

CINEMARK THEATRES & COCA-COLA

Streamlining the Coke Purchasing Process for Cinemark Theatres

The Problem

Cinemark USA's national procurement process for Coca-Cola fountain and Coca-Cola bottled products was manual and outside of their control. They needed to automate the process for their 300+ locations as well as bring their important beverage category under spend management.

The Solution

Automating the entire procurement process between Cinemark and Coca-Cola on Cinema Solutions resulted in accountability and responsibility at all levels for order, receipt, invoice, and reporting. It revealed problem areas and insight and allowed both Cinemark and Coca-Cola to save money on the financial tracking of their business together.

“Putting our procurement with Coca-Cola onto the Cinema Solutions platform enabled us to manage our beverage category more effectively, saved time and money, and improved our relationship with Coca-Cola.”

Greg Muse, Financial Systems Manager
Cinemark USA

Case Profile:

Customer:

Cinemark USA, Inc.
Plano, Texas

- 3rd largest cinema chain globally
- 315 remote locations in the US, 399 locations including international

Coca-Cola Company
Atlanta, Georgia

- Largest beverage company in the world
- Most extensive distribution system in the world

Industry:

Cinema & Exhibition

Solution:

Cinema Solutions - ReactorNet's industry leading Purchasing Management Solution for cinema industry buyers and their suppliers

Highlights:

- Replaced manual PO process
- Automated full PO lifecycle to electronic format
- Integrated EDI solution with Coca-Cola and Cinemark
- Real-time business intelligence for both parties