

case study

INMOTION PICTURES



Client Name: INMOTION PICTURES

URL: www.inmotionpictures.com

Launch Date: December 2001

Overview:

InMotion Pictures, the portable entertainment company, rents DVD's and players to travelers in airports around the country. The InMotionPictures.com project offers customers an online reservation system that streamlines the reservation process minimizing wait times and unnecessary lines.

Business Need:

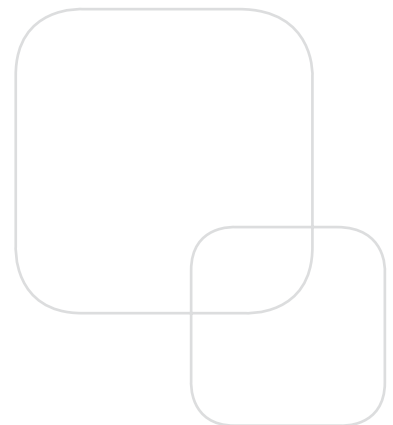
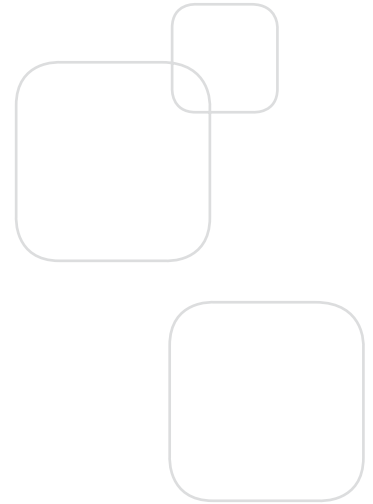
With growing lines and long waits in the nation's airports becoming more common, InMotion wanted to enhance their customer's experience by providing an alternative online reservation process. Customers should be able to browse movie selections and availability, check account history, set email reminders, interact with customer service and receive information on new releases and airport openings.

Solution:

Capernaum partnered with InMotion Pictures to quickly deliver an alternative, online reservation system. InMotionPictures.com eliminates offline hours and reservation logistics by providing reservation and account information 24/7. Additionally, Capernaum integrated the new online system with InMotion's legacy systems in order to launch the site with customer information readily available for them. Designed for the end user, Capernaum created an interface that simplifies the reservation process, the search for information, and the management of account information and history. Transactions take place quickly and efficiently provide information to the customer and InMotion's core systems.

Key Site Features:

- 24/7 reservation access, order history and account information
- Dynamically generated movie title and information search
- Email reminders and instructions
- Alerts for new releases and airport openings



Results:

InMotion Pictures has seen its reservations through the web triple since the launch of its new site. Wait times at the local kiosks have been greatly reduced. Customers simply show identification in order to pick up already reserved movies and players and can spend time during flight delays or cancellations watching. By eliminating the need for customers to rent movies at the kiosks and empowering customers to plan entertainment into their trip, InMotion Pictures has seen repeat rentals from customers dramatically increase.

Technology:

The InmotionPictures.com architecture is built on the Microsoft Windows 2000 platform and Microsoft SQL Server 2000 database software. The middle tier of Navision integration uses the Microsoft Component Object Model, and the application tier was constructed using Microsoft Visual Basic and Active Server Page scripting. Connectivity with the InMotion Pictures Navision system is enabled through the use of Microsoft Message Queues, and the site is hosted internally at InMotion Pictures data center.