

Case Study 3: Entertainment Company

PROCESS AND FULFILLMENT OF ORDERS WITH ACTIVATION AND STORED VALUE ON GIFT CARDS

CASE STUDY

PROFILE

Entertainment company is a global recorded music company with a roster that includes a broad array of both local artists and international superstars. The company boasts a vast catalog that comprises some of the most important recordings in history. It is home to premier record labels representing music from every genre. Entertainment company is a wholly owned subsidiary based in New York.

CUSTOMER CHALLENGES

- New product release and retail site, unknown order volume
- No live inventory, real-time gift card activation with variable stored value
- Needed a cost-effective, easy to use, 100% match fulfillment solution

SOLUTION

InVision Data created a data transfer solution to supply the order fulfillment company with real-time order data that activated their card inventory for shipment to the end user with 100% accuracy and personalization. The web service generated a graphic image for the fulfillment piece, eliminating the chance for human error. Product activation was also fully integrated and was based on delivery time and date to the client.

BUSINESS RESULTS

- Entertainment company is able to fulfill and track online orders
- Convenient reporting for international call center personnel
- Custom Branding for seamless look and feel for end user

“We needed an ultra-reliable and secure data transfer solution and InVision Data’s Development team has been invaluable in helping us achieve our goals. Their custom built software with its real-time response and guaranteed resource availability, made it a perfect fit.”

-Product Director, Stored Value Media

In 2008, Entertainment Company was unveiling their new product line and needed a portal that could be up and operational in time for their launch. They were also looking for a cost-effective, easy-to-use technology solution that can support an infrastructure that may be required when the product goes to market. The technical specifications included load balancing of transactions across servers so that order processing, activation and fulfillment could all take place simultaneously.

Entertainment Company interviewed several companies and “box registration” applications, but InVision Data stood out because of its ease of use and ability to automate the entire order process. “We need the work to look like ours and it must be reliable. Our name and reputation is backing these orders and we have to look good. InVision Data was able to incorporate our brand and our timeline. Internally, we couldn’t do it in time.” says the Product Director, Stored Value Media.

InVision Data helped Entertainment Company meet their needs quickly, getting them started with a robust solution able to process orders accurately with their branding. InVision data brought powerful and sophisticated functionality to a high end web solution, on-time and under budget.