



Physical World



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Supplier Feature

Rimage to Colonial Members: In-House or Outsourced, We've Got You Covered

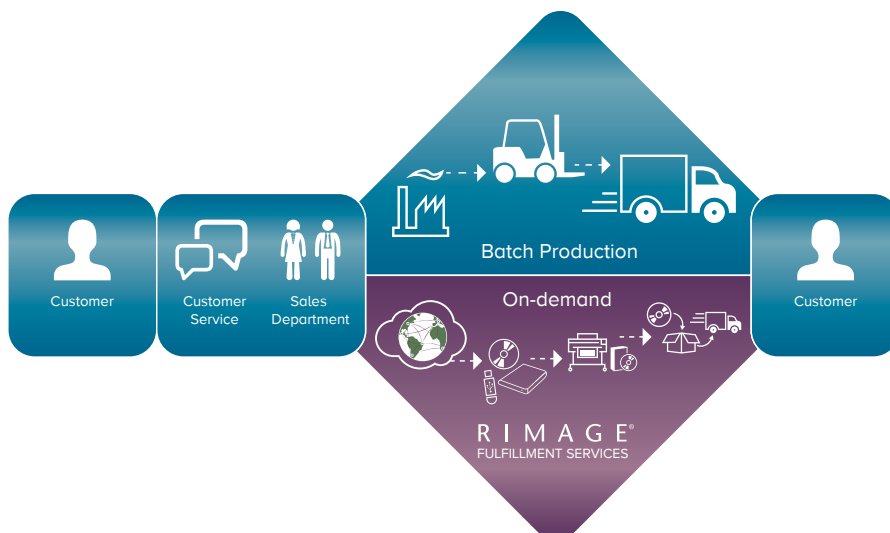
Colonial member Rimage is entering a new phase of growth, thanks to its acquisition of technology from CustomCD (now called Rimage Fulfillment Services - RFS), which fulfills distribution of on-demand content for companies around the world, explained Rimage CEO Chris Heim.

"We feel physical media is still very relevant and will be so for many years, but we need to expand the way in which we enable physical media for our customers," explains Heim. "Think of a world where you're streaming a video and say to yourself, 'I'd like to have a copy of this for my own library.' You then click on a button that says 'order now' and it arrives on DVD the next day – custom made, on-demand, globally, and made specifically for you."

Managing the inventory of long-tail content and trying to predict future demands, on different formats, such as optical disc or USB, is an impossible task to be accurate.

"Even with the most robust forecast planning, you'll never be able to get it (inventory planning) right," Heim says. "The whole world is moving to on-demand and just-in-time in every aspect of our life. We want to help make this possible with the physical distribution of content."

Content early on in its production is easier to predict. "We know certain products are selling well," he adds. "But with second-run products it is a bit of a guessing game. We can help all of our customers and partners extend their reach and truly be on-demand with any content that has moved beyond the large-volume replication or duplication runs."



Colonial Purchasing is a group purchasing organization devoted to the media manufacturing industry. Colonial Purchasing was founded by individuals with significant operating and board level experience who have an understanding of media manufacturing industries needs and finances. You can learn more about Colonial Purchasing at <http://colonialpurchasing.com/>

What Rimage brings to the table is streamlining the entire process of everything that is getting made and fulfilled on demand and sent directly to the end customer - whether that's a consumer or business.

"We're doing it in a way that is extremely friendly - and in partnership - with companies currently doing replication and duplication," says Heim. Rimage Fulfillment Service becomes an add-on extension to everybody else's business, he adds. "We want to help our partners say 'yes' to more customer requests for physical content, and do so in a way that seamlessly integrates with their existing customer-facing processes and augments their internal production capabilities - all under their own brand.

"Our vision is not to have huge facilities with a ton of overhead that requires sustaining a certain level of flow-through to absorb all the operating costs," explains Heim, who compared Rimage's future vision with FedEx or UPS store. "We are focused on augmenting that existing infrastructure with many small locations globally that can do localized on-demand fulfillment. Our cloud-based architecture allows us to have one central way of accepting orders from different markets in different parts of the world, and then pointing orders at the right node to do the localized fulfillment. We fulfill on-behalf of our partners for orders they can't do themselves - we are essentially their contract manufacturer for on-demand fulfillment work."

Heim notes that Rimage, which has 10,000 to 15,000 active customers globally, is still selling its duplicator hardware and software tools to help customers build up their own on-demand capability internally. "We now have a multi-pronged approach (in-house, outsource, or a combination). Our core business provides our customers with the equipment, supplies and software they need for in-house production. But, some companies don't have the budget or appetite to own, operate and maintain equipment. Rimage Fulfillment Services is an excellent extension or alternative for companies looking to outsource their digital publishing process. In fact,

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some customers are planning to continue owning Rimage equipment for in-house production, but also utilize RFS for overflow capacity and broader media offerings."

Rimage has historically been an optical-focused company, but Heim emphasizes that Rimage's vision is not isolated to optical. He states "Additionally, with Rimage Fulfillment Services, we have expanded beyond optical and we provide digital publishing for optical, USB, hard-drives, SD cards etc. We're reaching to be media-agnostic and seamlessly integrated into many different vertical-market workflows."

So Rimage is looking to expand its reach to Colonial members with needs for on-demand publishing (even down to individualized discs) as an add-on, outsourced service. "Every disc might have unique content, unique print, unique packaging, and unique instruction. [Such affiliates] own the communication and order-taking process with their customers. They're deciding on an order-by-order basis whether to produce internally or hand over to Rimage, while retaining brand control and the customer relationship. Delivery to the end customer is seamless. We're just the back-end engine."

Rimage CEO Chris Heim spoke to members of Colonial Purchasing at their Annual Meeting in Nashville, May 17-18, 2016. Known for its recordable media publishing and duplication systems, Rimage's technology now allows "on-demand digital publishing," explained Heim. Duplicators and replicators can count on Rimage Fulfillment Services to extend their reach and provide on-demand fulfillment of content no longer fitting traditional requirements for large-volume runs. That presentation, summarized in this article published in the subsequent member newsletter, has led to new partnerships with the media manufacturing community. More information about Rimage can be found at www.rimage.com.