

Customer: Cinemark USA
Website: www.cinemark.com
Country or Region: United States
Industry: Motion Picture Exhibition
Partner: COZYROC

Customer Profile

Cinemark USA, Inc., together with its subsidiaries, operates in the motion picture exhibition industry. As of December 31, 2017, it operated 533 theatres and 5,959 screens in 41 states in the United States and Latin America. The company was founded in 1984 and is headquartered in Plano, Texas. Cinemark USA, Inc. is a subsidiary of Cinemark Holdings, Inc. (NYSE: CNK).

"It's been no problem implementing one and then implementing the other. If we do more, I'm sure it will be straightforward, as well."

Steve Champion

"The components were easy to acquire. They were easy to implement, and they've been working well for us. We haven't had any issues at all so far."

"They've been seamless."

Steve Champion, Application Development, Cinemark USA

Business Needs

Cinemark USA is a well-known owner and operator of movie theaters across the United States. Among other responsibilities, their IT team handles the back-office data, which encompasses corporate software for the various departments in the company, such as food and beverage, film and finance. They are responsible for aggregating the data from all the theaters.

Cinemark works with several third-party vendors to carry out their marketing and support tasks related to the movies they show at their theaters. One vendor they work with analyzes customers' browsing history on the Cinemark website and makes recommendations for those customers about movies they might like based on their browsing history. This vendor chose to use Amazon S3 to

exchange data between themselves and Cinemark.

Later, another need came about. A vendor that provides information about movies, theaters and showtimes via an Interactive Voice Response (IVR) system needed the data from Cinemark to be able to provide this information to callers. Since this is a lot of data, Cinemark needed a way to compress the data before delivering it to the IVR vendor.

Solution

Someone on the IT team at Cinemark had been exposed to COZYROC's SSIS+ library in a past position. The team looked at the COZYROC SSIS+ toolkit and saw that it included support for Amazon S3. After the team evaluated COZYROC's solution, as well as a couple others, they recommended the purchase of

the COZYROC toolkit to management.

It fell to Steve Champion, on the Application Development team, to implement the Amazon S3 solution for working with the vendor that analyzes customers' movie preferences. Cinemark provides the raw data to the vendor via the 'Send files' action of the Amazon S3 Task and downloads the analysis from the vendor via the "Receive files" action of the task.

COZYROC's Amazon S3 Task is an SSIS Control Flow task for sending and receiving files to and from the Amazon S3 service. It provides the ability to perform all of the following actions: Send files, Receive files, Remove remote files, Get remote files list, Rename remote file, Create remote directory, and Remove remote directory.

Files can be downloaded into or uploaded from a stream or a location on the local server. Filters can be used to select specific files to be uploaded or downloaded. Steve was able to use the filtering capability to download files based on date.

When the IVR vendor situation arose, Steve discovered that COZYROC's Zip Task was the perfect tool for providing the large volumes of data to the vendor. He used it to compress the data to reduce the file size. Then, they provide the zipped file to the vendor using SFTP.

The ZIP Task can be used in the Control Flow of an SSIS package to compress and decompress one or more files. When using the Zip archiving tool, you can also encrypt and decrypt files using the "legacy" (i.e. Zip2) or the "advanced" (i.e. Advanced Encryption Standard or AES) encryption standard.

Benefits

The reason the IT team chose COZYROC's solution was because it looked like the easiest one to implement. They believed it could be used in the way they wanted to use it within SSIS and it was also very reasonably priced. They were right, because Steve was able to implement the solution and get it working without even using COZYROC support.

The only challenge that slowed Steve down was figuring out the

format for the Amazon S3 filtering. After some searching, he was able to find an example on the website showing what the filter string should look like. Both tasks worked as advertised and, according to Steve, "Everything worked fine for us out of the box."

After purchasing the COZYROC license for the Amazon S3 Task, the breadth of the COZYROC toolkit enabled Steve to use what he already had to perform the Zip compression he needed without spending any additional money. This is a time-saving benefit if your company's approval process for purchasing products is cumbersome.

For More Information

For more information about COZYROC products and services, call the COZYROC Sales Department at (919) 249-7421, email sales@cozyroc.com, or visit www.cozyroc.com

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