



A total solution that has delivered over twelve million multimedia packages

What was required?

In 2001 this central government department went out to tender to find a partner to provide content development and replication for its CD-ROM publications. This product range was issued twice a year to over 1.6M businesses in the UK to provide guidance for all business in the UK.

The primary requirement was for a partner to provide new inspiration in the programming of the product but that could also provide a quality driven, cost effective media replication and packaging supply chain.

What solution was provided?

Software Logistics bid for the project and eventually was chosen from a wide field of bidders to take the project forward. As part of its brief the chosen partner was contracted to provide full programming and replication services for the CD-ROM.

Once the project scope and deliverables were agreed Software Logistics set about building a team of programmers to develop the product using Macromedia Director. This team of five programmers would build the product over the next nine months to deliver the final masters for replication.

The complete initiative was project managed with monthly review meetings for all stakeholders. This ensured consistent delivery of materials throughout the lifecycle of the project.

Software Logistics then undertook the replication of 1.6m CD-ROMs and associated packaging within two weeks to deliver into the client's distribution partners.

The services provided to the client by Software Logistics Ltd have been:

- Project Management
- Design and creative support services
- Content Development
- CD-ROM Replication
- Production of Packaging
- Assembly and Collation

What results were achieved?

Software Logistics has been a supplier to this central government department for four years replicating over twelve million CD-ROM products. We have continuously provided quality driven and on time, innovative content development and production services as an integrated partner. This removed the need for multiple suppliers as content development, replication and project management was all provided by one partner.

Client Perspective

"Software Logistics has held the contract with us since 2004 for the development, replication and packaging of our multimedia titles.

They are required to produce around 1.6m CD-ROMs twice a year within very tight deadlines and these have always been delivered correctly, on time and in perfect condition.

They have provided an excellent and professional service throughout."

Manager, Publications,
Central Government Department