



Rite Aid Case Study - Retail Industry

Rite Aid Corporation is one of America's leading drugstore chains, combining its modern store base, strong brand name, modern distribution centers and superior pharmacy technology with a team of approximately 77,000 full and part-time associates serving customers in 30 states and the District of Columbia. Rite Aid currently operates more than 3,600 stores, reporting total sales of \$14.491 billion at the end of its 2001 fiscal year.

Cost Effective Video Distribution

With close to 4,000 locations, Rite Aid was challenged with the task of training pharmacists in each location on new drugs, drug interaction and other related topics. Video training was the most obvious method to accomplish this goal.

Rite Aid had to distribute video training files in a way which was cost effective, guaranteed to get there and did not require human intervention at each receiving location. Furthermore, they needed the video to be distributed to the correct local system directory in order for pharmacists in each location to simply go to a video player and view the training videos. Distributing CD-ROMs was too expensive and required a person to copy the video file from the CD to the system at each location. This was time consuming and error prone. The only other alternative was electronic point-to-point file transfers. The time it would take to distribute one file at a time to 4,000 locations would not allow Rite Aid to distribute the training videos in the time allotted.

Rite Aid needed an electronic method that could simultaneously distribute the video to all locations and ensure that it was installed in the correct system directory at each location, automatically.

Rite Aid now uses Fantastic OmniCast eCDN™ Dispatcher to simultaneously distribute the training videos, allowing them to send to all locations in the time it would take to send to one using an electronic point-to-point method. Fantastic OmniCast eCDN™ Dispatcher not only distributes the video, but also installs them on each system so human intervention at the remote site is not required. If a distribution to a particular location does not occur for any reason OmniCast eCDN™ Dispatcher logs the incomplection.

Each Rite Aid store now receives the training videos in a quick and reliable manner, allowing them to provide their pharmacists with the most up-to-date information key to their business.



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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