

Movietrak.com

Business



Company: Proteus Customer: Movietrak. com Submitted by: Montgomery-Baird Communications movietrak. com is an internet start-up company, offering the UK's first online DVD rental service. Visitors to the site select and order their DVDs, paying by credit card, and are ensured delivery within 48 hours. Customers have seven days to watch the film and return it in a pre-paid, addressed envelope.

The Brief

movietrak. com required a full service solution, from business process definition to the integration of e-commerce functionality and fulfilment methodologies. To very tight deadlines, proteus was required to provide a comprehensive strategy and implementation.

The Solution

Throughout the initial development phases, proteus provided process, strategy and implementation consultancy. Strategy deployment and time to market were greatly enhanced by a thorough knowledge of both the technology requirement and the business model. System solutions ranged from comprehensive commerce functionality to the required bespoke data management systems. Fulfilment and stock control management systems also came within proteus' extensive remit.

proteus' retention as a long term partner to the project is testament to the critical role proteus is playing in the development of the business. Lead project consultant, Stephanie Coriat, said, " We were able to capitalise on a wide range of opportunities to ensure a business model was delivered decisively using best practice methods. Our role now is to ensure we

maintain competitive advantage for our client – a goal we are currently meeting and exceeding.” Guy Lawler, movietrak. com’s managing director, concurred, “ The selection of our implementation partner was the key decision in the company’s deployment plan.

proteus has given us the strength of technical and process management that continues to ensure our market-leading position.”