

## FOR IMMEDIATE RELEASE

**Times and Titles leverages CloudGenera CloudRank™ platform to reduce costs, improve scalability and increase profitability for their SaaS offering.**

CHARLOTTE, NC, September 3, 2015 -- Four years ago, Times and Titles was voice over IP application service founded in an effort to reduce the ongoing cost increases experienced by theatre operators associated with their showtime phone listing processes. The infrastructure currently processes about 250 thousand calls per month and has historically been hosted on a co-location manual chain of systems/solutions. Through this phone service, theatre operators and owners are provided with a solution to decrease operational costs while also providing statistical reporting.

In effort to keep up with the times and to further grow the business, Dan Carter Advisors was engaged to stop customer attrition, increase customer acquisition and bring back the callers for theater operators. An outside IT advisor was assigned to review the business needs, evaluate the value to clients, and the possibility to reduce capital costs to the core business within Times and Titles. The IT advisor discovered that customers were looking for new feature sets but the current total cost of ownership made it prohibitive for Times and Titles to innovate as the majority of their budget was allocated to maintenance and support of the existing infrastructure. The suggestion was then made to adopt the cloud and to automate showtime listings directly from the point of sales systems; as well as to begin recording statistics on callers to allow theatres to market directly to repeat callers.

Following the suggestion to migrate to cloud, Dan Carter Advisors, contacted CloudGenera to assist in understanding and generating necessary justifications to make the change. With the use of CloudGenera's CloudAssist™ offering, Times and Titles was able to evaluate business needs while comparing these needs with current cloud market offerings. CloudGenera's reporting allowed the comparison of cloud vendors, while at the same time gauging risk, security and technology, and even return on investment potential. The analysis also took into consideration how dynamic applications can drive cost up or down which was critical for Times and Titles.

Still, how do you bridge the gap between CxO executives, IT managers, and consultants? It is always essential to provide information that concisely and accurately demonstrates the justification for change. "Taking an enterprise software like CloudGenera's CloudAssist and applying it to a small business was eye opening. The output of the software stated that a migration to cloud would cut Times and Titles annual capital expenses in half, providing great financial benefit to the owners of the business." said Eric Sigler of Dan Carter Advisors. Furthermore, through the use of CloudAssist, Sigler was able to demonstrate and quantify that utilization of the elastic scalability available through public cloud would further reduce Times and Titles technology expenses due to the variability of utilization on their platform. "Unlike a

traditional data center model where idle infrastructure is a lost asset, you only pay for what you use in the cloud. Times and Titles has significant variability in their utilization with meaningful peaks and valleys on a weekly basis. As such, leveraging a provider that offers elastic scalability can save them significant money in the long run” said Sigler. Upon review of Sigler’s findings, Dan Carter, a 40+ year CPA and IT business advisor, was quoted, “Impressive, we need to move to the cloud.”

Sigler states, “As an IT advisor myself, I was very impressed with the comprehensiveness and ease of use offered by CloudAssist. CloudAssist automated most of the manual research I conduct in cloud assessment engagements. It was very useful in helping to streamline the comparison of co-location, private cloud and public cloud services.” Leveraging the CloudGenera CloudRank platform Dan Carter Advisors was able to compare a number of cloud vendors evaluating details related to cost, security compliance, data privacy, user demographics, options for replatforming infrastructure for Times and Titles. At the push of a button Dan Carter Advisors was able to receive recommendations for the best infrastructure as a service (IaaS), platform as a service (PaaS) and software as a service (SaaS) alternatives to support their business needs. With report in hand, and Sigler’s added recommendation, the owners of Times and Titles were onboarded into a public cloud provider in August 2015.

Ultimately, the content provided by CloudGenera has influenced Times and Titles into adopting a PaaS business model. What was once a small niche business, only able to support 200 clients, has grown through the adoption of public cloud. Times and Titles will now be able to support thousands of clients and process thousands of statistics that will provide awareness to theatre operators with content that they have never seen before. By adopting cloud, the business is projected to cut their capital expenses by greater than 50% over the next three years.

#### **About CloudGenera**

[CloudGenera](#) provides a decision engine for cloud transformation -- simplifying and accelerating the adoption of the cloud. Our technology helps organizations eliminate the barriers they face when attempting to leverage the cloud by radically simplifying the decision making process. CloudGenera is focused on solving three aspects of cloud acceleration: Cloud Strategy, Cloud Transformation and Cloud Adoption

#### **About Times and Titles**

With Times and Titles there are no busy signals - EVER! Times and Titles offers movie hotline as a service for theatre operators across the United States. By leveraging Times and Titles, theatre operators can eliminate cost and maintenance associated with movie hotline operations. Times and Titles reporting provides theatre operators with visibility into their client behavior like never before - how many calls do we receive? Which dates and times are most popular? How do callers translate into ticket sales?

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Visit the company’s website at <http://timesandtitles.com> , contact Times and Titles at <http://timesandtitles.com/contact/>

NEWS SOURCE: Times and Titles

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