

Technicolor Develops Vibrant B2B Platform

Worldwide media technology leader consolidates global data exchange with OpenText™ Trading Grid™ Messaging Service

The phrase “filmed in glorious Technicolor” is synonymous with the history of the cinema industry. Today, Technicolor does much more than the color processing of movies. It is an industry-leading provider of technologies for visual effects, animations, and post-production services to the cinema, television, and advertising industries. It is one of the world’s leading suppliers of digital content delivery services and home access devices. And it is also a worldwide leading manufacturer of DVD and Blu-ray discs.

As a global operation with customers and suppliers in almost every country in the world, Technicolor has many years of experience in using B2B ecommerce to help automate its key business processes. These processes include order processing, accounts payable and receivables, logistics, and shipping.

The company is continuously extending and enhancing the service that it can deliver to its customers. For example, Technicolor is working with a major studio to produce and supply DVD and Blu-ray discs of its movies. This involves not only the production of the discs but also worldwide distribution and, in some cases, receiving and processing orders from retailers.

This environment requires a stable, global platform for B2B data exchange and the ability to support a wide number of protocols and document standards to accommodate the needs of its diverse trading partner community.

Due to its historical development through mergers and acquisitions, Technicolor found itself in a situation in which it had three different contracts to exchange electronic data interchange (EDI) documents: One in the United Kingdom, one in the United States, and one in France.

Consolidated Management

With its corporate headquarters in Paris, Technicolor decided to consolidate its three networks into one and selected OpenText™ Trading Grid™ Messaging Service to provide the company with one solution to reach customers and suppliers worldwide.

INDUSTRY

Media and entertainment

CUSTOMER

Technicolor

CHALLENGES

- *The need to continuously improve service*
- *Diverse trading partner community*
- *Disconnected EDI infrastructure*

SOLUTION

- *OpenText™ Trading Grid™ Messaging Service*

BENEFITS

- *Stable, global platform for reliable B2B data exchange*
- *Consolidated network, with one global contract*
- *Supported protocols: EDIFACT, TRADACOMS, ANSI X12 and AS2*
- *Integrated with new back-end systems including SAP*

Working in partnership with OpenText, the company moved to the single network entity, which more closely reflects Technicolor's current business model and corporate policies. Trading Grid Messaging Service also integrated seamlessly with other software that Technicolor uses for document translation.

The consolidation project provided an ideal opportunity to update the company's back-office systems. Philippe Mercier, IT senior manager at Technicolor says, "In addition to introducing a single, global contract with OpenText, we introduced new application solutions, such as SAP, and began to move away from our existing legacy mainframe infrastructure."

Technicolor selected OpenText for its global reach and reliability. Mercier adds, "OpenText provides us with a network that has global reach and high service availability levels. All of our partners are on-boarded properly so everything works the first time and, of course, service levels on availability are essential for us." He adds, "OpenText is a strategic partner for Technicolor that consistently delivers the highest level of service and commitment. There is no doubt that a message sent via OpenText Trading Grid Messaging Service will be successfully delivered."

Leading Enterprise and Personal Service

Not only has consolidation delivered much greater management control, it has helped the company to increase the efficiency of its manufacturing operations by facilitating the use of electronic document exchange across its global supply chain.

However, Philippe Mercier believes OpenText offers another important advantage, "OpenText is a large multinational organization but I still receive a very personal service. I know that support and assistance is there whenever we need it. The company understands that business should be conducted at a human level. That's why I believe OpenText is such a good strategic partner for Technicolor."

A graphic featuring a quote in white text on a dark green background with a blurred image of a computer keyboard. The quote is: "OpenText is a strategic partner for Technicolor that consistently delivers the highest level of service and commitment. There is no doubt that a message sent via OpenText Trading Grid Messaging Service will be successfully delivered."

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PHILIPPE MERCIER, IT SENIOR MANAGER, TECHNICALOR