



## The Customer

- Is a subsidiary of the RTL Group and is part of the Bertelsmann AG
- Leading independent video providers in Germany
- Is underway in the areas of business co-production, film distribution and home entertainment
- Major films, amongst others are: Crank, The Earth, The Transporter, The Moon Bear, Fame, Columbiana, The King's Speech, etc.

## Our VMI solution for „Serengeti“

The entertainment branch's leading VMI system by arvato offers the ideal support for Universum Film, in order to position the right products at the right time, in the right quantity and at the right location.

**Background situation:** The large choice of back catalogue titles and the variety of new issues every month, as well as the many different campaigns, require a sound knowledge of the single distributors' catalogues when ordering entertainment products. High cost pressure and reduced availability of personnel in the trade mean that all selections can no longer be managed in an optimum way.

**Mission:** The right product – at the right time – in the right quantity – at the right location. The optimum arrangement and supervision of the product range requires high personnel costs at the points of sale as well as in the supplier's distribution chain. A large number of entertainment products have a short and very dynamic product life cycle. This frequently causes out-of-stock situations or incoming orders for phase-out products.

**Solution:** In 2004 Universum Film GmbH decided to apply arvato Entertainment's VI System r.i.m. (Retail Inventory Management) for the Media Saturn Holding chain of stores and later also for Karstadt, Kaufhof and ProMarkt. Additionally supported by an appropriate reporting component, Universum Film has gained comprehensive control and a high degree of transparency concerning their products sold. The VMI System helps Universum Film to optimize their ranges and thus locate their products optimally via automatic processes..

## Benefits for customers

Daily monitoring and dynamic forecasting of hundreds of thousands of articles at branch store and article level lead to increased sales of VMI managed products.

### Increasing sales

- Optimisation of range
- Additional space becomes available in store

### Improvement of availability

- Reduction in out-of-stocks
- Permanent monitoring of stock available at location
- Automatic order generation
- Forecasting

### Reduction of returns

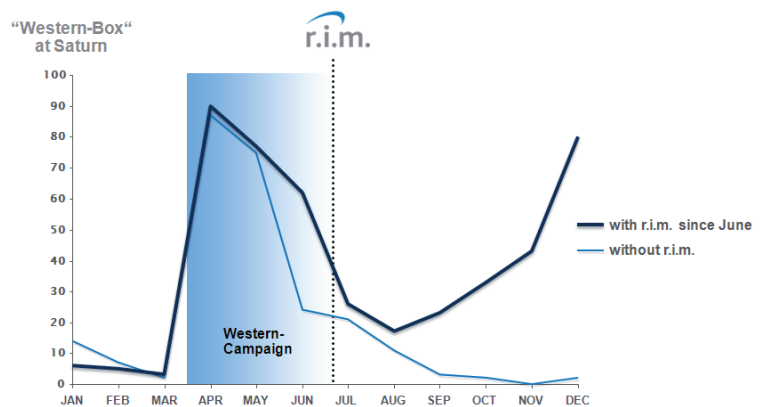
- Avoidance of excess deliveries
- Taking into account of "non VMI" orders
- Good balance between supply and demand
- Calculation of optimal stock

### Cost reduction

- Lower stock levels and small number of returns
- Reduction in manual work required
- Higher influence on order patterns by the supplier

## Our Service

- Category- und VMI Management Services
- Project Management & Consulting
- VMI Process Consultancy
- Automatic Store Replenishment
- Sales Information System
- Customer- Specific Reporting
- Returns Management
- System Evolutions



### Your contact

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### About arvato Entertainment Europe

arvato Entertainment Europe offers an extensive range of services and solutions for its business partners in the games, video, audio, sports and TV/broadcast industries. arvato Entertainment Europe is a leading outsourcing provider of integrated solutions that include every step of the value chain from replication and E-Commerce to fulfillment, from distribution/supply chain management to electronic content distribution. Our products create added value for our customers and equip them to meet the challenges of today's market. arvato Entertainment Europe is part of arvato AG, a leading networked outsourcing provider.