



# Medius AP Automation is a blockbuster hit for Cineplex



Case study



# The company

Cineplex (TSX:CGX) is a top-tier Canadian brand that operates in the Film Entertainment and Content, Amusement and Leisure, and Media sectors. As Canada's largest and most innovative film exhibitor, the company operates a favorite destination for 'Eats & Entertainment' (The Rec Room), complexes designed for teens and families (Playdium), and an entertainment concept that brings movies, amusement gaming, dining, and live performances together (Cineplex Junxion). It also operates businesses in digital commerce (CineplexStore.com), alternative programming (Cineplex Events), motion picture distribution (Cineplex Pictures), cinema media (Cineplex Media) and digital place-based media (Cineplex Digital Media). Cineplex provides entertainment through a circuit of nearly 170 movie theatres and entertainment venues and employs over 10,000 people.

# The challenges

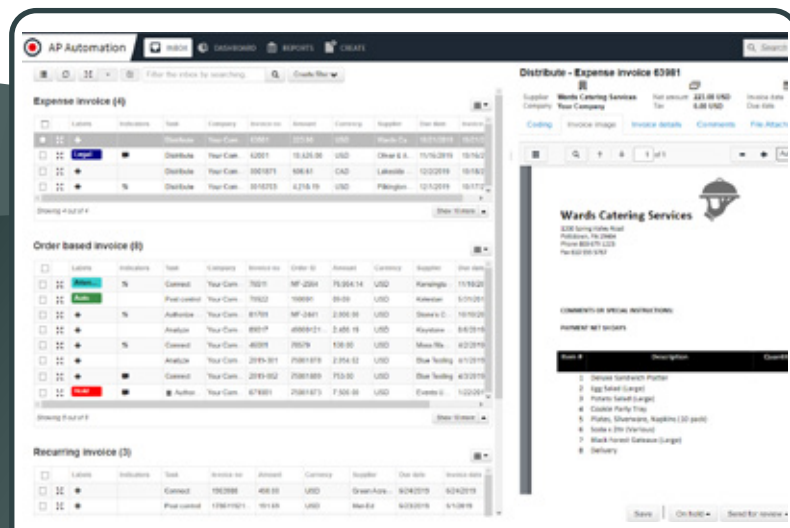
Prior to implementing Medius, the Accounts Payable process for Cineplex was completely manual. This, according to Finance Vice President Sean McKenna, presented numerous challenges.

First, a paper-based system required time-consuming data entry. With numerous offices throughout the country, invoices were routed for approval and ultimately digitized for storage. These steps added significantly to the invoice processing time. While the process was effective, the team noted that using “a 19th-century system to run a 21st-century business”, was not *efficient*.



# The product

**Medius AP Automation** transforms paper-based invoices into digital workflows so they can be managed and paid on time. Using sophisticated AI, ML, and OCR, the solution electronically captures, digitizes and processes invoices, regardless of the complexity or format. It eliminates manual tasks that increase risk of fraud and prevent teams from getting work done.



# The solution

Recognizing the need to modernize, Sean McKenna organized a systematic vetting to identify an AP Automation solution that would save time, reduce costs, and most importantly, be easily adaptable for the team. It was important to conduct a complete and thorough evaluation, addressing both the current challenges and future needs of the business.

The team used a formal RFP process, starting with a lengthy list of suppliers and narrowing it down to those that were asked to present their solution to Cineplex operations, finance, and procurement stakeholders.

In the end, Medius checked all the boxes. Cineplex was extremely impressed with the easy, intuitive nature of the solution. “We didn’t want

staff to feel like they were interacting with an ERP,” notes McKenna. “We wanted a digitally beneficial experience from the user perspective as well as a solution that would integrate easily with existing software. Our goal was to select an interface that demonstrated immediate benefits to users. And that was clearly Medius.”



Previously we had approval and coding happening in 160 sites across the country. Now we can do it simply and easily in Medius.

Sean McKenna, Finance Vice President

# The results

McKenna explains that going live with Medius was “super smooth” and Medius was excellent from both a personnel and process perspective. Best of all, Cineplex required virtually no training. “We prepared a training manual, but found that it simply wasn’t needed. That was one of the most important reasons for choosing Medius in the first place,” says McKenna.

With Medius fully implemented, the department increased invoice processing from 120,000 to 150,000 per year without the need for additional headcount.

Medius’ intuitive AI and OCR facilitated the approval process and eliminated the need for printed invoices. This resulted in tangible savings in the cost of paper, couriers, and storage facilities.

Previously, invoices arrived in one office and were then sent to another office across the country for processing. This delayed payments, made supplier relationships more challenging and limited control of cash flow management. Now, with greater visibility, Cineplex can better manage cash flow and improve relationships with its vendors.



As we had hoped, the AP team embraced the platform and loves using it. We continue to collaborate with Medius Customer Success to further improve and add additional layers of automation. And we always find extremely useful tips and tricks in the Medius Success Portal.

Suzy Vercillo, AP Manager

# The conclusion



Feedback from staff is 100% positive. With mobile capabilities, Medius is always with them wherever they go so they can manage their work anytime, anywhere.

Sean McKenna, Finance Vice President

Medius not only met, but **exceeded** expectations. “We see Medius as an enabling technology,” explains McKenna. “It helps operations and other managers reduce their administrative burden, which has been a huge improvement.”

Medius helped Cineplex reach its goal of eliminating manual data entry and providing significant savings in labor. These improvements have allowed staff to perform more value-added and personally fulfilling projects within the company.

With the success of Medius APA, Cineplex has since added the Medius Contract Management solution.

“We’ve recommended Medius to others and will absolutely continue to do so.”

# About **Medius**

Medius AP management software replaces the work and worry of invoices with AI and automation. Medius goes far beyond basic automation by using artificial intelligence to do the work - so invoices get coded, approved and paid, and your business can trust your budgets and forecasts without the fear of potential fraud. And you won't have to worry about implementation and ongoing administration costs, because you'll start seeing the value immediately and the innovation won't stop. To learn more, visit [medius.com](https://medius.com).





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