



Case study
Movie Park Germany

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Wouter Dekkers, General Manager, Movie Park Germany

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When the management team at independent theme park Movie Park Germany sought a new IT environment, it was seen as crucial to driving the venue’s performance. In addition to new ticketing and POS software, the system had to interface to the park’s new ERP and HR systems. Clarity exceeded the original requirement, applying its multi-sector customer environment expertise to deliver advanced functionality, better reporting and greater business transparency.

- Speed and ease of use enhance productivity & service
- Powerful ticketing, food & retail-specific POS tools
- Enhanced management reporting
- Streamlined interfaces to third party HR & ERP systems
- Training & maintenance costs minimised

Client

Movie Park Germany is a well established, independent theme park situated near Düsseldorf, Germany. With strong local market recognition, it operates within the StarParks group, created when private equity firm Palamon Capital Partners bought the business from Six Flags in 2004. The park attracts approximately 1.5m visitors annually, employs 85 full-time and 800 seasonal staff, and operates 15 shops and 24 restaurants.

Brief

The park’s management team, led by General Manager Wouter Dekkers, knew that a better IT environment could drive improved business results, and decided to address this as part of a wider modernisation programme.

Wouter Dekkers comments, “Interfacing the proposed new POS and Ticketing solutions with our existing systems was a major challenge. We selected Clarity not only because of their well-proven, market specific software applications, but also because we were impressed by their approach to the interfacing requirement.”

Clarity’s European Sales Director, Michel de Beer, comments, “The timeline was very short, and there were inevitable complexities to be faced in the multi-company collaboration effort that was required.”





Solution

The ClarityLive for Entertainment solution draws on Clarity's wider industry experience, connecting its learning from a range of related sectors. Its innovative POS software is already well established with multi-site theme park operators including Six Flags and Compagnie des Alpes. What made Clarity's proposition unique, though, was the ability to provide this as part of a wider, integrated solution.

For Movie Park Germany the Clarity solution allies advanced ticketing functionality with specialist tools developed for the retail and food service/hospitality industries. The outstanding customer interface maximises speed and ease of use, and minimises staff training requirements.

On the ticketing front, Clarity's solution delivers the flexibility essential to modern day park operators, including;

- General admissions
- Call centre bookings, including large group entries (tickets printed live at till)
- Bookings through third party agencies
- Online customer bookings
- Self-service kiosk ticket purchase and collection
- Annual passes

Further frontline advantages include the linking of tickets to entrance turnstiles and the provision of staff photo passes – everything is built to support enhanced efficiency and customer service. Clarity also supplied a range of implementation and integration services, with onsite support and training provided by specialist staff. An ongoing support and maintenance contract includes 3rd line support.

Results

ClarityLive for Entertainment's advanced POS and ticketing functionality has been successfully integrated with Movie Park Germany's Exact ERP system. The exceptionally short project timeframe allowed no time for pre-deployment testing and inevitably lead to isolated issues arising in the first weeks of park opening. However, Clarity's implementation team kept the park operational at all times and collaborated closely with the park's management to resolve issues successfully.

The resulting solution means that the entire Movie Park Germany estate is now run on just three applications (ERP, HR, and ClarityLive for Entertainment) – minimising maintenance and total cost of ownership. This approach also creates outstanding business reporting and transparency across all the park's key sales activities.

Wouter Dekkers of Movie Park Germany said, "Reporting across our ticketing, concessions, food and retail related activities has been significantly enhanced. This is invaluable to our efforts to improve decision making and profitability."

Clarity's Michel de Beer concludes, "Movie Park Germany has been a challenging project due to the tight timescales involved, but we were always confident that the exceptional flexibility of Clarity's software would deliver the results we promised. Movie Park Germany now has a state-of-the-art solution to drive its commercial activities, showing that our software is as effective for individual theme parks as it is for larger, multi-site concerns."

“The timeframe created pressure on every front, but the Clarity guys responded positively to the situation and their commitment ultimately ensured a successful conclusion.”

Wouter Dekkers,
Movie Park Germany.



Experience is everything

Paterson House
Hatch Warren Farm
Hatch Warren
Basingstoke
RG22 4RA, UK

info@claritycommerce.com
T: +44 (0) 1256 365 150
F: +44 (0) 1256 365 180

www.claritycommerce.com