



# BUSINESS INTELLIGENCE

DESIGNED TO PROVIDE SIGNIFICANT BUSINESS INSIGHTS AND DATA TO MAKE BETTER DECISION AND MANAGE PERFORMANCE FOR BETTER BUSINESS RESULTS.

## BUSINESS INTELLIGENCE

EASI Business Intelligence solution uses a practical approach that will help you understand your business performance as well as your suppliers and customer behaviour.

The system analyses data based on the given criteria you select. It introduces greater reporting flexibility and analyses transactions efficiently.

The user is able to pre-define the range of dimensions to assist in the business analysis and can further filter the channel by product range, grouping, date range, month, etc.

To have a better view on the analysis data, user can generate the graph chart based on the criteria defined. The data can be exported to EXCEL format.

A Business Intelligence Dashboard is additionally accessible for monitoring key business KPIs such as admissions, occupancy rate, sales per head, etc.

LOCATION	CINEASIA DEMO 2-210	CINEASIA DEMO 1-230	Total by ROW'S	
Movie	NBO Value	Admission Value	NBO Value	Admission Value
TRANSFORMERS: DARK OF THE MOON-3054115	28,585.82	3,278	29,037.98	2,700
JOHNNY ENGLISH REBORN-3054123	16,829.14	2,113	19,842.80	1,960
X MEN: FIRST CLASS-3131591	15,746.70	1,818	17,742.86	1,651
HARRY POTTER AND THE DEATHLY HALLOW'S PT 2	14,779.12	1,678	18,399.60	1,653
(3D) - TRANSFORMERS: DARK OF THE MOON-305	17,512.92	1,747	15,243.36	1,343
RISE OF THE PLANET OF THE APES-3131594	11,717.30	1,453	14,310.56	1,466
KL GANGSTER-4430134	15,385.60	1,631	10,194.48	927
CAPTAIN AMERICA: THE FIRST AVENGER-3054111	13,341.88	1,482	10,842.72	981
REAL STEEL-3911111	9,334.62	1,128	14,053.40	1,336
GREEN LANTERN-3062930	10,985.28	1,225	12,350.72	1,106
<b>Total by COLUMNS</b>	<b>154,218.38</b>	<b>17,952</b>	<b>162,818.48</b>	<b>15,164</b>

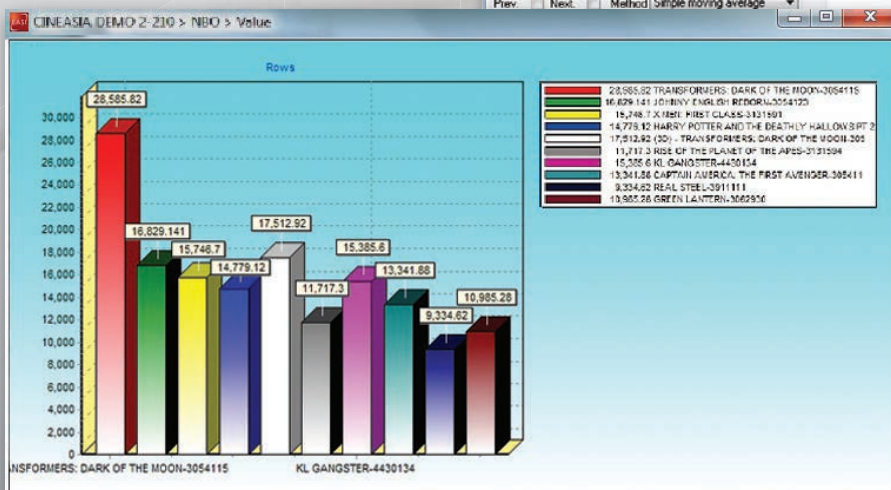
Dimension editor: Movie[MOWIE] Items count: 2180

Active items (Unsorted):

- X MEN: FIRST CLASS-3131591
- MONTE CARLO-3131592
- MR POPPER'S PENGUINS-3131593
- RISE OF THE PLANET OF THE APES-3131594
- (3D) - GLEE THE 3D CONCERT MOVIE-3131595
- WHAT'S YOUR NUMBER-3131596
- IN TIME-3131597
- ATTACK THE BLOCK-3280003
- TROLL HUNTER-3280004
- THE INFIDEL-3400001
- (3D) - HOODWINKED TOO! -HOOD vs EVIL-3730

Repository (inactive items):

- VETTAYADU VILAYAYAADU-1
- Testing Movie-1000001
- DORAEMON THE MOVIE-1012537
- NEW POLICE STORY-1012543
- DIVERGENCE-1012548
- SEUL RIDERS-1012556
- SEVEN SWORDS-1012557
- HOUSE OF FURY-1012573
- BUG ME NOT-1012574
- THE MYTH-1012575
- UNUSUAL YOUTH-1012576
- KINGFILL MAHLING-1012577





# DIGITAL SIGNAGE

TRANSFORM YOUR COMMUNICATION AND ADVERTISING OPPORTUNITIES.

## DIGITAL SIGNAGE

- Displays video (with audio), moving images and real-time information (such as movie showtimes) via local area network to LED, LCDs or plasma screens.
- Provides the opportunity to take advantage of your customer's waiting time and target specific audiences to show off product information, make announcements, and more.
- Presently being implemented in cinemas to display showtimes, electronic posters and movie information such as trailers. Digital signage are also used as advertising panels.
- Over 10 different layouts to cater to various needs.



- Developed using Microsoft technology, EASI Digital Signage are installed in Malaysia, Hong Kong, Vietnam, Indonesia, Brunei and Timor Leste.
- Reliable, practical and cost effective.



## EASI TICKETING & EASI POS

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