



## ABOUT DCinex

DCinex is a major supplier of total cinema solutions in Europe, operating from locations in Belgium and Germany. The Company designs and builds cinema installations, providing projection equipment, audio systems, specialist housing furniture, and if needed, construction and engineering services.

In Belgium DCinex focuses on digital cinema solutions, whilst in Germany they provide traditional 35mm projection solutions. The Company operates a service desk, offering their clients a range of support services. These services cater for support of the physical infrastructure and equipment with online monitoring and 24-hour cover, spares and consumables, and content management.



## HIGHLIGHTS

- Financial visibility to better manage growth
- Rationalisation of processes across the Company
- Project control and resource allocation
- Integration to scale efficiently and manage growth
- Reduction in stock obsolescence
- Improved Client and Warranty management

## SOA PEOPLE SUPPORTS CINEMA SOLUTIONS **RAPID GROWTH OF DCINEX**

### CHALLENGE

The market for cinema solutions was expanding rapidly, and as a leading proponent in the sector, the Company was growing rapidly too, in less than a year it more than doubled in size.

Due to a merger, the Company was operating different finance software in Belgium and in Germany, and a variety of systems and processes to help it manage its 'total cinema' design, installation, and support projects.

Many of the Company's clients rented aspects of their solutions, taking advantage of the financial options available, whether for the infrastructure or the film content. Historically, they had offered different commercial models for different clients, so, the level of support services and warranty would vary.

DCinex wanted to standardise their processes, and ensure financial visibility across the Company.

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## SOLUTION

The Company reached out to their local business community in Liege, and sought references for a potential implementation partner. What they found was a strong recommendation for SOA People, as an organisation that had successfully implemented similar solutions, were agile and innovative in their use of SAP, and could be trusted.

*"We had worked successfully with several major businesses operating in and around Liege," explains Ann Franssens, Group Program Manager for SOA People. "This is a close community, where everyone knows everyone. Your performance, professionalism, and consistency of delivery are important."*

*"The scope for the SAP implementation covered the Company's primary business activities," continues Franssens. "Together we designed a solution that enabled them to rationalise their business processes and standardise these across the organisation."*

A major aspect of the Company's work was project based. SOA People implemented the PS module to help control the setting up of projects, and the timely allocation of suitably skilled personnel. Their rapid growth necessitated the optimum use of technically skilled resource. Integration with finance also ensured that the profitability of a project was visible.

In addition to project services, the Company produced specialist furniture to house projection and audio equipment. They also had the need to manage the storage of electronic components with specific requirements. SOA people implemented Warehouse Management and Purchasing.

The ongoing support of clients and the effective, profitable management of support contracts and product warranties was another key element of the SAP programme. The implementation of Customer Service and Warranty Management has enabled them to support the different commercial models that it provides for its different clients.

*"The project was successfully completed within 8 months," states Franssens. "The Company invested 400 man days of internal resource in the implementation project, and SOA People committed 460 man days. They are a rapidly growing business. We physically moved offices three times during the project to cope with the growth. The number of users grew by 100% and the number of active client engagements by 900% in this same timeframe."*

*"We continue to support the Company," says Franssens. "Since the original implementation, we have gone on to implement Customer Relationship Management and Human Resources."*



## BENEFITS

**Financial visibility to better manage growth** – Implementation of a common finance system, and integration with operational systems has provided the Company with clear, real-time insight of their financial position, and the viability of installation projects and clients support contracts.

**Rationalisation of processes across the Company** – Business processes have been streamlined, and are consistent across both Belgium and Germany. This consistency of process has enabled them to scale activities, and compare and analyse financial performance.

**Project control and resource allocation** – Projects are easily set up, and suitably skilled personnel can now be allocated in a timely and effective manner. This has supported the Company's rapid growth by optimising the use of technically skilled resource.

**Integration to scale efficiently and manage growth** – The elimination of

disparate systems with an integrated SAP solution has enabled operational activities to scale, without requiring a corresponding increase in administrative support.

**Reduction in stock obsolescence** – The effective storage management of expensive and volatile electronic components has reduced obsolescence, reduced support calls, and improved profitability.

**Improved Client and Warranty management** – SAP Customer Service and Warranty Management has enabled better support for their contractual commitments to clients, and ensures that non-warranted work is correctly charged for.

## TECHNICAL DETAILS

- SAP ECC 6.0
- SAP modules: SAP FICO, MM, SD, PS, WM, PP, and CS
- 150 users

## SUMMARY

*"The relationship with SOA People has helped the Company to successfully meet the challenges that they have faced from rapid business growth. Our experience, inspirational performance and innovative use of SAP has helped the Company best utilise their resources and given visibility of financial performance across the Company."*

Ann Franssens, Group Program Manager for SOA People.

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