Digital Entertainment Exchange (DEX)

Stay ahead in a rapidly changing digital cinema landscape
Digital Entertainment Exchange™ (DEX) is the proprietary Capgemini platform for end-to-end management of theatrical distribution from release & sales planning to billing and cash handling.
This solution has been built over 10 years of experience working with both major studios and independent distributors.

As a SaaS solution it is accessible to all film distributors bringing them economies of scales & access to premium functions, while easily integrated to their specific technological environment. Available across 60 territories and customized to handle territory specific requirement answering the needs of international distributors across their domestic and international markets.

This innovative end-to-end solution is designed to:

• Enable distributors to remain in full control of the film distribution processes and maximize profitability by gaining operational and managerial oversight through a single global centralized system
• Provide a high level of automation allowing distributors to shift their resources and focus on their core activities while minimizing error potential in reporting and invoicing
• Enhance results and decision-making capabilities with smarter release planning, integrated master data management, and extensive reporting capabilities
• Streamline the dispatch of appropriate content
• Be user-friendly for an enhanced user experience with fewer clicks & anytime/anywhere access
• Be fully comprehensive, offering facilitation on the entire movie life cycle, yet fully flexible to the distributors processes and best practices

Capgemini’s Global Coverage in the Media & Entertainment Industry

60 Territories Across the Globe
8 Languages & Currencies
5 Decades of Experience
As the movie industry continues to move towards digitalization, print budgets decrease but print & advertising management becomes more and more complex with more and more advertising channels across more and more platforms.
DEX addresses distribution Challenges and opportunities

Access to cinema audiences has become much more competitive as the market for independent films has become more crowded. At the same time, blockbusters with ever-wider releases have increased their box office domination. The scale of release is governed by several factors including target audience, forecast revenue and negotiations between distributors and exhibitors to determine the optimum number of locations and sessions to achieve the best result for all parties.

In this context, it is critical that producers and distributors are able to manage the release strategy in a way that is appropriate for each film.

One of the things that makes it difficult to devise a commercially viable distribution strategy is the lack of data about the performance of titles across different platforms and the performance of the platforms themselves. Without a common measurement such as box office takings that provides a guide to audience engagement, the industry will remain in the dark about the reality of online release.

As the movie industry continues to move towards digitalization, print budgets decrease but print & advertising management becomes more and more complex with more and more advertising channels across more and more platforms. Therefore, it remains important for distributors world-wide to keep control and full oversight of both print and advertising budgets in an effort toward improved profitability.
DEX Solution Functional Scope

DEX encompasses the following features:

- **Create, maintain and view masters**
  Master data management & centralized master file maintenance

- **Smarter release planning & facilitated holdover through mass booking capability**
  Automated holdovers & settlements, multi-release past bookings comparison, automatic digital fee calculation, booking confirmation generation & dispatch…

- **Maintain and deliver prints seamlessly**
  Mass update for digital keys, automatic sending of shipping requests, generation of shipping sheets, real-time interface with Deluxe Distribution…

- **Streamline the process of data collection from exhibitors**
  Automated integration of Ticketing and Theatre Management Systems feeds

- **Automate billing & invoicing with a tool that integrates territory specific requirements**
  Be it self-billing in Germany or per capita in Australia

- **Maintain full historic oversight to aid planning of future releases**

- **Monitor movie performance & actively work to maximize revenues from play week to play week through extensive reporting features**
  200+ canned reports for all departments at various levels of detail

- **Process automatically grosses and box office returns**
  Integration with several consolidators including Rentrak, SIAE, Checkers, MACCS, CINETEL…

- **Automate deposits and cash handling**
  Account / Receivable generation and statements, interfaces with banks…

- **Maintain screen information for theaters globally**
  Interfacing to SPIRITworld to upload screen capability

- **Maintain GL & ORG mappings, verify mappings with SAP, store current historical close data for SPIRITworld & rollup financial information by territory and post to SAP**
Services and Benefits offered Around DEX platform

DEX includes services which can be further tailored to client needs.

Software and Functionality
- Mature solution providing capabilities around international and domestic theatrical distribution
- Built in adapters that can be leveraged for enterprise specific data integration

Hosting of Solution (including baseline of Infrastructure Hosting Service)
- Operating system and database administration
- Tier 3 data centre facilities
- Managed data backup, firewall, load balancer and LAN services
- Server and storage infrastructure

Platform Support Services
- Managing SW/HW upgrades (including deployment of patches)
- Incident management, including defect resolution
- Release Management, including enhancement development
- Supporting application failover and business continuity

Specialized Value-Add Services
- Onboarding and standing-up new clients and territories
- Data services including Data Conversions*
- Industry specific business analysis and reporting services
- Training

DEX community

Capgemini maintains platform ownership and responsibility but partners with its clients to meet their growth requirements and prioritize enhancements.

Therefore, the solution comes with the following:
- Enablement of a SaaS community to drive innovation and leverage industry standards
- Governance model / Framework to support communication and effective prioritization of future functionality
- Commitment towards collaboration to drive continuous development and improve solution
About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients’ opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17 billion.

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