

Case Study: Blending New Technology With Classic Entertainment

Canadian Digital Adoption Program (CDAP) Grant Recipient

OVERVIEW

Successful organizations everywhere are embracing Digital Adoption because they understand it is the single most important opportunity that enables them to use technologies across all aspects of their business.

Company Details

This company is a local theater entertainment venue that has been in operations for over 100 years.

Operating since 1914



SECTOR

Theatre Companies & Motion Picture Exhibition



HOME BASE

Estevan, SK



CHALLENGES

A historic entertainment venue pursued CDAP funding to explore innovative strategies and technologies for future growth and operational efficiency. With a goal to streamline processes, the CDAP advisory process played a crucial role in identifying various opportunities to expand the business.

SOLUTIONS

For this client, we identified 3 key areas of opportunity in which digital adoption strategies will have immediate impact on their operational enhancements and growth potential.



Inventory Management & Point-of-Sale Software



Enhanced Digital Marketing



Digital Documentation & Centralization

BENEFITS

1

Inventory Management System and supporting POS tool

- Provide organization and management to large retail inventory supply through adoption and integration of an online cloud-based solution.

2

Build Awareness through Digital Marketing

- Leverage a total online presence model where all tactics are working together to move prospects from awareness phase through to loyalty & referral phase.

3

Improve operating organization through digital documentation

- Adopt cloud-based technologies to transition out of date operating practices into a more streamlined online approach.