

GOTAB PARTNER INTEGRATION · INTERNAL SALES ENABLEMENT

# GoTab × Ready Theater Systems

Movie ticketing embedded in the POS — tickets, seats, and F&B on one tab

Bi-directional

Pilot: Schulman Theaters

~12-week build

GoTab POS · v1

Updated June 2026

## WHAT IS READY THEATER SYSTEMS?

Ready Theater Systems (RTS) is a cinema management and ticketing platform — showtime scheduling, live seat maps, ticket issuance, studio reporting, and operator analytics. The GoTab integration embeds the RTS seat-selection experience directly into the GoTab POS via an iframe, so theater staff never switch systems. Tickets land on the same GoTab tab as food and beverage, and every transaction writes back to RTS in real time. RTS remains the system of record for all ticketing data — studio compliance and reporting are unaffected.

## WHY THIS INTEGRATION MATTERS

### One tab, one payment

Tickets and F&B on a single GoTab tab — one swipe closes everything. No parallel systems, no split checks, no "I already paid for my ticket" confusion at the bar.

### F&B upsell stays alive

Tickets are marked sold on order send, not payment, so the tab stays open. Staff hand off the tab via EasyTab — guests keep ordering food and drinks from their seat.

### Live seat maps in the POS

Color-coded, real-time availability. Seat holds expire automatically (~45 sec) so nothing gets stuck. No manual sync between systems.

### RTS stays source of truth

GoTab writes every sale, void, refund, and seat change back to RTS. Studio compliance, per-showtime revenue, and ticket reporting all live in RTS — no double accounting.

## WHO'S A FIT

Fit	Customer Type	Notes
<b>Strong</b>	Movie theater operators on RTS	Core use case — RTS is already the ticketing backbone, GoTab adds F&B and unified checkout
<b>Strong</b>	Dine-in cinema concepts	The killer use case: server-assisted ordering, EasyTab handoff, one check covers tickets + food
<b>Possible</b>	Entertainment venues with ticketed events	Bowling, live events, escape rooms — worth a conversation if they're open to RTS for ticketing
<b>Not today</b>	Non-RTS ticketing platforms	Fandango, Veezi, Vista, Ticketmaster — separate integration SOW required, not on roadmap

## HOW IT WORKS — STAFF FLOW

- 1 Open a tab, tap "Movie Tickets"**

Staff start a GoTab tab (quick service or named tab). Tapping the Movie Tickets product launches the RTS seat-selection iframe inside GoTab — no system switching.
- 2 Browse date → movie → showtime**

The RTS schedule loads live. Staff (or guest verbally) select the movie and showtime. The live seat map appears with color-coded ticket types — adult in one color, senior in another, etc.
- 3 Select seat — hold placed in RTS**

Tapping a seat places a ~45-second temporary hold in RTS. If the order isn't sent in time, the hold expires and the seat is released automatically. The customer-facing display (CFD) shows the seat map for reference; interactive CFD selection is planned for v2.
- 4 Send order — ticket marked sold in RTS**

Sending the order confirms the sale in RTS and adds a line item to the GoTab tab: movie title, showtime, auditorium, row, and seat number. The tab stays open — food and drink items can be added.
- 5 Optional: EasyTab handoff for continued F&B**

Staff can hand off the open tab to the guest via EasyTab — guest scans a QR from the CFD, adds their card, and takes the tab into the theater to keep ordering from their seat.
- 6 Payment — ticket prints from RTS**

GoTab processes payment. RTS triggers ticket printing at the appropriate printer. Voids, refunds, and seat swaps all write back to RTS and update seat availability in real time.

## INTEGRATION SPECS

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<b>POS surface</b>	GoTab POS (v1). CFD shows seat map for reference; interactive guest-facing selection is planned for v2.
<b>Seat hold</b>	~45-second expiry if order is not sent. GoTab creates a hold in RTS on seat tap; confirmed when order is sent.
<b>Item posting</b>	Ticket appears as a GoTab line item with movie title, showtime, auditorium, and seat number. No SKU mapping required.
<b>Ticket types</b>	Color-coded by type in the POS (adult, senior, etc.). Manager-restricted types (rain checks, comps) require elevated permissions — API capability under review with RTS. Rain checks run ~20+ per weekend; including them in GoTab is the goal.
<b>Refunds</b>	Refund releases the seat in RTS. Requires manager pin in GoTab. Rain check policy: issue a rain check in RTS rather than a cash refund — seat stays sold, guest gets a future ticket.
<b>Voids</b>	Void removes the ticket from the tab and releases the seat in RTS. Requires manager pin. Use when guest changes seats before payment.
<b>Comps</b>	Comp zeroes out the ticket price but keeps the seat assigned — guest stays in the seat, RTS records it as occupied. Requires manager pin.
<b>Seat changes</b>	Post-send: void the original ticket (releases seat), then re-select. Manager pin required. Pre-send: staff can remove ticket from tab freely — no manager pin needed.
<b>Quick service</b>	Quick service button available for high-throughput counter ops — assigns to a default terminal spot, bypassing manual seat selection each time.
<b>Receipt printing</b>	RTS handles ticket printing. GoTab receipt shows tickets in chronological order by line item. Pending: ticket details at the top of GoTab receipt (awaiting CTO sign-off).
<b>Reporting</b>	RTS is the system of record — showtime sales, per-seat reporting, studio compliance all live there. GoTab maps the Movie Tickets product to a reporting group that does not report to net sales, preventing double-counting.
<b>Auth</b>	Unique API credentials per RTS location. Credential setup requires written acknowledgment from the operator (Jacob/Nathan or equivalent) + RTS

support team — initiate via warm email thread.

## WHAT'S LIVE VS. WHAT'S COMING

Feature	Status	Notes
POS iframe seat selection	LIVE	In production, testing against GoTab demo environment
Color-coded ticket types	LIVE	Adult, senior, etc. — each ticket type a distinct color on seat map
Automatic seat hold / expiry	LIVE	~45 sec on unsent orders; 5-min cycle in production
Mark sold on order send	LIVE	Tab stays open for F&B; intentional design decision
Refund → seat release	LIVE	Confirmed functional
Void → seat release	LIVE	Confirmed functional
Comp → seat stays assigned	LIVE	Confirmed behavior; guest remains in seat
Quick service button	LIVE	Built into GoTab; assign to counter station
Manager-restricted ticket types (rain checks)	IN PROGRESS	Awaiting RTS API confirmation on restricted/unrestricted parameter
Refund endpoint finalization	IN PROGRESS	Austin testing with Jon Love; email exchange in progress
Ticket details at top of GoTab receipt	IN PROGRESS	Awaiting CTO (Dariush) sign-off; currently prints in chronological order
Interactive CFD seat selection (guest self-selects)	V2 ROADMAP	Complex — CFD is a separate display/app from POS; Austin prioritizing over seat swap UI
Post-sale seat swap UI in GoTab	V2 ROADMAP	Currently: void + re-select. Seat swap endpoint planned but not yet built

## OBJECTION HANDLERS

" We already use Fandango / Ticketmaster / another online ticketing platform. Why would we switch? "

You don't have to switch. This integration is specifically for operators already on RTS as their ticketing backend. If you're on a different platform, this isn't the right fit today — but the question worth asking is whether your current setup lets you put tickets and F&B on one tab, hand it off to the guest, and have them keep ordering from their seat. If that's something you'd want, that's the conversation to have.

### **" What happens if a guest's card doesn't go through and they've already "sold" a seat? "**

The ticket is marked sold when the staff member sends the order — not at payment. That's an intentional tradeoff to keep the tab open for F&B. In practice, the operator (Schulman Theaters) is starting with one terminal and training staff to either collect payment at the counter or use EasyTab to hand off the tab with a card on file. Walkout risk on tickets is real but manageable with the right workflow, and the setting can be changed to mark sold only on payment if the operator decides they'd rather trade the F&B upsell for tighter payment control. It's a two-day code change.

### **" How do seat swaps and refunds work? We do a lot of rain checks. "**

Refunds release the seat back in RTS automatically — the guest gets their money back and the seat becomes available for resale. For rain checks specifically, the Schulman team's standard approach is to not refund at all: they issue a rain check so the ticket stays "sold" in RTS for studio compliance, and the guest gets a future ticket. That workflow stays entirely in RTS and doesn't touch GoTab. Manager-restricted ticket types like comps and rain checks are in progress for the GoTab integration — right now they'd still be handled at an RTS terminal for access control, but the API work is underway.

### **" Does GoTab mess with our RTS reporting or studio compliance data? "**

No. RTS is the system of record — period. GoTab writes every sale, void, and refund back to RTS in real time, so RTS reporting reflects the actual state of every seat. On the GoTab side, the Movie Tickets product is mapped to a reporting group that excludes it from net sales, so there's no double-counting. Your per-showtime revenue and studio compliance data live exclusively in RTS.

### **" Can guests select their own seats, or does staff have to do it for them? "**

Right now, seat selection happens at the POS — staff select based on guest preference. The customer-facing display shows the seat map for reference so guests can point to what they want. Interactive guest-facing seat selection on the CFD is the top v2 priority; it's a more complex build because the CFD is a separate app from the POS, but Austin has it ahead of the seat swap UI on the roadmap.

### **" What about high-volume counter lines? This sounds slow for rush periods. "**

There's a Quick Service button built into GoTab that assigns to a default counter terminal spot — staff don't have to navigate through seat selection for every transaction in a fast-moving line. For counter-style operations, it's a one-tap flow. And you can configure specific stations to show Movie Tickets as the default menu so staff aren't hunting for it.

### " Is this actually in production or still being built? "

The core integration — seat selection, color-coded ticket types, seat holds, mark sold on send, refunds, voids, comps, and the quick service button — is in production and being validated against the Schulman Theaters environment right now. The pilot is starting with a single terminal at one location. A few items are still being finalized: the refund API endpoint, manager-restricted ticket types like rain checks, and ticket detail printing on GoTab receipts. The plan is to confirm everything in Schulman's production environment before expanding to additional stations or announcing publicly.

### " What does the RTS licensing cost on top of GoTab? "

RTS licenses on a per-station basis — the pricing conversation happens directly between the operator and RTS. GoTab isn't involved in that billing relationship. When you're bringing in a new dine-in cinema prospect, the cleanest path is a warm transfer that includes both GoTab and RTS in the thread from the start — that way the operator gets the full picture in one conversation and there are no surprises on the RTS side.

## REFERRAL & DEAL PROCESS

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### Warm transfer — both directions

This integration has more nuance than a straight software referral. When you're bringing a dine-in cinema prospect who needs both GoTab and RTS, loop both sides into a shared email thread from the start. The operator needs to know they'll have a licensing conversation with RTS (per-station) and a separate relationship with GoTab for POS and F&B processing — getting that on the table early prevents confusion at close.

**GoTab → RTS:** Email introduction to [sales@rts-solutions.com](mailto:sales@rts-solutions.com) (Liz). Include the prospect name, location count, current ticketing setup, and whether they're already on RTS or exploring it. Flag that GoTab will be handling POS and F&B — RTS will pick up the ticketing licensing side.

**RTS → GoTab:** If RTS sends you a cinema lead that wants F&B and unified checkout, they'll do a warm email intro. Respond to [sales@gotab.io](mailto:sales@gotab.io) or route to Hannah Wolfrey directly for partner-sourced leads.

**API credentials for new locations:** Require a written acknowledgment from the operator (in an email thread that includes Jacob/Nathan or whoever the lead contact is) + the RTS support team creating the credentials. Initiate this early — it's not a bottleneck but needs to be in motion.

## CONTACTS

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### GOTAB · INTEGRATION OWNER

#### Austin Douse

Engineering lead on the RTS integration. Technical questions, bug reports, API behavior.

### GOTAB · SALES & PARTNER SUPPORT

#### Hannah Wolfrey

Positioning, deal strategy, warm transfers, and go-to-market coordination.

[hannah.butterfield@gotab.io](mailto:hannah.butterfield@gotab.io)

### READY THEATER SYSTEMS · TECHNICAL

#### Jon Love

RTS API, integration validation, credential setup. No formal certification process — reach out directly with technical questions.

[jonl@rts-solutions.com](mailto:jonl@rts-solutions.com)

### READY THEATER SYSTEMS · SALES

#### Liz

Inbound referrals, media kit, partner listings. Best first point of contact for new dine-in cinema prospects coming from GoTab.

[sales@rts-solutions.com](mailto:sales@rts-solutions.com)

## PILOT STATUS

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**Pilot operator: Schulman Theaters** — Testing against the Schulman production RTS environment is the next milestone (Austin + Nick Logan, on-site). Starting with a single POS terminal during slow periods, then expanding. Do not announce publicly or promote the integration until the Schulman pilot is stable — premature announcements backfire. Announcement, newsletter inclusion, and joint webinar (with Schulman as case study) are all planned for post-pilot.

**Locations under discussion:** Longview and Georgetown. Longview has a separate InterCard API issue being worked through James — not an RTS blocker. The RTS pilot location TBD by Jacob Schulman.

GoTab × Ready Theater Systems — Partner Integration Battlecard · Internal use only · Updated June 2026  
Questions on positioning or a specific deal? Contact Hannah Wolfrey · [hannah.butterfield@gotab.io](mailto:hannah.butterfield@gotab.io)