

Assignment Profile	<b>Centresoft</b>	May 08-Sept 08
Role	Project Manager	
Clients	Activision Blizzard (Guitar Hero) Electronic Arts (Rockband)	

**Value delivered**

- **Managed successful bids to both clients, from solution design, costing, pricing and detailed definition of actual solution to be delivered, resulting in an equitable balance of risk and reward for all parties. Value >£8m pa.**
- **Delivered multi warehouse solution, including fit out of new 240k sq ft unit, on time and under budget.**
- **Established structured inbound and outbound planning to manage the supply from China to EU.**



**Project Profile**

**Activision Blizzard** – World’s second biggest games publisher with a turnover of \$3.5 bn – subsidiary of €25bn Vivendi. Guitar Hero brand represents >50% of company profits. Project was to launch 4<sup>th</sup> generation of software and peripherals for this brand to UK and emerging markets, and to enable the post launch support.

**Electronic Arts** – World’s biggest games publisher with a turnover of \$4 bn. Project was to launch Rockband game and peripherals on 3 platforms (PS2, PS3, Wii) to EU and enable ongoing support post launch.



**Features**

- Planning** – modelled operations to enable sensitivity analysis and what-if analysis so predict the risk/reward matrix. Operation covered inbound container planning from China, receipt planning and demurrage management, pack build, despatch planning and delivery to retailers.
- Physical** – Fit-out or refit to shell from power distribution up. Key requirement was to reflect the short term nature of products and resultant short life of the operations. Wherever possible, future-proofed for foreseeable developments. Client & CDM Coordinator roles within CDM2007.
- People** – Recruitment and training of 40-150 (peak) people
- Distribution** – Lowest cost, secure distribution throughout EU. Initiated innovation of home delivery on behalf of retailers.
- Quality** – Seamless transition from existing warehouses, despite fit-out works being underway during move.



**Client Profile**

**Centresoft** – The distribution arm of Vivendi Activision in UK and emerging markets. Services also offered to open market. Distribution of software, games consoles and peripherals to retail market, and experimentation with B2C on behalf of retailers such as HMV, Game, EUK etc. Guitar Hero IV and RockBand, being very large peripheral items, assembled from component items, represented a substantial change to operational knowledge and practices.



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