

It's Movie Time – Lights, Camera, Action!

Why a clear IT Strategy is vital for the show to go on

What's not to enjoy about a cinema experience where you can recline on a comfortable couch with a glass of wine in your hand?

Since 2008 Everyman Cinemas have offered a cinema experience worlds apart from the multiplex cinemas we normally associate with. This dynamic company with its' own modern stylish brand, delivers state of the art cinema screens and surround-sound along with premium couches, waiter service and stylish lounge areas. The warm friendly atmosphere creates a "home from home" experience which is truly memorable.



Having partnered with Everyman Cinemas since 2008, LeadingEdge has contributed to an IT strategy which has helped to deliver the Everyman vision to the leisure and hospitality sector.

The customer

Every aspect of the hospitality business is dependent on reliable IT; from the soft drink sales, to the ticketing right through to the streaming of movies to mention a few. Already supporting numerous cinemas dotted around London, **LeadingEdge helped deliver the IT infrastructure for Everyman's Northern debut in Leeds, where they opened an impressive 27 000 square foot cinema in the new Trinity Shopping Centre.**

The challenge

Creating a Cinema from a building site within a new build shopping centre takes careful consideration:

- IT is critical for the immediate presentation of brand, image and customer service that can mean success or failure for the new cinema complex
- It requires careful project planning to think through all potential scenarios
- Clear communication between third parties
- Deadlines need to be met and must ingrate with the overall plan for the site
- Flexibility is required for any changes made by the quantity surveyor
- And clearly budgets must be adhered to

Jean-Pierre Jordan, Head of Finance and IT at Everyman Cinemas, partners with LeadingEdge because we go the extra mile. With the Leeds project this dedication and commitment was exactly what was needed for success. Jean-Pierre explains the intricacy of the project;

"For us this was the largest site to date for one of our cinemas. Not only were we conscious of creating our unique brand in such a large space, but we needed an excellent project plan which allowed for the flexibility and complexities that a challenge this big would give."

The solution

The design of IT infrastructure included:

- LeadingEdge strategic advice on IT infrastructure
- Precise project planning
- Project Management throughout
- Cabling
- WiFi implementation: Guest and Corporate
- Design and implementation of server and back office infrastructure
- High availability system features including redundancy
- Media tiles
- Delivery of Point-of-Sale systems including:
 - Tills
 - PDQ machines
 - Self Service Kiosk
- On-going support and maintenance



The Outcome

The LeadingEdge project team ensured strong communication links with Jean-Pierre throughout the project. The creative and image appeal posed some challenges in terms of changing designs and moving targets during project implementation. LeadingEdge remained flexible and worked around these challenges. Through effective strategic planning immediate IT requirements were met as well as long term IT requirements factored in.

“LeadingEdge have been Everyman’s partner of choice for 6 years. It was with confidence that we asked them to deliver the IT solution for our new Leeds Cinema. Their excellence in project management has delivered a cost-effective and high quality solution within demanding deadlines. Once again, LeadingEdge have understood and met the Everyman standard with apparent ease. I have enjoyed working with them on this project and look forward to the next one!”

Return on Investment for Everyman Cinemas

State of the art network infrastructure: allows customers an enjoyable experience from beginning to end.

Successful project delivery: within budget and on time which means that the all-important stylish Everyman brand has been enhanced with the addition of a northern cinema.

Business continuity: is delivered by LeadingEdge managed services - *LeadingCARE* ensures system up-time through continuous monitoring, support and maintenance, whilst *SmartGUARD* provides daily backup and DR services to protect against all manner of threats.

The difference

When asked why Everyman Cinemas chooses to work with LeadingEdge, Jean-Pierre explains;

“The way our IT operates, requires patience and consistency. LeadingEdge is a company I can trust and offers us the critical stability we need to deliver the first-class customer service we aspire to.”

If you’re looking for IT service and support for your growing business, we’d love to talk to you.

You can call us on 08456 44 79 49, or email Leigh at leigh.mckay@leadingedge.uk.net