

Ensuring 100% Ride Reliability at IMG Worlds of Adventure, Dubai

Powered by Oxmaint Maintenance Management System



Company Overview

IMG Worlds of Adventure is the world's largest indoor theme park, located in Dubai, United Arab Emirates. Spanning over 1.5 million square feet, it brings thrilling rides, live shows, and immersive experiences across themed zones such as Marvel, Cartoon Network, Lost Valley, and IMG Boulevard.

- **Location:** Dubai, United Arab Emirates
- **Website:** www.imgworlds.com
- **Core Attractions:** 22 rides and attractions, dining, retail, live entertainment
- **Visitor Footfall:** Millions annually, with peak days crossing 30,000+ visitors



Business Challenge

Operating a global entertainment destination like IMG Worlds demanded near-zero downtime for rides and attractions, but before Oxmaint implementation, key challenges included:

- **Unscheduled Ride Downtimes** affecting guest satisfaction and reputation
- **Inconsistent Preventive Maintenance** scheduling across diverse and complex ride systems
- **Difficulty Tracking Compliance** for safety audits, vendor inspections, and regulatory reporting
- **Manual Work Order Processes** slowing emergency maintenance response times
- **Siloed Data** leading to poor visibility of asset histories and performance trends

In a high-expectation market like Dubai's tourism sector, even minutes of ride downtime can severely impact the guest experience and brand loyalty.



Solution: Oxmaint Maintenance Management System

IMG Worlds deployed **Oxmaint** as the centralized Maintenance Management System for all ride operations, technical facilities, and park infrastructure.

Key solution elements included:

- **Automated Preventive Maintenance:** Highly granular PM scheduling based on manufacturer specifications, daily, weekly, and monthly inspections
- **Real-Time Breakdown Response:** Mobile work orders triggered via QR codes located at every major ride and technical area
- **Compliance Management:** Detailed maintenance logs, technician certifications, and service records for full regulatory audit readiness
- **Predictive Maintenance Modules:** Condition monitoring of ride systems to preempt faults using sensor data integrations
- **Advanced Reporting Dashboards:** Real-time KPIs including downtime minutes, PM adherence %, MTTR (Mean Time To Repair)



Results Achieved

After implementing Oxmaint, IMG Worlds achieved breakthrough improvements:

Metric	Pre-Oxmaint (Baseline)	Post-Oxmaint (12 months)	Improvement
Ride Availability (Parkwide)	92%	99.8%	+7.8%
Preventive Maintenance Adherence	68%	99.5%	+31.5%
Breakdown Incidents per Month	24	1-2	-92%
Average Downtime per Breakdown	46 minutes	7 minutes	85% Faster Recovery
Compliance Audit Readiness	Manual 60%	Digital 100%	Full Compliance
Guest Satisfaction Scores (Ride Experience)	Baseline 89%	96%	+7%



Strategic Benefits

Zero Critical Ride Downtime: Achieved zero downtime for all Tier-1 rides during peak periods and major events

Audit-Ready Data: Full digital trail for municipality safety inspections and insurance reviews

Faster Emergency Response: 85% faster turnaround on breakdowns through mobile-triggered maintenance tickets

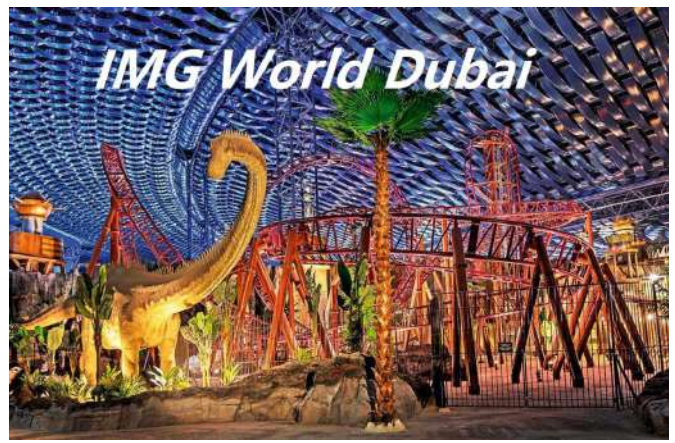
Prolonged Asset Life: Enhanced tracking of ride components led to smarter part replacements and reduced over-maintenance

Elevated Guest Experience: With fewer disruptions, visitors enjoyed uninterrupted entertainment, increasing positive reviews and repeat visits

Customer Testimonial

"IMG Worlds sets the standard for world-class entertainment. With Oxmaint, our technical operations have matched that standard – achieving near-zero downtime, ensuring every guest leaves with a smile. Oxmaint isn't just software; it's our partner in delivering magic every single day."

— Director of Engineering & Maintenance,
IMG Worlds of Adventure, Dubai



Questions? Contact us.

www.oxmaint.com

contact@oxmaint.com

[+1 \(315\) 888-1995](tel:+13158881995)

