



Retail Industry

One of the world's largest retailers with annual sales in the billions of dollars is successfully using Fantastic's corporate data distribution solution. With their existing infrastructure and Fantastic software, they have been able to realize new revenue opportunities while saving costs over previous distribution methods.

The retail industry operates on razor thin margins and retailers need to leverage every advantage possible to keep ahead of their competitors while retaining customer loyalty. Innovative uses of technology can help increase sales by empowering a real time response to customer needs and changing market conditions.

Micro marketing, the alignment of a merchandising message to customers, can be achieved by direct briefings to employees, assuring a consistent customer focus across an entire organization. This can be delivered via a streamed presentation or a video file that's playable on demand from a local server.

Reliable Information Distribution

Implementing an effective information delivery system was a mission critical need for one of the world's largest retailers. They needed to distribute large media files to more than 3,000 stores worldwide while reducing its cost and distribution time from days to hours. The retailer knew that their existing infrastructure wasn't capable of supporting the types and size of the files or the frequency of delivery required.

Two of the bigger challenges they had were: they wanted to offer their customers the ability to listen to any music CD before making a purchase and they wanted to run in-store advertising on their TV's in the electronics department to increase revenue by selling ad space.

Creating and express mailing thousands of CD-ROMS was slow and expensive and required handling at each location. Electronic point-to-point file transfers were extremely time-consuming, especially with large video files, taking weeks to complete a single distribution and using huge amounts of network bandwidth.

To fulfill this marketing vision, the retailer had to deploy both audio and video servers in all of their stores to distribute the audio clips and video advertising multiple times per week.

Using OmniCast eCDN™ Dispatcher, Fantastic's efficient, simultaneous one-to-many file distribution system, they can now reliably transfer large volumes of information from a server at its headquarters over its existing satellite network to all stores worldwide without monopolizing network bandwidth.

Fantastic's software replaced thousands of individual point-to-point transfers or mailing of CD-ROMS to individual stores.

As the store locations grow, the Fantastic software is able to scale with the expansion providing increasing levels of functionality such as subscription and bandwidth management and audiovisual streaming.



Fantastic software allows the retailer to sell more products and maintain a competitive advantage through enhanced data delivery. An array of televisions filling an entire wall in the electronics department is an additional source of revenue as the retailer is able to sell ad space on these screens.

Customers in the record departments can run the bar code of a CD through a scanner on an audio kiosk and then listen to a sample tune. The shops realize a proven higher buy rate when customers can listen to CD's before purchase.

In addition to cutting the cost and time of delivering data to thousands of stores, Fantastic has drastically cut the information management expenses by automatically confirming file delivery to each location. If any data packet was lost or corrupted during transmission, the software will automatically identify it and re-send only the missing information, saving time, money, worry and network bandwidth.

Fantastic software's flexible architecture allows the system to operate on a variety of computing platforms, which was an important issue since the retailer needed to deliver files to AIX, HP-UX, Windows NT and Digital UNIX systems.

About Fantastic Software

OmniCast eCDN™ Dispatcher is robust, easy-to-use software for reliably delivering files simultaneously across multiple networks, primarily in corporate environments, to hundreds of locations while fully leveraging existing network infrastructures.

The Fantastic Corporation develops software products that optimize the distribution of rich media content over any broadcast or corporate network. While current point-to-point file transfer methods use a bandwidth-consuming approach to delivering information, Fantastic's products enable servers to distribute data over the network simultaneously to all recipients, using bandwidth much more efficiently and significantly reducing the load on the sending servers.

Fantastic's products are multi-platform, cross-platform applications available on the following platforms: Microsoft Windows® XP/NT/2000, IBM AIX™, Red Hat Linux®, TurboLinux® and Sun Solaris™.

A free 30 days OmniCast eCDN™ Dispatcher trial is available for download at: www.omnicast.to

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