Client
Viva Entertainment
Dubai Internet City
United Arab Emirates

Employees: 400
Annual Sales: $70 million USD
Locations: 9
Industry: Distribution (Video / Audio)

Solution Implemented
Focus RT

"Because we have multilple locations handling distribution and inventory, running on different softwares, we were in dire need to have a centralized system that can provide critical information in real time. **Focus RT** allows us to have access to this critical information, which means we can make key business decisions instantly. We can say with confidence that with Focus RT, we have significantly improved our business process and reduced our operational costs."

Name
Position

Technical Situation

Viva entertainment's current environment has all offices using different systems/software's for different processes, making it difficult for the IT team / Finance team to define effective reporting to make key decisions.

They need an integrated ERP solution that would interpret their business operations or work flow.
Hence, Viva entertainment current environment needs comprise to integrate all business process on one system to have a birds eye view of the operations and have effective reporting and MIS available from one system.

- One Business system across all 9 (Nine) offices which comprises of--
    - Multiple currencies
    - Cost center or Studio based accounting and inventory
    - Centralized procurement module ,
    - Budgeting for a Title release
    - Planning of just in time inventory for sales,
    - Presales, Sales Module,
    - Financials:
        - General Ledger
        - Accounts Receivable
        - Accounts Payable
    - Fixed Assets System
    - Inventory management
    - Ware housing
    - Process based Production
    - Royalties payable module by Studio
    - Human resource and Payroll

Solution

Understanding the situation of VIVA entertainment, Focus Softnet proposed the use of **Focus RT**, a total ERP solution, which covered solutions of all aspects in their technical and process based problems and concerns.

Focus RT is developed on the model of three tier architecture and is developed on Visual C++ / Java as Front end using open API's based business components as middle ware and with MS SQL / ORACLE as the backend database.

Focus RT is a "on the fly" implementable solution where in one could:

- Create forms for data entry and customize them for extra fields or any calculations, and create print formats via tool named Voucher wizard.

- Define user definable Work flow and Authorizations.

- These forms can have definable business logics, accounting and inventory posting methodologies based on the business requirements.

- The system supports customization of standard reports "on the fly."

- The system supports creating of new reports with a tool named Reports Designer.

- Third party solutions can be easily integrated as it has Open Application programming interface.

Benefits

- With the implementation of **Focus RT** as a centralized ERP system for all offices, Viva Entertainment has a single database from where all information and MIS is available; and hence, making it possible for them to mine into their data for business intelligence.
- Viva has a centralized accounting team which will now make way for cutting cost of accountants at all offices.
- Viva will save on the time it used to take to finalize the royalty reports for the studios it represents.
- They will now save on the Hardware cost at all offices as they would have to only deploy a central server at the head office.
- Focus has defined a standard workflow and electronic authorization features which will make the business process work faster, and in the process customer service would take lesser time than earlier required.

Client profile

Viva Entertainment is a fully integrated entertainment company - a leader in distribution, licensing and marketing of entertainment products such as home video and audio, and gaming solutions in the Middle East.

Viva Entertainment is a licensee for **Warner Home Video, Universal Pictures, DreamWorks, Paramount Pictures, BBC Worldwide** and many other independent labels. Their Business spans across the Gulf Coast. They own warehousing facilities in **Dubai** (United Arab Emirates), **Muscat** (Oman), **Bahrain, Kuwait, Doha** (Qatar) and **Beirut** (Lebanon), **Riyadh, Jeddah and Dammam** (Kingdom of Saudi Arabia).

Business Situation

To be effective in reaching to the needs of millions of end-users, Viva has to procure and maintain stocks at various locations. Viva has invested in their own warehouses, centrally at Free Zone, and with other location from where local distribution is done.

Not just storing, they liaise with each regions Government and Censorship boards to ensure that the audio/video content they choose is programmed, giving due considerations to the sentiments of religion, culture, and governmental policies that exist.

Viva has their our own full fledged production house that is capable of producing music cassettes, CD's, VCD's and even DVD's. Situated at Jebel Ali, this factory caters to not just Video Master and Vanilla Music but does a lot of "jobs" for album makers and others in addition to needs that of their principle's.

Implementation Time : 90 days

Products and services Viva Entertainment utilizes

Focus RT as front end

Focus API as Middle ware

Focus Report designer

Focus Graph designer

Crystal Reports