

First Look Studios and iQ4bis: Responding Rapidly to Demand For Video Entertainment

Two hours too long to wait

First Look Studios is in the fast-paced and challenging business of video distribution. The popularity of content is ephemeral as popular interest moves titles into and out of demand quickly, and First Look Studios must be ready to track the demand of titles, manufacture DVDs and tapes quickly, and keep retailers' shelves stocked.



First Look Studios relies on iQ4bis to provide the visibility into sales trends and data to accomplish this.

“Our prior system was just too slow for me to respond to changing market conditions,” says Marlys Clay, vice president of Vendor Managed Inventory for First Look Studios. “Waiting around for even minutes or an hour to get information can be very expensive for us. Each hour that goes by without visibility into our sales information is an hour that I can’t get my manufacturing group started on what they need to build. iQ4bis lets me quickly analyze my data and make a decision about what and how I manufacture through the day.”



First Look Studios is in Los Angeles, the seat of the video entertainment industry, but their main manufacturing contractor is in Detroit, three time zones later. Delays in making manufacturing decisions mean getting new products to retailers might be delayed until the next day, which means shelves may go unstocked when customers are clamoring to buy.

Fast response to changing market conditions

Clay provides an example. “We just had a major title that launched three weeks ago,” says Clay, “and based upon the product’s performance in the marketplace we had to quickly turn around 50,000 units that day. With iQ4bis, I was able to recap the sales first thing in the morning, have a quick meeting internally, let everybody know how well the product had sold through the marketplace, develop an action plan, and respond to the opportunity.”

Waiting for Sales Data Can Become Expensive

Business Challenges

- Quickly analyzing sales trend information to ramp production up or down to meet changing market conditions
- Meeting customer mandates to keep sufficient stock in stores
- Generating accurate sales account statements and compensation payments
- Providing sales people with more complete account history information to empower them as better account managers

Business Results

- Quicker visibility into sales information enables agile manufacturing planning
- Better able to respond to trends and meet shelves stocked
- Compensation payments and account statements are now accurate
- Sales staff now equipped with comprehensive account information when they make a call





First Look Studios and iQ4bis: Responding Rapidly to Demand For Video Entertainment (continued)

It didn't always go so smoothly. Before iQ4bis, delayed or questionable sales information could mean missing manufacturing deadlines, and other problems too. "We calculate some compensation based on performance in the marketplace," says Tim Hennessey, senior vice president of IT. "In the past we have sometimes overpaid or underpaid because the data was incorrect. We didn't know it for quite a while until somebody did additional analysis. That problem has pretty much been eliminated with iQ4bis. Analysts can double check the numbers right away and see that they can make accurate statements for the vendors."

Honoring contract agreements

"We have a mandate from our major retailers to always keep them in stock with products," says Clay.

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Marlys Clay, VP of Vendor Managed Inventory, First Look Studios

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"At the chain level we have to react immediately, to get that product restocked for our mass merchants like Target, Wal-Mart, or Best Buy. iQ4bis allows us to analyze how products are selling through right down to the individual store level, and meet our mandates."

Smarter business people

"Using iQ4bis, we're now able to

give our account managers a profile of their account and make them smarter business people when they go in and make that sales call," says Clay. "The buyers have more respect for you if you know what is going on in their business with your titles."



Who Uses iQ4bis At First Look

- Senior staff
- Vendor Managed Inventory group
- Marketing Group
- Sales Group
- Manufacturing Managers

Benefits for First Look

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Associated Platforms

- Nordic ERP
- JD Edwards Financials
- POS system

iQ4bis Views

- iQ4bis Analysis
- iQ4bis Web Analysis

Key Reasons First Look Studios Selected iQ4bis

- iQ4bis performed a proof of concept with First Look Studios' data that showed them how iQ4bis would work for them
- iQ4bis built several views in just a few hours
- Affordability, ease of use important to First Look Studios

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