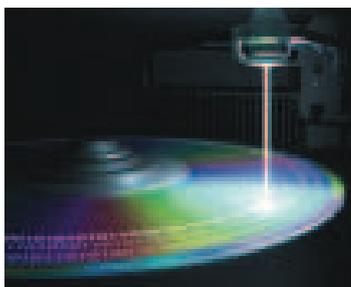




#### AT A GLANCE

- Consolidated 3 separate value-added networks into a single global network, with one global contract
- EDIFACT, TRADACOMS, ANSI X12 and AS2 protocols supported
- Integrated with new back-end systems including SAP



**“GXS is a strategic partner for Technicolor that consistently delivers the highest level of service and commitment. There is no doubt that a message sent via Trading Grid Messaging Service will be successfully delivered.”**

— PHILIPPE MERCIER  
IT SENIOR MANAGER  
TECHNICOLOR

## Technicolor

### Corporate Profile

The phrase ‘filmed in glorious Technicolor’ is synonymous with the history of the cinema industry.

Today, Technicolor does much more than the colour processing of movies. It is an industry-leading provider of technologies for visual effects, animations and post production services to the cinema, television and advertising industries. It is one of the world’s leading suppliers of digital content delivery services and home access devices. And also a worldwide leading manufacturer of DVD and Blu-ray discs.

The statistics are even more impressive. The company owns more than 40,000 patents. Over 150 million households experience Technicolor every day through their set-top box or gateway. In 2010, the company made over 45,000 digital cinema deliveries across the globe and its artists touched 70% of WW blockbusters in 2011. This is only part of the organisation’s worldwide operations.

To achieve this level of success, the company has over 1 million square metres dedicated to the manufacture and distribution of home entertainment products.

### Business Challenge

As a global operation with customers and suppliers in almost every country in the world, Technicolor has had many years of experience in using B2B ecommerce to help automate their key business processes. These processes include order processing, accounts payable and receivables, logistics, and shipping.

The company is continuously extending and enhancing the service that it can deliver to its customers. For example, Technicolor is working with a major studio to produce and supply DVD and Blu-ray discs of its movies. This involves not only the production of the discs but also worldwide distribution and, in some cases, receiving and processing orders from retailers.

This environment requires a stable, global platform for B2B data exchange and the ability to support a wide number of protocols and document standards to accommodate the needs of its diverse trading partner community.

Due to its historical development through mergers and acquisitions, Technicolor found itself in a situation where it had three different contracts to exchange EDI documents, one in the UK, one in the US and one in France.

### The Solution

With its corporate headquarters in Paris, Technicolor decided to consolidate its three networks into one, GXS Trading Grid®, and selected Trading Grid® Messaging Ser-

vice (TGMS) to provide the company with one solution to enable the company to reach customers and suppliers worldwide.

Working in partnership with GXS, the company moved to TGMS, a single network entity, and a service that more closely reflects Technicolor's current business model and corporate policies. GXS Trading Grid also integrated seamlessly with other software that Technicolor uses for document translation.

The consolidation project provided an ideal opportunity to update the company's back-end systems. Philippe Mercier, IT Senior Manager at Technicolor says: "In addition to introducing a single, global, contract with GXS, we introduced new application solutions, such SAP, and began to move away from our existing legacy mainframe infrastructure."

The value-add that GXS offered was the main reason that Technicolor selected GXS. Philippe Mercier explains: "GXS provides us with a network that has global reach and high service availability levels. All of our partners are on-boarded properly so everything works first time and, of course, service levels on availability are essential for us."

## The Result

Not only has consolidation delivered much greater management control, it has helped the company to increase the efficiency of its manufacturing operations by facilitating the use of electronic document exchange across its global supply chain.

However, Philippe Mercier believes that GXS offers another important advantage: "GXS is a large multi-national organisation but I still receive a very personal service. I know that support and assistance is there whenever we need it. The company understands that business should be conducted at a human level. That's why I believe GXS is such a good strategic partner for Technicolor."



### About GXS

GXS is a leading B2B integration services provider and operates the world's largest integration cloud, GXS Trading Grid®. Our software and services help more than 550,000 businesses, including 22 of the top 25 supply chains, extend their partner networks, automate receiving processes, manage electronic payments, and improve supply chain visibility. GXS Managed Services, our unique approach to improving B2B integration operations, combines GXS Trading Grid® with our process orchestration services and global team to manage a company's multi-enterprise processes. Based in Gaithersburg, Maryland, GXS has direct operations in 20 countries, employing more than 2,800 professionals. To learn more, see <http://www.gxs.co.uk>, read our blog at <http://www.gxsblogs.com> and follow us on Twitter at <http://twitter.com/gxs>. You can also access our public filings with the Securities and Exchange Commission at <http://www.sec.gov/edgar.shtml>.

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