

CASE STUDY

STUDIO MOVIE GRILL & QUANTUM^{IoT}

Harnessing data and connecting systems across an entire organization to build revenue and streamline operations in real time.

Studio Movie Grill is known nationwide as the leader of the in-theater dining experience, serving dinner and a movie at over 250 screens across the country. They were sitting on a goldmine of data that was key to increasing revenue and providing a better theater experience for customers by giving real-time visibility into every level of their business operations.

THE CHALLENGE

Find a way for Studio Movie Grill to connect several disparate systems, accessing and harnessing their data to inform better operating decisions. Additionally, Studio Movie Grill needed a way to automate and optimize their operations with a combination of IoT devices and data solutions.

THE SOLUTION

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- **Data Lake:** Using our data ingestion engine, structured and unstructured data from Studio Movie Grill's disparate systems (point-of-sale, ticketing, website, food/beverage orders, inventory, and marketing) now flows both in real-time and through batch processing into one data lake based on the "Lambda Architecture" concept.
- **Stream Computing:** The data is correlated with environmental and external reference data, then curated and analyzed in real time using a stream computing layer.
- **Predictive Optimization:** The new system has the power to automatically take into account local demographics, movie genre, time of day, season, run time, and historic trends to predict ticket sales, staffing needs, and food/beverage demands.
- **Automated Reports:** Customized reports are generated for each department based on local KPIs.
- **Complete Customer Data:** By stitching together data from their different systems, Studio Movie Grill gains a better understanding of their customers and purchasing trends, identifying high-value customers in real-time.



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So much of our data went unused. QuantumIOT brought the right data to the surface and structured it so that we now have the ability to automate key processes that capture revenue and eliminate waste.



THE IMPACT

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- Studio Movie Grill has realized **increased revenue** through data-driven forecasting, automation, and marketing efforts.
- They have **optimized food and beverage preparation and inventory** by better forecasting demand, eliminating waste and cost.
- Managers rank staff using empirical measures of performance, **identifying top producers** and crafting training programs based on the data collected.
- Managers **save time** with automated reporting, inventory management, and ordering.
- Studio Movie Grill tracks the lifecycle of valuable equipment, which also aids in **predictive ordering** and inventory management.
- Studio Movie Grill better **understands its customers better and can target marketing efforts** to specific demographics based on their purchasing behavior.
- They have improved rapport with customers through better service and customized offers.

THE VISION

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Studio Movie Grill is on its way to building a fully automated theater experience. Going forward, they will expand the sources of data available to the data lake, adding the capability to automate movie projection with changes in theater HVAC settings, lighting, door closure, and Dolby sound control. New opportunities exist to detect actual theater occupancy in real time, using that information to customize movie trailers and in-house advertisements according to the theater demographics.



Have a project in mind?

We'd love to help.



Learn more at QuantumIoT.com

or email us at contact@quantumIoT.com

About QuantumIoT

We are a professional IoT services firm specializing in complex, end-to-end design and build projects.

We were founded on Jeff's Smith's vision of assembling an elite team of IoT engineers and data scientists whose experience spans every step of IoT project development, from hardware to telcom technology to data analytics and machine learning. Each member of the leadership team is highly accomplished and seasoned in his or her field. As a team, we're both agile and powerful, so that we can tackle the big problems that many enterprise companies face in executing their IoT goals.

Simply put, we help the world's best companies bring their IoT projects to life.

