

Blockbuster database information



The Company Blockbuster, Inc. is a company that is a leader in video, disk rental. The company has about 27 percent of the U. S.

market share; it operates about 6, 500 video stores, providing service to more than 87 million customers in the U. S. alone, and 25 other nations. The company maintains a database of over 43 million households with Blockbuster memberships all used to help customers select movies.

Blockbuster origins date back to 1985, when the first Blockbuster store was open in Dallas.

Currently Blockbuster is a world-class company operating with thousands of locations and billions of dollars in revenue. Throughout this paper, the database management of Blockbuster will be explained – from customer database, to marketing database. Blockbuster Database Management Blockbuster database system was specially developed for the company. Due to the fact of Blockbuster customer's data growth collected at each location, Blockbuster implemented database segmentation that reflects customer habits. The company keeps up with more than 25 databases crosswise Blockbuster.

The database system that Blockbuster uses can calculate fees for late returns, determine which products have already rented, create graphs on the most popular rented movie, gather customer movie preferences by location, age, sex and so on. The system can print letters for customer fines. With that system Blockbuster can order the most popular videos that have been rented and with that the stock would be customized. On Blockbuster website you can find an example of how their database system works, you can see

<https://assignbuster.com/blockbuster-database-information/>

the most rented movies, the movies you have rented and the movies you clicked for information. Blockbuster uses its database to send customers e-mails about promotions, order pick up, order delay and special newsletters to customers. The database used is also linked with the cash register so when there is a sale data doesn't have to be inputted in the system twice.

For example when you return movies everyday, this is then stored in a database. Moreover, the database is set up to calculate different figures showing what the company has sold and how many customers they provide services. Recently Blockbuster implemented a new Customer Relationship Management solution, which was implemented by Acxiom® Corporation in order to improve Blockbuster customer information interaction. The process consists of a customer-marketing database that gathers data from multiple sources residing it on an IBM server.

This solution provides complete customer data allowing flexibility in marketing programs. The advantages of Blockbuster database system:

- The database identifies where value comes from
- It calculates fees for late returns – it would take a long time to work out all the late fees using a manual method.
- It holds all the information from customers – so the company can send e-mails instead of conventional mail, saving money and time.
- It provides customers movie preferences – it eases the marketing strategy by giving specific data on which product to advertise. It prevents data error – when the information on the cash register is only inputted once, it can prevent
- Daily database backups
- The company can have a precise overview of its customers and company's financial flow
- Keeps track of inventory and all the transactions in the company – everything through the

<https://assignbuster.com/blockbuster-database-information/>

database system •It uses age authentication to prevent underage people to rent movies – since the database holds all the customers information including age the computer refuses to allow the film details to be entered in customers account.

The disadvantages of Blockbuster database system: •It could be corrupted by a virus •The system could be damaged and all the customer data could be lost •Not all customers can be targeted with e-mails and newsletters because not all customer have internet access Conclusion Database Management Systems not only helped the company organize and keep track of its customers, inventory, sales and other daily functions. It facilitated the company's marketing strategy, providing specific information for marketing niche. It improved customer interaction not only over the Internet but also in stores. Blockbuster has local stores and also online stores, where you can download and order online your preferred movies and all this with the use of database to provide all the necessary information.

Database Management systems changed the company business model for the better and it continues to change due to the new technologies and advanced ways to manage databases. References: Funding Universe

<http://www.fundinguniverse.com/company-histories/Blockbuster-Inc-Company-History.html> Information Retrieval Systems http://www.info-retrieval.com/a_pcimpt.htm National Retail Federation, Copyright 2003

<http://www.sas.com/industry/retail/stores>.

pdf CRM Today, Copyright 2001-2008 [http://www. crm2day.](http://www.crm2day.com/content/t6_librarynews_1.php?news_id=EpVklkuVppesYOqZLw)

[com/content/t6_librarynews_1. php? news_id= EpVklkuVppesYOqZLw](http://www.crm2day.com/content/t6_librarynews_1.php?news_id=EpVklkuVppesYOqZLw)

Wikipedia [http://en.](http://en.wikipedia.org/wiki/Blockbuster_(movie_rental_store))

[wikipedia. org/wiki/Blockbuster_\(movie_rental_store\)](http://en.wikipedia.org/wiki/Blockbuster_(movie_rental_store)) Blockbuster Case Study

[http://www. armadillomarketing. co.](http://www.armadillomarketing.co.uk/pdfs/cs_blockbuster.pdf)

[uk/pdfs/cs_blockbuster. pdf](http://www.armadillomarketing.co.uk/pdfs/cs_blockbuster.pdf)