

# Cinemark upstages competition, improves forecasting with Anaplan

Movie theater chain adopts planning tool to support  
statement planning and forecasting processes



**USE CASE:** Financial  
Planning & Analysis



**INDUSTRY:** Entertainment



**PREVIOUS SOLUTION:**  
Essbase & Excel



**PAIN / NEED:** Inherent  
limitations of Excel



**REGION:** Americas / Asia

Cinemark Holdings, Inc. is an American movie theater chain with hundreds of locations throughout the Americas and Taiwan.

## PROJECT OVERVIEW

Before Akili and Anaplan, Cinemark experienced inefficiencies with Excel and sought a solution that allowed for timely and less resource-intensive planning and reporting capabilities.

Cinemark needed to improve their ability to update and distribute centrally managed information at the theater level and report at rolled-up and aggregated levels in a timely fashion, once theater level updates were made.

The Anaplan solution supports Cinemark's income statement planning and forecasting processes.

Akili implemented a solution with a dynamic planning model that allowed Cinemark to make changes to business drivers and see results in real time. The solution eliminated their server, significantly reducing manual input time for operations and other department heads.

## KEY SUCCESS METRICS

For a basic metric used in calculations throughout the entire planning process, the legacy process took multiple people two days to determine the impact. Now, the answer is instantaneous.

The final phases of planning required approved changes to be submitted in a manually intensive effort that was error prone and did not necessarily tie the individual location budget back to the overall budget. Anaplan removed steps, simplified the process, and ensured consistency between all levels of the budgeting process.

Cinemark now has improved alignment with business partners on key metrics that drive financials to enable improved P&L accountability, a monthly forecast model based on KPI inputs from the business and streamlined ops review and approval process of theater budgets to quickly identify changes and take action.



Akili (pronounced (uh • kē' • lē) meaning "Knowledge" in Swahili) is a business management and technology consulting firm founded in 1992. Our core purpose is to assist our clients in improving the performance of key business processes through a holistic approach to process optimization that delivers solutions with a balanced focus on people, process and technology opportunities.

Akili delivers industry-focused solutions for Global 2000 companies. Akili's consultants have functional and technical expertise, project management skills, solution architecture, application configuration, data management, integration and training skills.

Whether clients are looking for an on-premise or a cloud-based solution, Akili can deliver the best combination of technology and consulting to ensure our client's business objectives are met.

Akili is headquartered in Dallas, with locations in Houston and Denver. Our clients span the continental U.S.

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