



Cinemex

Company Facts

- Industry: Entertainment
- Number of Locations: 36 Facilities, 403 Movie Screens
- Web site: <http://www.cinemex.com/>

“Epicor Enterprise has the ability to grow together with Cinemex, has supported the company’s operating processes and helped in the creation of new processes. The solution’s flexibility empowers us to customize it according to Cinemex’s needs, and has become a platform that integrates all of our processes and the solutions we use.”

Jorge Rubén Huerta, IT Director | Cinemex

Success Highlights

Challenge

- Flexibility and growing capabilities to support current operation and its expansion plans

Solution

- A robust management solution based on leading edge technology

Why Epicor?

- Epicor installation was deployed in record time of four months with no problems
- Epicor has supported Cinemex’s 500% growth during the past eight years
- The Epicor open platform has allowed the company to create interfaces and developments via modules
- Easily integrated all processes in Cinemex, helping the company to incur only the necessary expenses and make the best and most timely decisions

Benefits

- Supports current facilities’ operating processes and helps in the creation of new processes
- Centralizes all financial and accounting services of the movie theatre chain
- Integrates information from all existing enterprise solutions into a single database and system

Epicor Financials Suite enables Cinemex to provide a better experience to its customers. Deployed in a record four months, Epicor Enterprise gives Mexico’s second largest movie theatre chain the flexibility to integrate all processes and is fit for future growth.

The Epicor open platform has made it easier for Cinemex to integrate all its processes and to become more efficient in its daily operation, and support expansion plans for building new facilities while maintaining a leading edge in a highly competitive environment.

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One of the main challenges that Cinemex faces, as well as many other companies worldwide, is to control expenses and only make the necessary investments with a thorough decision making process that not only saves money, but is also timely.

“Epicor easily customizes to face the fiscal and government changes in Mexico, and its open platform allows us to make interfaces and developments via modules and easily integrates all processes in Cinemex,” Huerta.

With 403 movie screens in 36 facilities and 2,000 employees nationwide, the task to integrate processes is not an easy one. Cinemex is able to manage all of its financial and accounting services using the Epicor Financials Suite version 7.3 on 20 stations for the past eight years, operating on Microsoft® Windows® SQL Server® Database and a network using TCP/IP.

Another unique aspect of the Epicor installation for Cinemex is the fact that it was deployed in a record time of four months with no problems. The solution is completely functional and upgraded as needed.

“We want our guests to feel as if they were at home, and in order to achieve this, we need to keep the systems and processes in Cinemex functioning at 100% and give support to the different areas with the best technology and practices,” explained Huerta.

Cinemex is planning to develop 7 more facilities with 75 movie screens by summer 2006, however Cinemex is not currently planning a software or personnel expansion, but because of its positive experience with Epicor, the company wants to be kept informed about future products and services, so when expansion is necessary they will consider other Epicor products.

Although there were no big problems in the operation before acquiring Epicor Financials, the growth of the company required a more robust solution, so it was a planned acquisition. Before Epicor, processes were handled using Microsoft Excel® and the Mexican accounting software Aspel® COI®.

“We decided to move to Epicor since we were convinced of the solution’s flexibility and capability to align with our plans for growth. The Epicor solution is the operation center for Finance, and where all the information from our other solutions comes together,” stated Huerta.

When Cinemex first bought Epicor, it had seven facilities with 67 movie screens; now it has 36 facilities with 403 movie screens (500% growth) and is planning to develop 7 more facilities with 75 movie screens by summer 2006. Epicor has perfectly supported this growth, demonstrating that the evaluation judgment about flexibility, compatibility, and growth capabilities was correct.

“The main benefits that distinguish Epicor from other solutions are flexibility, integration with third party products, price, implementation, and training time. Epicor easily integrates all processes in Cinemex and allows us to make only the necessary expenses and make decisions on time,” reassures Huerta.

The plan is to continue using Epicor Financials in the future because it has the capability to grow together with Cinemex’s needs, with a satisfactory return on investment (ROI) and clear results: users are more effective in less time, thus working more efficiently. Cinemex applies the same principle to its employees as it does to its customers.

“We don’t want employees that stay at work longer. We want employees that are efficient, optimizing their time at work for a better experience, and Epicor helps them to achieve this,” said Huerta.

About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail, and service industries. With more than 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise, and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional, and global businesses demand. For more information, visit www.epicor.com.



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