

The HOYTS Group achieve blockbuster digital transformation with Optus Business

Private data network ensures smooth running for leading Australian entertainment company

Customer story snapshot

Customer : The HOYTS Group

Industry : Entertainment, retail and marketing

Overview

The HOYTS Group is one of the world's leading entertainment companies, delivering a range of digital audio and visual experiences in Australia and New Zealand.

Founded in 1909, the HOYTS Group comprises of HOYTS Cinema – which operates 48 cinema complexes in Australia and New Zealand; Val Morgan – Australia and New Zealand's largest cinema advertising company; and VMO – Australia's largest digital location based screen advertising company.

Having achieved a huge 100 per cent growth in its network from 2014 to 2017, the HOYTS Group realised it needed to digitally transform its network services in response to the increased demand and to improve customer experience, employee productivity and network security.

To support this vision, the HOYTS Group worked with Optus Business to implement a reliable and secure business grade solution for its varied business operations, while ensuring overall costs were lowered. The project further expanded the partnership between the two companies, with the HOYTS Group part of the Optus Perks program - a rewards scheme giving Optus customers the chance to redeem discounted movie tickets and gain access to exclusive events.

OPTUS

HOYTS



Challenge

The significant growth achieved by the HOYTS Group had not come without challenges. The rapid increase in traffic to its multiple sites and locations meant the IT network was often over-stretched, leading to performance issues, such as sites going offline and unreliable backup links, impacting the ability to trade and process transactions.

The increasing online nature of HOYTS' business coupled with the electronic transactions becoming the primary method of payment meant reliable and redundant network connectivity was a business necessity.

The HOYTS Group wanted to future proof the business by installing fibre-optic cable into as many of its cinemas as possible. To achieve this the company tasked Optus Business to:

1. Ensure better system performance and implement contingency procedures for online and cinema outages.
2. Implement management tools enabling the HOYTS Group to easily manage its fleet of 2,000+ end-to-end services.
3. Provide increased bandwidth able to rapidly and efficiently distribute video content to its cinema venues.
4. Deliver reliable real-time management of advertising and proof of play data to support Val Morgan's advanced digital advertising network.

Meeting customer experience expectations

The HOYTS Group has seen online ticket sales increase in excess of 40 percent across its circuit. This has placed even greater importance on the reliability and performance of the network which is critical in supporting revenue generation.

By migrating to a Multiprotocol Label Switching (MPLS) network and improved 4G access, the HOYTS Group is able to rapidly deliver content to its cinema venues securely, as well as keep up with online customer channel demand.

Solution

To enable Optus Business to provide essential ICT solutions, improved network connectivity and security enhancing the HOYTS Group's digital transformation, a five-year multi-million-dollar agreement was signed in March 2016.

Built around the Optus Business suite of Evolve solutions, the managed services platform includes:

- Evolve IP VPN: Ensuring seamless and secure connectivity across multiple locations
- Evolve Internet and Voice: Enabling seamless communication and collaboration across the company
- Evolve WIP VPN Plus (mobile): Providing back-up connectivity solutions across all cinema venues
- Jasper Management Platform (Cisco): Helping the HOYTS Group to manage the multiple assets running across its network as a collective portfolio
- Machine-to-Machine SIMs: Allowing the HOYTS Group to seamlessly manage and update digital signage and additional communications infrastructure

Acting on customer communication

With a shift in how customers consume movies, and the entertainment industry's increased use of online ticketing platforms, Optus Business committed to providing the HOYTS Group with a high-speed network delivering superior and secure service levels.

This purpose-built technology delivers a reliable, scalable and cost effective service allowing the company to accurately service Australian consumers, regardless of their location.

A genuine business solution

HOYTS' employees are empowered to communicate and collaborate regardless of location or device in real-time using cloud-hosted unified communications platforms. Users can rapidly share insights to update on the status of projects, helping resolve challenges and ultimately deliver an improved customer experience.



"Optus understood our unique business challenges and our desire to implement secure solutions, while reducing overall cost - resulting in considerable cost savings and with no disruption to our general day-to-day business."

Adam Wrightson,
General Manager – HOYTS Cinema Technology Group



Benefits

By overhauling its existing infrastructure, the HOYTS Group enhanced its customers' physical and digital experiences, and built a solid foundation to transform and future-proof its business.

The credibility of the service offerings from Optus Business is highly recognised by the HOYTS Group, as demonstrated by the length and ongoing nature of the partnership.

Enhanced digital experience

The HOYTS Group has improved the speed of content delivery and stability of its network by engaging with Evolve WIP VPN Plus and a new suite of collaboration tools.

Moving communication and collaborations platforms to online environments, enabled by Optus Business, has removed pressure surrounding system failures in the case of high traffic events, as these platforms can now be easily scaled to satisfy demand.

A story of digital transformation

The HOYTS Group highlighted Optus Business' ability to transition its 2,000 strong services throughout a 12-month period as a key factor in its decision to switch to Optus. The conversion was completed with no disruption to HOYTS' business.

Key to HOYTS' achievement as one of the world's leading entertainment companies is the improvement in the reliability of our network, allowing us to provide more secure and faster services – even during the busiest of times."

**Adam Wrightson,
General Manager – HOYTS Cinema Technology Group**

See how Optus can help your business. Call 1800 555 937 to speak to an Account Manager.