



Case Study

Logistical and Technical Solutions Digital Signage Technology



Leading movie theatre advertising company decreases customer downtime, gains bi-coastal services partner.

Challenge

National CineMedia (NCM) was frustrated with its slow and costly repair processes and began to search for alternative options. NCM had failed equipment returned to its Denver HQ initially and then reshipped to its various repair vendors. Repaired product then came back to Denver and into a safety pool maintained there where daily trouble tickets created demand for replacement shipments across 48 states supporting ~20,000 auditoriums.

Solution

Mendtronix (MTI) was selected as NCM's complete outsourced repair solution utilizing its Atlanta and San Diego operations. Key value adds included direct equipment shipments in from the theaters and management of NCM's repairs, safety stock, and fulfillments back to each theatre. Additionally, trouble tickets submitted as late as 4:00 PT were shipped the same day for overnight delivery across the country.

Results

NCM gained a bi-coastal partner and with a heavier concentration of theaters east of the Mississippi, shipping costs were significantly reduced. MTI maintained an on-hand inventory of replacement parts and the capability of advanced board repairs. Turnaround times improved, aftermarket costs decreased, and savings were passed along to NCM's customers. Over time, MTI was given additional digital signage products which helped expand the company's product portfolio.

About National CineMedia (NCM)

National CineMedia operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The NCM Cinema Network and NCM Fathom Events present cinema advertising and events across the nation's largest digital in-theater network, comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc., Regal Entertainment Group and other leading regional theater circuits.

About Mendtronix Inc. (MTI)

MTI is a value-added 3PL with vast technical services including contract assembly and repair capabilities serving multiple vertical markets via three strategic locations in Atlanta GA, Pittsburgh PA and San Diego CA.

"Mendtronix's customized services and bi-coastal sites keep our equipment up-time high and our logistics costs low."

- National CineMedia



Order Fulfillment



Repair



Shipping



Warehousing



Atlanta | Pittsburgh | San Diego

858.726.0200

www.mendtronix.com



* ISO 13485
Pending
(Jan 2018)