

Company Net is a leading business consultancy and software development house with nearly 15 years of dedicated experience in helping organisations improve business performance and successfully manage change through the intelligent application of technology. Dedicated to building upon the Microsoft platform to help businesses throughout the UK achieve financial growth, we enable our customers to increase revenue, reduce costs, and improve customer service to gain competitive advantage.



Case Study

Walt Disney Studios Home Entertainment (Disney) handles the production and distribution of Disney and other producer's physical media-based content titles (such as DVD's and Blue Ray Disks) and games in Europe and emerging markets. Disney conducts national and customer-focused campaigns across 13 territories in EMEA.

Disney's Requirements

Disney was experiencing some issues with its campaign planning and management processes. The business was suffering due to a complex demand and supply tool running across non-integrated systems. It also suffered from a lack of control with no end-to-end visibility of information.

Overall, business functions operated inconsistently and the need for manual intervention left the system prone to potentially high-risk issues. Marketing teams could not create campaigns and select which ones to activate, Sales forecasts could be unreliable, demand planning inaccurate and third party production partners did not always have a clear idea of stock requirements.

Our solution

Working directly with Disney's expert business analysts and technical specialists, the solution delivered on time and within budget, was the new Vista Integrated Planning Suite (VIPS) solution offers a single information delivery and collaboration platform which enables the business to plan and build campaigns, and generate forecast activity involving products, point of sale material, customers, market share percentages, seasonality factors and key customer groupings.

The system provides features for deriving demand forecast and product stock manufacturing requirements from:

- granular campaign forecast data
- variable campaigns,
- territories,
- product grouping
- and seasonality parameters.

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It also provides a platform to match and present historical campaign and actual sales data with the ongoing forecasting.

Areas which are now fully handled by the solution include:

- new release campaigns and back catalogue campaigns,
- sales forecasting,
- campaign schedule tracking and milestones,
- demand,
- production and stock forecasting and planning in collaboration with external partners, namely Technicolor, which benefits from access to relevant areas of the system.

The solution also provides historic post-campaign analysis and comparisons of actual versus forecast information. The solution integrates with an existing business intelligence database to seamlessly import relevant sales and product information, while also exporting campaign related information to the organisation's ERP system, SAP.

The VIPS solution met the customer need by providing a repository-based, single source for all campaign planning and forecasting activities, which also acts as a collaborative platform with external providers. VIPS offers significant improvements in productivity, operational efficiency and effectiveness. At the same time it reduces the risks previously associated with manual intervention and a lack of SOX compliance.

Business benefits

- VIPS has helped transform the campaign planning processes across the sales, marketing, operations and production functions in 18 territories across Europe
- SOX compliance has now been achieved.
- Marketing and release campaigns for DVD and Blu-Ray film and media titles and games can now be executed in an accurate, efficient and cost effective manner
- In its first year of operation, the solution is believed to have generated an ROI of over 300%

Achievements

- the product was successfully rolled-out to over 300 users in 18 territories.
- In its first quarter of use, there were over 400 pending or active campaigns, encompassing almost 4,000 stock items and the system is used by around 350 users.
- VIPS now handles the entire campaign planning process for the whole of Walt Disney Studios Home Entertainment in Europe.
- Now planning a rollout to additional territories, and create extensions to additional third parties such as Sony, for Blu-Ray production planning.
- Microsoft World Partner Award Finalist in the Smart Client Application Category