



ab-initio delivers new visibility and productivity improvements to Xtra-vision's head office and warehousing.

Xtra-vision is one of Ireland's best known and iconic home entertainment brands in the movies and games rental and retail sectors. With 94 stores, the company has recently seen significant diversification, successfully entering the consumer electronics, music and games trading market, and adding additional product lines such as mobile telephony and confectionery.

The challenge:

- Diverse product types and complex transactions – rental, retail, trade-in of games, music, movies. Also sells consumer electronics and confectionery
- Multiple channels
- Multiple currencies
- Rapidly evolving and dynamic competitive marketplace
- Cumbersome distributed legacy systems constraining the business.

Our solution:

- One fully integrated centralised operational system phased in across the business – from headoffice to point-of-sale, from warehouse to web – operating in true real-time.

The results:

- True real-time visibility and control of the entire business
- Agility to respond immediately to market trends and opportunities
- Warehouse throughput up by 30% year-on-year
- Will allow working capital requirements be reduced by up to 15%
- Distribution costs down by 25%
- Over 20% reduction in labour costs
- Maximum efficiencies across the business
- One version of the truth
- Ability to trade in multiple currencies

The challenge:

The entertainment market is frequently changing; with new technologies and media available for customers to choose from.

This rapidly evolving and dynamic marketplace, with multiple channels and currencies requires a fully integrated centralised real-time retail system to manage operations from head office to point-of-sale and from warehouse to online.

Xtra-vision had a number of siloed and diverse systems managing different areas of their business. A distributed systems architecture across head-office, POS and warehousing was constraining the visibility of the business.

Xtra-vision's strategy was to adopt a complete operations management solution that would enable them to be a customer-focused multi-channel business, capable of supporting digital as well as bricks and

mortar retailing.

Following extensive evaluation of the solutions on the market, Xtra-vision chose Celtech to provide a centralised, real-time, retail management system across head-office, point-of-sale, warehouse and all customer touch points in order to maximise visibility and responsiveness of their business.

The solution:

Celtech's ab-initio solution provides Xtra-vision with an end-to-end retail management system that brings together information on all aspects of the business in one single system.

Xtra-vision has the agility to react instantly to market developments by using ab-initio to control pricing, roll out new bundles or promotions, and monitor stock levels of fast selling new releases.

The ability to see the evolution of sales and stock levels in real-time plays a critical role in Xtra-vision's operations. The ab-initio solution also allows Xtra-vision to drive down costs by eliminating inefficiencies as everything only needs to be done once. Xtra-vision expects to see stockholding reduced by up to 15%.

All marketing initiatives are underpinned by a solid understanding of what is happening on the ground as tracked in real-time by ab-initio. For example, Xtra-vision can promote customer loyalty by making special offers to customers that have frequently visited a store during a specified period of time.

Capturing a single instance of a customer's behaviour across all touch points gives Xtra-vision powerful segmentation capabilities that were previously not available. Marketing campaigns can then be executed via TV, print or direct mail.

The ab-initio solution gives Xtra-vision total control and visibility of sales, stock, cash and customers across all channels and currencies.

As a centralised system that exploits modern communications networks, the need for back office servers and traditional IT administration is eliminated from the stores. With an intuitive touch screen interface, training for new customer service representatives has been dramatically reduced. Staff hours at store level are then spent on serving customers.

Xtra-vision have successfully diversified from their roots as a traditional movie rental business to a multi-faceted retail, rental and digital entertainment services retailer. Xtra-vision is focusing on its exploitation of Celtech's technology for a sustainable competitive advantage and is well positioned to lead the market into the 21st century leveraging the benefits of their real-time consolidated retail management system.