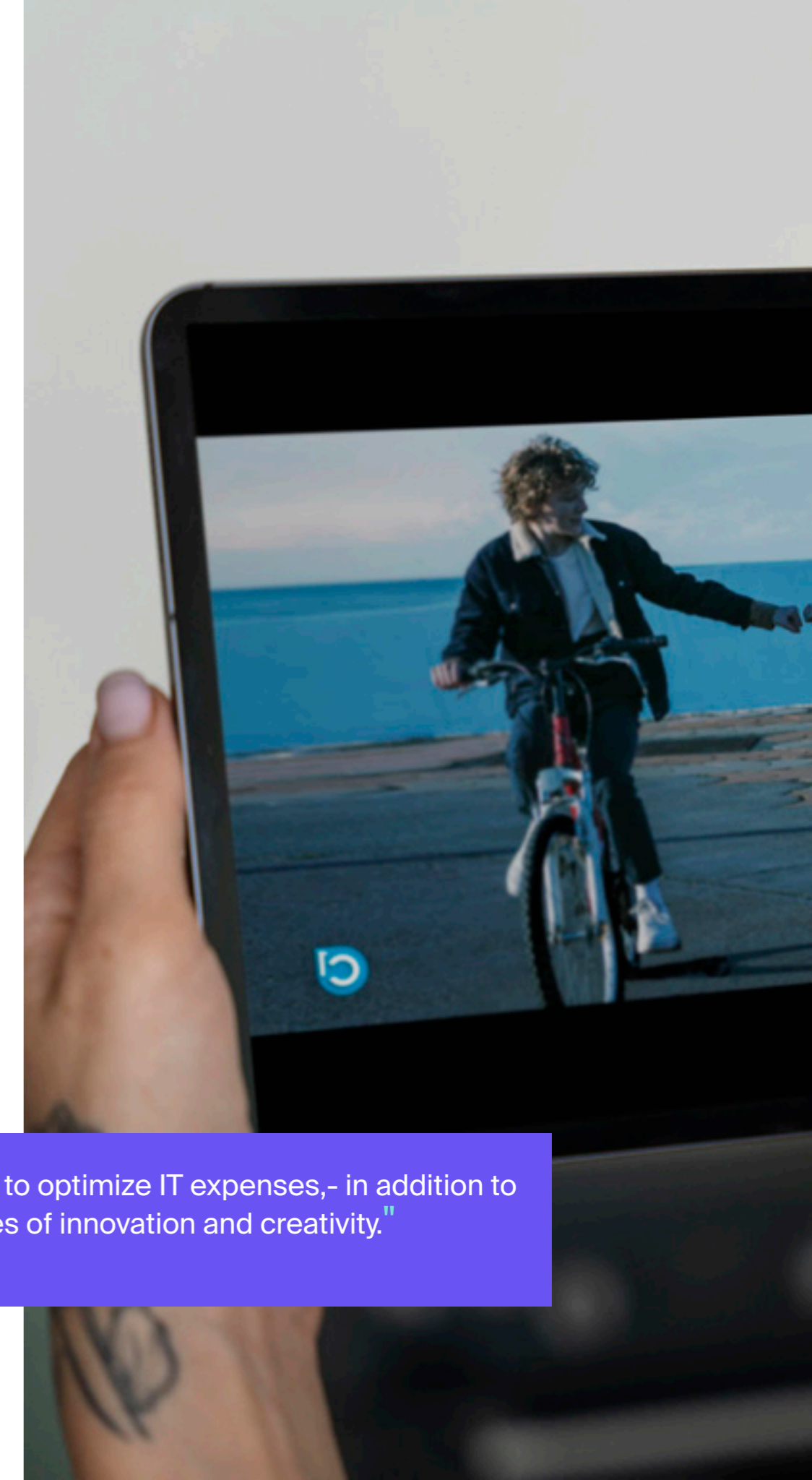
5K+ screens



300M+ tickets sold annually

"The Digital Transformation allowed our Company to optimize IT expenses,- in addition to efficiency via automation- and will enable new types of innovation and creativity."

Chief Information Officer





Business challenges

The company needed to boost profitable growth through enhanced IT ecosystems by executing a customer-centric business strategy. They needed a reliable partner who could standardize and optimize their IT global operations to be scalable and aligned with corporate goals.



1

Transform the IT infrastructure & security management functions.

2

Standardize the support model across countries.

3

Re-design of the cinema customer experience to lead in terms of customer satisfaction.

4

Innovate and disrupt with flawless multichannel experiences in record time.



How Softtek comes into play

Softtek was engaged as a strategic partner to develop a diagnosis of the current state of the client's technological capabilities, and successfully enable its IT environment to accommodate the rapid adoption of new technologies in response to business needs.

Developed roadmap to re-architect the technological environment according to the digital transformation strategy, enabling the new digital business strategies and in theatre experience.

Deployment of a 360 customer view.

Redesign user experience and implement new UI.

Delivery of IT ecosystem services:

- Digitized Governance Mode
- IT infrastructure management and operation
- IT security management
- Enterprise Agile Development for reliable APIs and microservices
- Rearchitect & rewrite Backoffice systems
- Customer experience design and engineering
- Articulate and adopt DevOpsModel





Business impact

Softtek was able to implement a Global standardization of business processes into a single version to run IT infrastructure operations, ensuring annual savings based on operational efficiencies and quality.



Record growth in digital transactions in 4 months across 4 countries.



20% increase in ticket and food conversions.



Consolidated and improved IT operations with a 30% lower cost.



700% increase in kiosk sales, and doubling of App channel sales.



ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

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