



Ambrosia Infotech

"Synergising Minds"

The Client

The company is a India's largest Multiplex Cinema operator. They have various cinemas under development and expect to come up with 250 screens in couple of years. Taking India to the movies, they have been successful in entertaining 8.8 million moviegoers in 2005.

They are the only film exhibition company in India to have had an international film exhibition operator as a strategic investor. They were incorporated in April 1995 pursuant to a joint venture agreement with one of the largest non-U.S. cinema exhibition companies in the world with more than 1,000 screens under operation. The project was done through a mid client a partner company.

Ambro

The Client



The client's requirement was for an IT partner who could design, develop and ensure a quick roll out of the implementation, and also who could ensure quality by following defined methodologies and processes.

Ambrosia with its cost-effective delivery model, experience and a proven development methodology was chosen as the ideal partner.

Some broad functions required for the content management system were:

- Member Management
- Movie Management – Current Movies Running, Forth coming Movies
- Ticket Management - Booking, Availability, Seat Selection, Seating Layout, Seating Category, Ticket delivery and tracking, Reservations.
- Marketing Management - Manages Advertisements, Movie Promotions, and Marketing through Web/WAP/E M mail/SMS.
- Content Management – Managing Movie Contents
- Member Credit Management - Buy Member Credits, Credit Alerts.
- Scheduler - Movie Reminders for Members, Daily/Weekly/Monthly Movies Schedule, News Letters.
- Payment Gateway Integration.
- GUI Manager - Layout and Color scheme configuration for Web/WAP
- Integration of WAP/SMS Gateway.
- Logistics Integration - Ticket Delivery and Tracking
- Contests Management - Online contests, SMS contests, Prizes
- Ticket Printing.
- Administration Functionality



Ambrosia – Challenges

The key issues faced by the client were:

- Lack of a common system which could provide both online booking and back office operation
- Disintegrated Logistics
- Highly coupled GUI
- Not flexible enough to create and add content.
- Minimal reusability of code created
- Migration of all the programs and legacy data to the new platform

Ambrosia

Ambrosia Infotech

Challenges



Ambrosia used its expertise in Java technologies and J2EE platform to deliver the solution in record time.

Ambrosia implemented the system with the following highlights:

- Generic configurable module for payment gateway integration
- Configurable decoupled configurable GUI
- Multilingual
- Import features ensuring complete migration of legacy data
- Multiple ways to access the system (Web/WAP/SMS)
- Extensive Reporting features
- Integrated Logistics
- Generic configurable module for Logistics integration
- Outgoing communications via eBroadcast, SMS alert and on-site messaging
- Content Authorization module
- Configurable User/Groups module
- Extensive Ticket booking and Seat Allocation module
- Ability to define dynamic company and user tiers
- Easy to Use content definition and management module.



Ambrosia – Benefits

Some key benefits of the engagement for the client:

- Access to an experienced team of technology professionals
- Involved and Innovative development approach
- Cost-effective solution
- Committed deliveries
- Weekly Project Status reports
- Proper risk evaluation and mitigation process
- High standards of delivery and quality
- Define project methodology

Ambrosia

Ambrosia Infotech

Benefits



Ambrosia – Approach

The Ambrosia delivery model ensured a seamless transition of processes without any disruption to the existing operations – including a phased transition of operations.

Key features of our approach were:

- Worked closely with the client to ensure all the requirements are captured in detail
- Emphasis on detailed low level design ensured streamlined development effort
- Complemented through recruitment of highly skilled and qualified staff
- Milestone based delivery.
- Constant review processes ensured no last minute surprises
- Ensured seamless transition from legacy to live system with thorough hand-holding at go-live stage and proper documentation of the system
- Following defined Project Management methodology resulted in phase wise rollout of the system.

Approach

Ambrosia

