

IT Developers bring a smile to Ragdolls face



The Business

The Challenge

The Solutions

Ragdoll make high quality children's television programmes. Notable programmes include the Teletubbies, Rosie and Jim, Brum and more recently In The Night Garden.

Although they are a Small to Medium Sized (SME) business, their reach is global, broadcasting in 120 languages in over 180 countries worldwide.

Ragdoll had a need to increase and improve collaborative working practices. Standard networking and file-sharing across a multi-site, international environments and a lack of shared database management systems were causing operational difficulties. Communication had to be improved

Many aspects of the business needed bringing together including licensing and royalty management, agency management reporting, product approval process as well as, product and brand development materials such as image libraries and style guides.

To streamline their business Ragdoll had also identified a need for a customised CRM system and E-Commerce email-order software to facilitate centralised contact management activities and promote specialist product retail sales

IT Developers started with a thorough analysis of Ragdolls processes in order to identify the inefficiencies that were causing business issues.

IT Developers designed a complete integrated solution that included...

Licensing database
Intranet based Knowledge Management Systems using Site Server
intranet base CRM systems directly integration with Exchange Server

Intranet based solutions for product management, discussion forums, image libraries

Customisation of a standard shopping cart technologies

Once implemented, on site training along with the distribution of user manuals to each user ensured maximum buy-in and a smooth transition to the new systems.

The collaborative nature of the design of the systems allowed the developers to put their creative skills to best use. This resulted in an exceptionally inte-

Systems Developed:

- Database,
- Intranet & Knowledge
- Management Suite

Technologies Used:

- SQL Server DB's / VB / COM
- Components
- Com+ Server
- ASP / Exchange Server
- Outlook 2000/XP / Site Server