



rhm



Case study Cineworld



Cineworld (formerly UGC Cinemas) is Europe's leading cinema operator with over 90 sites across six countries. Cineworld owns and operates 70 cinemas throughout the UK and Ireland.

The solutions

- Consultative call trend analysis
- Cost savings through BT Business Plan
- Consolidated BT Onebill
- IP enabled telephony – Avaya IP Office
- BT Net Equip VPN

The benefits

- One consolidated, electronic, cross-company bill
- Improved ticketing system and a joined-up network
- A significant reduction in monthly call spend.

Contact us

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Data networks, call savings and latest IP telephony solution

Company profile

Cineworld is Europe's leading cinema operator with over 90 sites across six countries (UK, Ireland, France, Belgium, Spain and Italy). Cineworld owns and operates 70 cinemas throughout the UK and Ireland.

The issues

Different network service providers with different tariffs across 90 sites was proving to be expensive and an administrative nightmare.

Cineworld also had to transfer large amounts of data between sites. Their network infrastructure was struggling to cope and was becoming more and more expensive to maintain.

With RHM's help, Cineworld recognised that their telephone system was not going to be able to cope with their aggressive growth targets. RHM identified that having two separate networks – one for voice and one for data – was an unnecessary expense.

The solutions

RHM's consultative approach captured a complete understanding of Cineworld's business needs. RHM supported Cineworld in the evaluation and consolidation of their communication strategy and made appropriate recommendations. By adopting BT Onebill, Cineworld could receive a single bill for all sites on CD throughout the year. This significantly reduced administrative time and cost processing separate bills.

RHM was appointed to replace Cineworld's legacy data network.

The BT Net Equip solution would provide a faster and more reliable network infrastructure between all sites improving business efficiency.

RHM won this contract in competition with Cisco and Alcatel proving that RHM's approach of matching technology with an understanding of client requirements is a recipe for success.

The benefits

Not only has BT Onebill reduced the amount of paperwork processed but having this information available electronically means that the RHM team can proactively manage Cineworld's account with BT constantly ensuring that they are paying the best possible rates for their calls.

The BT Net Equip solution has improved connectivity between all Cineworld sites. Their ticketing system across their sites is now linked to their head office showing up-to-date availability on seats in all their cinemas.

The IP Office communications platform not only reduces call costs but also offers greater functionality.

'Continuity of personnel and ease of access to our account team are important to us, and RHM has provided this. We feel that this works well for us, especially the way in which RHM manages our account and the interface with BT - making this a relationship we intend to continue with.'

John Beirne – IT Support Manager, Cineworld

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