

# How does Cinram help retailers keep shelves stocked with the latest movie releases?



Delivers physical media to retailers across Europe



Maintaining 2 EDI platforms made it hard to add partners during seasonal peaks



Migrated EDI to the cloud with IBM® Supply Chain Business Network Premium



Avoided cost of 3 FTEs by choosing a managed service



Delivers near-100% uptime for critical EDI processes



Adds new EDI connections fast to help deliver on time all year round

