

Stream, Store, and Discover: Revolutionise your cinema operations with Vista Horizon – delivering real-time data insights that empower you to make informed decisions faster.

Vista Horizon is designed to provide you with greater insights into your circuit performance. By providing data insights in real-time, Vista Horizon allows you to use all your cinema business-related data to make informed decisions about your operations, to shape the best experience possible for your customers and react to market changes immediately as they unfold.

Highlights:

- Easy access to complete, full circuit data including your entire circuit history.
- Deeper, real-time insights across all of your sites.
- Transaction-level data you can trust to be reliable and accurate.
- Vista will host and manage your data.
- Access in one location, and with visibility on your mobile.

Vista Horizon has three main components: **Stream, Store, and Discover**. With them, you can stream data around your circuit in real-time, store all your operational and activity data in the cloud, and discover insights from your data with easy-to-use tools.

Stream in real-time

Stream provides easy connection to your operational and activity data in real-time. Data from your entire circuit history (whether that is 6 months or 15 years-worth), as well as the live data as it is unfolding, can all be used, viewed, and compared, giving you deeper insights into the market at your cinemas and its actions across all of your sites. Horizon streams your data in real-time, so you see trends immediately as they happen, rather than retrospectively.

Store all your information in a single destination

Vista Horizon stores all of your data across your cinema circuit in the cloud as a single source repository for your information. Stored in full detail, your data is accessible at any time to provide troves of information for deep, powerful analysis. The repository handles all of the data from Head Office – Box Office, Concessions, Payments, Cashiers, Loyalty, and more. Horizon can store many other forms of data too, such as data from theatre management systems, Numero, payroll, and even third-party inventory

systems. Leveraging third-party systems is painless with Horizon, as the framework it is built upon is capable of ingesting data both from Vista systems and third parties seamlessly.

Discover what your data can offer

Vista Horizon makes your data easy to understand. Through visualisation tools, you can make sense of terabytes worth of operational and activity data as soon as it comes in, without the need to wade through raw data to find its meanings. Horizon comes equipped with both predefined dashboards, as well as the capability to completely customise your own. You get the best of both worlds with fantastic out-of-the-box options, and the ability to completely curate loyalty or other data dashboards just the way you may want them.

User-friendly views and tools mean the mapped and audited data lets you analyse and draw decisions easily from your transaction data, business KPIs, and real-time information, so you can focus your time on reacting to it rather than deciphering it.

Horizon means you don't need to be an expert in the technical side of things to be able to make sense of all the information coming in from your circuit.

Uncover your loyalty possibilities

Loyalty activity and member data can drive the customer experience; from how a loyalty member makes purchases to the types they make, knowledge of their decisions empowers you to shape how they interact with your cinema. Horizon allows comparison of loyalty member and non-member data at a granular level side-by-side – no need to export or reformat data from different places to compare them, Horizon provides it all in easy direct and detailed comparison.

With this analysis of loyalty data, Horizon can help you to drive revenue, increase customer visiting frequency, and target the right segments of your audience for your offerings.

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Vista Horizon

