



## CASE STUDY

# Planeta Kino Digital Transformation: A Multi-Platform Success Story

**Location***Ukraine***Industry***Entertainment***Engagement model***Managed Service***Architecture***Microservices and GraphQL API***Tech stack***Node.js, Typescript,  
NestJS, GraphQL, Swift,  
PostgreSQL, AWS  
services, Nuxt, Kotlin***Team size***2 Project Manager, 2 Android  
Developers, 3 Backend Developers,  
Full-stack, 2 QA, 2 iOS Developers,  
Tizen Developer*

## CLIENT PROFILE

In an era where traditional cinema faces unprecedented challenges from streaming services and changing consumer behaviors, Planeta Kino, Ukraine's premium cinema chain, partnered with Brightgrove to revolutionize their digital presence.

This comprehensive transformation involved modernizing multiple customer-facing platforms while maintaining business continuity for their cinemas network and premium viewing experiences.

---

These factors made digital transformation a strategic priority for maintaining market leadership and ensuring long-term competitiveness:

### Market Position

- Operates 10 modern cinemas and 4 premium cinema-restaurants across major Ukrainian cities
- Employs approximately 500 people across all locations
- Maintains a robust loyalty program with over 700,000 active members
- Handles more than 60% of ticket sales through digital channels
- Exclusive provider of IMAX and 4DX technologies in the region

### Business Innovation

- Pioneered premium cinema-restaurant concepts in the market
- Implemented innovative self-service models for concessions
- Established new standards for premium viewing experiences
- Maintained market leadership despite industry disruption

### Industry Context

- Increasing competition from streaming platforms
- Evolving consumer preferences and expectations
- Need for technological advancement in traditional cinema operations
- Growing demand for premium and personalized experiences
- Market pressure to enhance operational efficiency

---

## CHALLENGE

The collaboration between Planeta Kino and Brightgrove began in late 2020, initiating a comprehensive digital transformation journey that continues to deliver value. What started as a technical audit and evolved into a strategic partnership, with Brightgrove becoming an integral part of Planeta Kino's digital innovation strategy.

As Ukraine's leading cinema chain, they faced several critical challenges:

- Legacy systems that had evolved organically over time, creating technical debt and maintenance challenges
- Multiple disconnected platforms serving different business functions
- Need for a unified digital experience across web, mobile, and point-of-sale systems
- Complex business requirements including loyalty programs, premium formats, and specialized viewing experiences
- Integration requirements with multiple third-party services and payment systems

---

## SOLUTION APPROACH

### Strategic Planning and Architecture

Brightgrove began with a comprehensive technical audit to understand the existing infrastructure and identify opportunities for improvement. Our team then designed a modular, scalable architecture that could support both current operations and future growth.

### Multi-Platform Development

The solution combined five major platforms:

- Modern responsive website
- iOS mobile application
- Android mobile application
- Smart TV applications
- Point-of-sale system for physical locations

### Key Technical Achievements

- Implemented a modern, modular architecture supporting multiple client applications
- Developed new backend services with improved scalability and maintenance
- Created unified authentication and user management systems
- Integrated complex booking and payment processing systems
- Implemented real-time inventory management across all platforms

## PARTNERSHIP EVOLUTION

Over the multi-year engagement, the partnership has grown from initial technical audit to comprehensive digital transformation:

### Phase 1 (2020–2021)

Technical audit and architecture planning

### Phase 2 (2021)

Core platform development and modernization

### Phase 3 (2021–2022)

Multi-platform expansion and integration

### Phase 4 (2022–2023)

Development of integrated digital ecosystem

### Phase 5 (2024)

Major platform-wide release including:

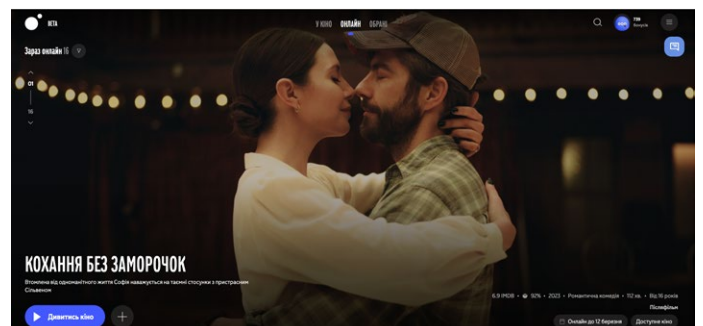
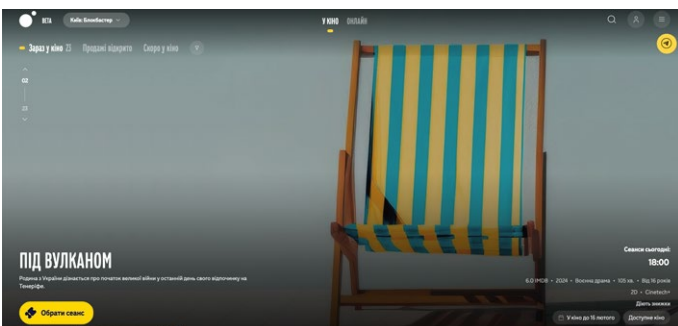
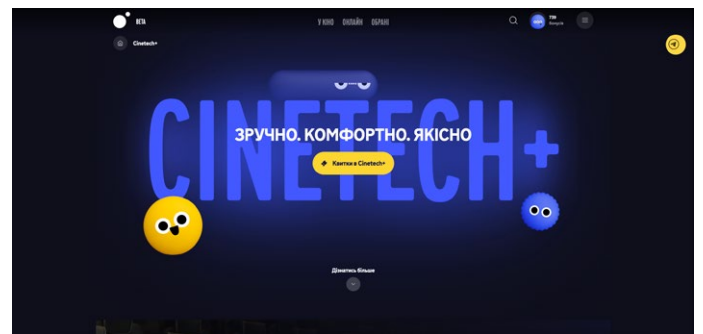
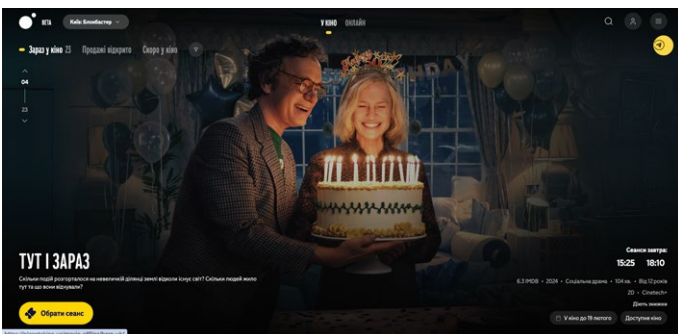
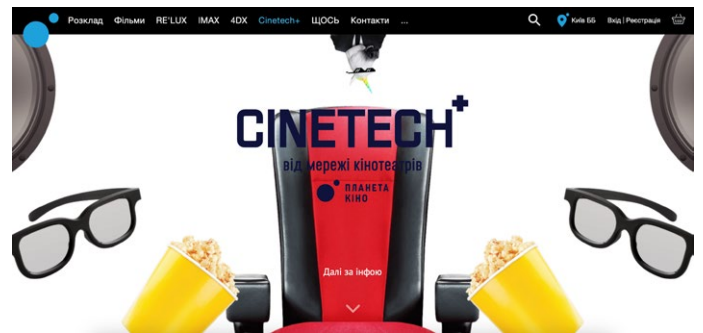
- Complete redesign and modernization of web platform
- New iOS and Android mobile applications
- Smart TV applications for streaming services
- Advanced point-of-sale system for physical locations
- Comprehensive admin panel for business operations
- Integration with financial systems and reporting

## KEY PLATFORM COMPONENTS

The 2024 release delivered five major integrated platforms: Modern Web Platform, Mobile Applications, Smart TV Ecosystem, Point-of-Sale System, Administrative Systems.

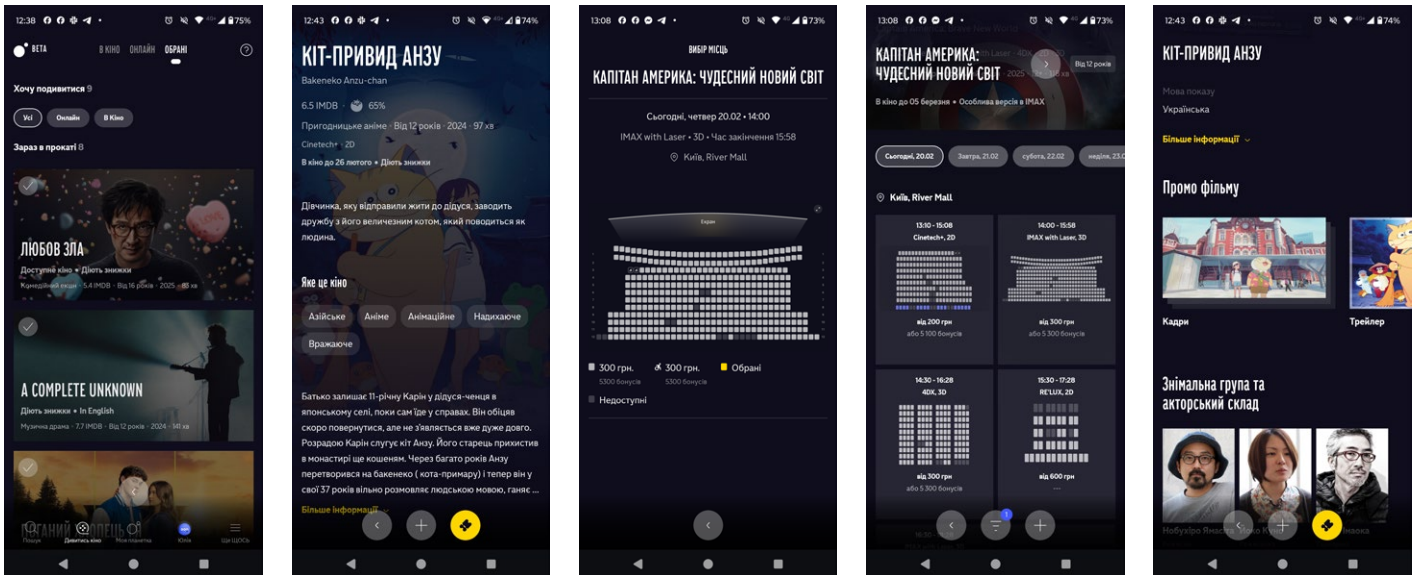
### Modern Web Platform

- Complete redesign with enhanced user experience
- Integrated ticket booking system
- Loyalty program integration
- Real-time seat selection



## Mobile Applications

- New iOS and Android apps
- Seamless cross-platform experience
- Mobile-first booking experience
- Push notifications and user engagement features



## Smart TV Ecosystem

- Android TV application
- Online streaming service integration
- Curated content delivery
- Premium viewing experience

## Point-of-Sale System

- Modern cashier interface
- Customer-facing displays
- Real-time inventory management
- Integrated payment processing

## Administrative Systems

- Comprehensive management dashboard
- Advanced reporting capabilities
- Content management system
- Financial integration
- Movie scheduling and programming tools



## PROCESS IMPROVEMENTS

---

- Established structured development processes and quality assurance procedures
- Implemented automated testing and deployment pipelines
- Created comprehensive documentation for all system components
- Set up efficient communication channels between technical and business stakeholders

## LONG-TERM PARTNERSHIP EXCELLENCE

---

The project demonstrated strong project management capabilities:

- Successfully coordinated with multiple stakeholder departments including finance, marketing, and operations
- Managed a mixed team of client and Brightgrove developers, fostering knowledge sharing and collaboration
- Implemented agile methodologies adapted to client needs
- Maintained clear communication channels and expectation management throughout the project

## RESULTS WE DELIVERED

---

The transformation has delivered significant improvements across Planeta Kino's entire digital ecosystem:

### Unique Innovation: Hybrid Entertainment Model

A standout feature of the transformation was the integration of traditional cinema operations with digital streaming services. Planeta Kino pioneered a unique hybrid model that includes:

- Traditional theatrical releases in premium formats (IMAX, 4DX)
- Curated online streaming platform
- Smart TV applications for home viewing
- Integrated loyalty program across all platforms
- Unified customer experience across physical and digital touchpoints

This innovative approach positions Planeta Kino at the forefront of cinema evolution, adapting to changing consumer preferences while maintaining their premium brand position.

### Complex Stakeholder Management

The project required coordination across multiple stakeholder groups:

- Multiple business departments (Finance, Marketing, Content, Analytics)
- Technical teams (both Brightgrove and internal)
- Theater operations staff
- External vendors and service providers
- Marketing and promotional teams

Success required careful alignment of all stakeholders, particularly during the crucial 2024 release phase.

### Technical Benefits

- Modernized technology stack across all platforms
- Improved system reliability and maintainability
- Enhanced security and performance
- Streamlined deployment processes

### Business Benefits

- Unified digital experience across all platforms
- Improved customer engagement through modern interfaces
- Enhanced ability to launch new features and promotions
- Better integration between online and offline operations

### Key Success Factors

- Strong collaboration between client and Brightgrove teams
- Careful planning and phased implementation approach
- Regular stakeholder communication and alignment
- Focus on maintaining business continuity during transformation
- Flexible adaptation to changing business requirements

## WHAT HAPPENS NOW

---

The partnership continues to evolve, with new features and improvements being regularly implemented. Current focus areas include:

- Enhanced reporting and analytics capabilities
- Advanced user experience optimizations
- Integration of emerging cinema technologies
- Continuous platform optimization and refinement

## CONCLUSION

---

This long-term partnership showcases Brightgrove's ability to not only handle complex, multi-platform digital transformations but also maintain and evolve these systems over time. Starting from late 2020, the successful collaboration demonstrates our capability to deliver comprehensive solutions that address both immediate technical challenges and long-term business objectives in the entertainment industry. The sustained partnership highlights our commitment to client success and ability to adapt to changing market conditions while maintaining high standards of quality and effective stakeholder management.

**Ready to take the next step?**

**Reach us today at [info@brightgrove.com](mailto:info@brightgrove.com)**