



VITEC IMPLEMENTS IFS APPLICATIONS 7.5 WORLDWIDE – REDUCING COSTS AND IMPROVING PROCESSES

Vinten®, established in 1910 as ‘W Vinten Cinematograph Engineers’, is one of the oldest camera support brands in the world, and the oldest continually operating company in the broadcast business.

Today it is part of Camera Dynamics Limited, itself part of the broadcast systems division of the Vitec Group. Alongside Vinten – now a world leader in camera pedestals, pan and tilt heads and tripods – are other top suppliers including Sachtler (tripods and camera heads) and O’Connor (specialist film camera supports), Vinten Radamec (which makes robotic camera systems for broadcasters and for parliaments), Anton/Bauer (camera batteries), Petrol (specialist protection and bags), Autoscript (prompting) and Clear-Com (intercoms for broadcasters). This group of diverse manufacturers, each leaders in their own fields, has been built up through a programme of strategic acquisitions.

In 2008, Camera Dynamics made the decision to upgrade its supply chain management processes across multiple markets and across its acquired companies, updating all divisions of the business to IFS Applications 7.5. The implementation was in line with the company’s new financial year and the roll out of its new business processes. The ERP system from IFS incorporated all of the acquired companies that are part of the Camera Dynamics family and reached across multiple global markets.

THE HISTORY

Camera Dynamics has been an IFS customer since 2000, when Vinten first upgraded its legacy ERP system with IFS solutions. In the 9 years since, the business has grown from a UK-based operation to a global company with 11 locations across the US, Germany, Costa Rica, Japan and the UK. It is an important part of the business strategy that each company maintains its own – highly respected and often long-established – brand, but it is equally important that the underlying management structure achieves the best possible economies of scale. So while each acquired business had a different management system and process, most upgraded to an IFS solution, although many different versions were being used throughout the business.

In 2008 Camera Dynamics decided to review its financial management and supply chain processes to ensure visibility and collaboration across all the acquired companies now newly merged. In aiming to implement standard processes across all group companies, Camera Dynamics needed to work with a partner whose solutions and delivery could support a synchronised go-live

ABOUT VINTEN & VITEC GROUP

Vinten®, established in 1910 as ‘W Vinten Cinematograph Engineers’, is one of the oldest camera support brands in the world, and the oldest continually operating company in the broadcast business.

Vitec Group serves worldwide customers in the media sector with products and services for the broadcast, entertainment and photographic industries. Vitec is based on multiple, well known, premium brands that professionals rely on. Vitec is organised in three divisions: Imaging & Staging, Videocom and Services.



across 14 sites worldwide working to a specific and fixed go-live date prior to the new financial year. Finding a solution which could meet its strict timescales and could work for all of the business' divisions was a crucial element for Camera Dynamics.

Chris Beveridge, IT director for the broadcast systems division at Vitec and thus responsible for the Camera Dynamics companies, said: "With 450 users worldwide, many working in companies that had been acquired, we needed an application that would not only be able to run immediately after a specified and unmovable date, but that could be implemented across multiple companies and multiple markets."

THE IMPLEMENTATION – ON TIME, ON BUDGET!

The planning for implementation of IFS Applications 7.5 across the business began in March 2008 and went live in January 2009. The live date was fixed because the focus of the project was to realign processes for the new financial year. IFS worked closely with Camera Dynamics to analyse and improve business process templates and to develop new rigorous standards for bringing acquired companies into the system.

The company decided that, in order to put in place a long term and sustainable model to support their worldwide implementation, it would be more cost-effective to develop the skills of an internal team with support from IFS. This support is an ongoing part of the continued partnership that ensures the internal skills are kept up to date and Camera Dynamics obtains maximum value from its investment in IFS Applications.

Chris Beveridge said; "This was a very important project for our business and has set us up for future cost and time efficiency. In addition, the implementation of IFS Applications 7.5 across the business was delivered across 11 locations in 6 countries at the same time within the budget and on the necessary live date. The application's open interface and API sets are particular assets to our businesses and ensure that the product is both easy to use and available to all facets of the company."

WHAT THIS MEANS FOR THE BUSINESS

The successful implementation of the solution across the Camera Dynamics business has ensured that the different companies acquired are all working to a standard set of processes. The new system has also ensured that new acquisitions can be brought efficiently and quickly in to the business. Senior management is now easily able to view information at a divisional and an overall business level, empowering them to move resources and be more flexible without huge costs.

Chris Beveridge said, "We are currently in the process of bringing in a new US-based acquisition and estimate that we will be able to do this within 6-8 months, rather than the 12 months it would have previously taken us. IFS Applications is so easy to use that acquired companies are happy to implement it, and having permanent Camera Dynamics staff trained to facilitate the process saves us money."

BENEFITS

- Acquired businesses from around the globe are now working together on a common platform and version
- Synchronised go-live across 11 locations in 6 countries
- Standardised management and processes ensure visibility and collaboration across all group companies
- New acquisitions can be brought into the business efficiently and quickly
- Senior management now able to view information easily at both divisional and overall business level

"This was a very important project for our business and has set us up for future cost and time efficiency. In addition, the implementation of IFS Applications 7.5 across the business was delivered across 11 locations in 6 countries at the same time within the budget and on the necessary live date."

Chris Beveridge, IT Director
Broadcast Systems Division
Vitec Group

