



A new IT landscape and Unified Communications for CinemaxX.

The CinemaxX Group operates 33 multiplex cinemas in Germany and Denmark with a total of 285 screens and some 73,000 seats. A pioneer in technical innovation, CinemaxX offers exceptional convenience and quality, thanks to sophisticated audio and video technology, oversized screens and comfortable, modern seating in stylish, air-conditioned theatres. After switching to digital 4K Ultra HD projection technology in mid-2013, each CinemaxX multiplex guarantees an unbeatable cinematic experience. In addition, digital technology has enabled the group to consistently expand its diverse offering of non-film content for various target audiences.

Starting point. CinemaxX is driven by always being at the cutting edge and responding to the wishes and needs of its guests. Tickets can therefore be purchased electronically via a wide variety of channels (mobile, online, on-site ticketing kiosks), so there are numerous alternatives to collecting them at the box office. This means that the IT landscape holding it all together has to be at the same advanced level as the technology used for film projection. It must be highly available and fail-safe and has to link with the communication environment of CinemaxX's service centre, where tickets can also be reserved. The heterogeneous IT environment, which had grown organically over time, could no longer meet these requirements and therefore had to be overhauled.

Project objectives. By overhauling its entire technological and communications landscape, CinemaxX aimed not only to cut maintenance and operation overhead but also to integrate all of the group's communication media with its other IT. The goal was to design an environment that was reliable, efficient and built for the long term. This required establishing a homogeneous system able to quickly integrate new concepts. In addition, the customer wanted to improve overall IT service quality. Last but not least, the project had to be implemented swiftly without disrupting CinemaxX's operations.

“Customer satisfaction is very important to us. That's why we make every effort to ensure efficient, hassle-free communication between cinema-goers and our staff. Our new Cisco Unified Communications system guarantees that the right employees are always available to help. Bechtle provided us with the ideal components to meet both current and future requirements.”

Michael Biemann,
IT Project Manager,
CinemaxX Holdings GmbH

Process. In a joint workshop, Bechtle UC specialists developed a basic concept and drew up a project plan meeting the requirements of the CinemaxX Group. This solution represented good value for money and could be deployed quickly and flexibly. In addition to using cost-effective, advanced IP technology, the new Unified Communications concept was designed to adapt to a planned WLAN/LAN. The entire project was handed over to Bechtle not least due to the company's close proximity and high flexibility.

Solution. Based on Cisco hardware and software, Bechtle installed a landscape designed for Unified Communications (UC). At the core of CinemaxX's new solution is the Cisco Media Convergence Server (MCS) 7800, which provides a high-availability server platform to run applications such as the Cisco UC system. This platform is able to manage up to 30,000 IP phones (in this case, Cisco 7900 and Cisco 8900 IP Phones) through a single Cisco Unified Communications Manager Cluster (CUCM). The CUCM controls and directs calls to these phones. As the central communications "switchboard", it is the most important component of CinemaxX's Cisco UC system. Through its cluster-building functionality, the CUCM can be scaled almost endlessly and deployed across multiple sites. Bechtle also installed a Cisco Presence Server at CinemaxX, which dynamically provides presence information to optimise personal communication. This, along with Cisco Jabber and Cisco Agent Desktop, allows CinemaxX staff to see in real time who the right contact person is, whether they are available and how to connect with them. Cisco Unity Connection's systems management interface also simplifies installation, support and administration, reducing the total cost of ownership. An integral part of Cisco's Unified Communications is the Unified Contact Center Express solution. To meet CinemaxX's needs, Bechtle decided on a cluster that offers a complete contact centre – featuring powerful automatic call distribution (ACD), interactive voice response (IVR) and computer telephony integration (CTI) as well as agent and desktop services – on a single server. This not only lowered total operating costs, but also improved customer satisfaction.

Business benefits. The new, homogeneous Cisco UC system allows CinemaxX to get the most out of its IT resources and increase employee productivity. In addition to streamlining business processes, the decision to unify all communication channels on a single IP platform has also lowered operating and maintenance costs. And not only does this open, expandable Cisco platform accommodate any type of real-time communication, it makes the entire range of applications available over a shared IT network – thereby merging previously separate applications and devices while delivering the flexibility CinemaxX needs to respond to evolving requirements.

CUSTOMER PROFILE



The CinemaxX Group has been operating and managing cinemas in Germany since 1977. The company is regarded as a pioneer in the design of modern multiplex cinemas and as an innovation leader in its technical equipment and marketing. CinemaxX multiplex cinemas occupy a special position in the German cinema landscape due to their architectural design. They also offer exemplary comfort and quality, including sophisticated picture and sound technology, huge screens and modern, comfortable seating in stylish, air-conditioned theatres. CinemaxX currently operates a total of 33 cinemas with 285 screens and approximately 73,000 seats in Germany and Denmark. CinemaxX cinemas see themselves both as a local and national forum for a variety of social and cultural activities, welcoming 17.1 million visitors in 2012. The company has around 2,000 employees in Germany and Denmark. For more information, please visit:

www.cinemaxx.de

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