

# CASE STUDY



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## OVERVIEW

### Schulman Theatres Modernizes a Century of Entertainment with GoTab

Founded in 1926, Schulman Theatres has grown from a single-screen cinema into a family-owned chain of entertainment centers across Texas. Now run by fourth- and fifth-generation owners, the brand blends movies, bowling, arcades, and dining under one roof. But as offerings expanded, technology lagged. Long concession lines and disconnected systems slowed service and limited revenue. By partnering with GoTab, Schulman Theatres unlocked a flexible, integrated platform that unifies all revenue streams. QR code ordering, handheld tablets, and feedback reporting now deliver convenience and efficiency. The result: streamlined operations, faster service, and a modern guest experience that keeps Schulman competitive for its next century.

## COMPANY

Schulman Theatres

## INDUSTRY

Dine-in Movie Theater

## FEATURES

- All-in-One Point-of-Sale (POS)
- Mobile Ordering & Payment
- Handheld POS
- Manage Dashboard



## THE SITUATION

For nearly 100 years, Schulman Theatres has been synonymous with family entertainment. But as the company grew to include bowling, arcades, and scratch kitchens alongside its theaters, legacy systems couldn't keep up. Guests waited in long concession lines, managers juggled multiple revenue streams, and opportunities for higher sales were missed.

The Schulmans needed a single platform that could scale with their vision. After testing several options, they chose GoTab for its flexibility and partner-focused approach. The rollout began in Longview with QR ordering directly from seats. Guests immediately embraced the convenience, ordering food and drinks without leaving their movie.



**With GoTab, we're seeing triple or quadruple sales compared to our old QR code ordering system. Guests love the flexibility, and it gives us a single pane of glass for all our operations.**

**—Jacob Schulman, VP of Operations**

## THE SOLUTION

Unlike a previous QR platform that underperformed, GoTab delivered instant results—tripling single store sales in less than a month. Managers gained real-time visibility into guest feedback and sales data, while staff benefitted from handheld tablets and streamlined workflows.

Looking ahead, Schulman Theatres is expanding the model to new locations, including Film Alley Breckenridge in Little Rock, with GoTab powering QR codes, handheld tablets, bar integration, and server support. Together, GoTab and Schulman are proving that even a century-old brand can feel brand new, creating a flexible foundation for growth in secondary markets and setting the stage for another 100 years of family entertainment.

## THE BENEFITS

- ✓ **Faster Service, Higher Sales**  
Guests skip concession lines with QR ordering from their seats, reducing wait times and tripling sales within the first month of rollout.
- ✓ **Smarter Operations, Better Insights**  
Managers gain real-time visibility into orders, sales, and guest feedback, allowing quick adjustments and stronger decision-making across multiple revenue streams.
- ✓ **Flexible Models, Future Growth**  
GoTab's platform adapts to traditional theaters, family entertainment centers, and new venues, supporting expansion into Little Rock and beyond with integrated ordering and payments.



## More Than a POS

GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.

