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EDI Goes to the Movies with Regal Cinemas and Dynamics AX

Their Challenge

Regal Cinemas has experienced solid growth, but to continue uninterrupted growth they needed an EDI system that would grow with them. Data Masons EDI was the perfect solution, with tight integration for Dynamics AX.

An added benefit is that Data Masons is ready when they are to help them seamlessly move from Dynamics AX to Microsoft Dynamics 365 for Operations with no EDI interruptions.

Regal Cinemas Ensures Customers Get Their Complete Movie Experience Seamlessly

Regal Entertainment Group (NYSE: RGC) operates one of the leading and most geographically diverse theater circuits in the United States, consisting of 7,310 screens in 565 theaters in 42 states along with Guam, Saipan, American Samoa and the District of Columbia. The company operates theaters in 46 of the top 50 U.S. designated market areas. Their goal is to assure that the size, reach and quality of the company's theater circuit provide its patrons with a convenient and enjoyable movie-going experience.

A "No-News-is-Good-News" Story

"It really has been a case of no news is good news," exclaims Regal Business Analyst Joe Geist, speaking of the system transitions Regal has had over the past few years. "We've tripled our number of trading partners."

Many may not realize all the purchasing and receiving logistics required to operate a movie theater, much less 600 of them. A variety of foods, snacks, beverages, and other consumables are constantly being ordered in tremendous volumes. Any delay or failure will almost instantly turn into unhappy guests. Managing all of the materials that flow through a theater complex requires shelving and fixtures, boxes, crates, and other containers.

The continuing growth of their theater network caused Regal to transition away from their existing purchasing system and implement Dynamics AX for Financials in 2013. Geist explains, "We predominantly needed an order processing solution for our many food service vendors."

"Kind of" EDI

"We added the entry modules in 2016," recalls Geist, who describes their method for electronic document interchange (EDI) as being "kind of EDI" at that time, a home-grown solution that sufficed for their current volume, but wouldn't continue to scale with them. They needed a fully-featured EDI solution that worked well with their Dynamics AX implementation.

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- Joe Geist, Regal Business Analyst

One thing which the Regal team noticed was **that the Data Masons team really understood EDI and the flow of documents,** and recommended many options which Regal has used with great success.

Geist reviewed several possible EDI solutions, and ultimately decided on Data Masons EDI upon a suggestion from a new implementation partner. "We were entering into an agreement with SPS Commerce to do all of our purchasing, and they had worked with Data Masons frequently. It just made sense for us to use both, since they were obviously very willing and able to work together."

A Quality Collaboration

According to Geist, the partnership between SPS and Data Masons has worked out extremely well. "The way they developed the maps has worked well," he comments. "From Graingers, to our food service vendors, the design developed when we first started has worked for all of them. I credit both partners with thinking ahead so we didn't have to make a lot of changes."

The work accomplished by Data Masons working in concert with SPS has helped Regal with many of their internal processes. "I had some EDI experience in the past, but very few of our people did," explains Geist. "The whole concept was new to the business from EDI standpoint. We weren't aware of all the documents available and all of the standards. Data Masons and SPS were very forthcoming with what they had seen others use, which really helped."

Regal Cinemas on Data Masons – The Reviews are In!

"We would strongly recommend them as a partner to integrate EDI documents into Dynamics AX," reports Joe Geist. "They're very responsive, which is something we've had issues with when using other partners. Any time we have a request for changes in to Data Masons, we get a response within a day or so. They're very knowledgeable. They really understand EDI. They really understand the flow of docs. They have recommended many options that we have used with great success."

Regal will next be upgrading to Microsoft Dynamics 365 for Operations. Says Geist, "The good news is that Data Masons will be ready to go when we are."

EDI Made Simple

EDI is all we do at Data Masons. Embedded EDI providers are often programming companies that work on many different projects other than EDI, which can cause them to lose focus. We're solely focused on EDI.

The nature of using EDI to process transactions requires the flexibility to move and adjust quickly. If a customer cannot move fast enough, this can result in significant chargebacks for non-compliance. With Vantage Point EDI, adjusting the configuration of the solution takes a fraction of the time it takes to program new code, which allows customers to be quick and responsive.

For more information about how to put Data Masons EDI to work making EDI simple in your company, **contact us** at **datamasons.com** and learn more about EDI and ERP integration in our **executive briefs**.