



ENTERTAINING
SINCE 1928
WWW.CLASSICINEMAS.COM

Case Study

It's Showtime!

Classic Cinema Presses Play On (Better Connectivity/RocketFailover®)

Welcoming movie fans of all ages and backgrounds, Classic Cinema is a widely loved chain of theatres, keeping the classic spark of the movies alive. Coming into ownership in 1978, the Johnston family has spent the past 44 years creating an atmosphere of enjoyment and entertainment throughout their locations. Classic Cinemas is based in Downers Grove, Illinois, and has 15 movie theatres and 131 screens spread across Illinois and Wisconsin. The movie theatre franchise prides itself on offering innovative pictures and sound technology to provide its guests with an extraordinary experience.

The Challenge

With multiple locations spread across two states, Classic Cinema deals with various Internet Service Providers, influencing their theatre operations. Like many other businesses, staying online for Classic Cinema means sales, growth, and an amazing customer experience.

However, classic Cinema had been experiencing connectivity issues with POS systems, rewards programs, and online ticket sales and was looking for a seamless failover solution to prevent further issues. These different components rely on connectivity and the Internet to stay productive and help the day-to-day running of the business. For example, if Classic Cinemas' system went down and they could no longer access their online ticket sales platform, this would be a huge revenue loss for the business while also frustrating their customers.

Our engineers recognized Classic Cinemas' need for a seamless backup Internet solution to protect their business and customer satisfaction.



Classic Cinemas Internet Continuity Requirements

1. Multi-location connection monitoring and management so all theatre locations can be monitored from one spot.
2. Technology that is easy to use and has simple installation so all members of the Classic Cinema team can effectively use the technology.
3. A reliable connection that is ready to use when needed and automatic.

The Solution

RocketFailover Fusion™, a RocketFailover® solution built for multi-site businesses, was the ideal solution for Classic Cinema. With their multi-location status, Fusion enables Classic Cinema to stay online and allows staff to view the iStatus® monitoring dashboard of their networks from anywhere without being physically present. iStatus is an intelligent monitoring feature of RocketFailover that provides online and on-the-go access to a top-down organizational network view, rich historical analytics, and common-language alerts for Classic Cinema.

Fusion is a low-cost option for businesses with dual-WAN capable firewalls or businesses with more complex networking needs. Fusion is designed for control by maintaining cloud connectivity uptime to an Internet point of sale system. As the world's leading backup Internet solution, when a business's primary Internet connection fails, RocketFailover automatically routes traffic to your backup connection. Complete with alerts showing connectivity status, Classic Cinemas made a proactive decision to choose Akative RocketFailover, effectively keeping their business online 24/7.

The Implementation

With our Live-In-Five installation, we were able to install RocketFailover in just a few minutes without interrupting the day-to-day business of the theatres. As a result, RocketFailover was able to assist Classic Cinemas in eliminating Internet downtime across their theatres in Illinois and Wisconsin, and they saw their investments paid off quickly. Additionally, with the implementation of RocketFailover Fusion, these locations can now ensure business continuity for their brand.



The Results

After the deployment of RocketFailover Fusion, Classic Cinemas theatres experienced a high-performance solution allowing them to stay connected. Staff found it easier to use POS systems and had fluid ticket sales with no downtime or struggles. This efficiency and stability enable the customers to have a satisfactory visit while also adding a layer of security for the staff. Classic Cinemas have been easily able to process countless transactions a day without hiccups using RocketFailover Fusion.

