

New Screen Advertising Platform for Digital Cinema Media

Capgemini re-platforms Oracle eBusiness Suite on Linux for the future of digital entertainment

The Situation

Digital Cinema Media (DCM) is a business venture between Cineworld and Odeon Cinemas to supply on screen advertising to the cinema screen within the UK. As a part of the sale of the company by ITV / Carlton Screen Advertising (CSA), DCM were licensed to run its advertising scheduling software until the end of December 2009. Although the software – which was originally written by Capgemini – satisfied the existing business requirements, the system was not designed to schedule multi-format contracts which require the delivery of both 35mm and digital copy.

Aligned to the pressing need to change the core system at DCM to support the changes in the marketplace infrastructure i.e. the advent of digital projection, the support

contract for the Oracle eBusiness Suite was also due to end in 2010. Therefore, DCM decided to purchase and develop a new advert scheduling application called IQ Accord, and to re-platform a supported version of eBusiness Suite on Linux. Capgemini was selected to assist because of its longstanding partnership with DCM and its expertise in Oracle products.

The Solution

To solve the contractual and cost challenges, DCM and Capgemini replaced Oracle eBusiness Suite R11.5.9 with version R12. This standard package was chosen to reduce future upgrade costs. Capgemini introduced an Oracle Business Accelerator (OBA) which shortened

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implementation time by around two months, and guided the advertising company through the business benefits and risks of using this approach. Due to the trusting nature of the relationship, DCM was extremely happy to be considered as the pilot project for OBA. While a project of this kind is expected to take between 120 and 180 days, the strict deadline meant that the task had to be completed in just 30 days.

In addition to the OBA pilot the team also migrated the client's open accounting transactions out of the old R11.5.9 application into the new R12 application, making the required customizations at the same time. The accounting content included information on suppliers, customers, banking details and accounts receivables and payables.

The Result

The project was delivered on-time and within budget, and without disruption to the business. DCM is now running a fully supported version of the Oracle software suite and all their other client projects now integrate with this application.

All of the new applications implemented by DCM will allow them to meet the future requirements of the cinema advertising industry. The company can now schedule adverts to multi-format cinema chains and thus meet the rising trend of scheduling digital copy alongside digital films instead of 35mm.

How DCM and Capgemini Worked Together

Capgemini's strategic alliance partner Oracle provided the OBA and helped the team to become accredited with the technology and deliver the solution to DCM. Oracle requires anyone employing OBA to be certified. So the team delivering the solution had to become officially accredited in the product by Oracle. Five functional analysts and one database analyst undertook OBA training and then completed a 21-day configuration workshop to gain the skills for the project.

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About Capgemini and the Collaborative Business Experience™

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model

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More information is available at www.capgemini.com

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In collaboration with



Digital Cinema Media (DCM) was formed in October 2008 as a joint venture between ODEON and Cineworld - the two largest cinema exhibitors in the UK. DCM is the market leader in UK cinema advertising, providing 2,300

screens and 420 sites for advertisers. DCM owns a 66% share of the cinema advertising market through exhibitors including Cineworld, Empire, ODEON, Picturehouse, IMAX, and many Independents.

For more information, please visit:
<http://www.dcm.co.uk>