

DISC Stakka®



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**Lindsay Arnold,
Product Manager,
Bigpond Movies**

Imation Disc Stakka Stars in Movie Business



Any traditional mail order business understands the need for speed in picking and packing stock, but when the inventory is returned and sent to someone else on a continuous basis, it adds a different dimension.

Bigpond Movies (www.bigpondmovies.com), operated by Telstra, is an automated online DVD rental business on a grand scale where thousands of DVDs are despatched by post every day. With five distribution centres around Australia, it is truly a national business.

Each centre manages more than 14,000 titles, which grows by an average of 400 titles per month and up to 800 in some months, depending on the number of new releases. Multiple copies of each title are available at each centre according to demand.

Playing the most important role in the business is the Imation Disc Stakka: an intelligent automated carousel that stores and retrieves discs. The Disc Stakka forms the backbone of a fully automated system that enables each operator to process multiple orders per minute.

“It is a scale business,” said Bigpond Movies’ Product Manager, Lindsay Arnold. “Each one of our operator stations consists of a PC, 100 Disc Stakkas, a barcode scanner and label printer. And because we are continually monitoring our subscriptions and process quantities, we can plan ahead when we need to add to our current level to manage business growth.”

“The Disc Stakkas are set up so that they fill up from left to right, which minimises operator movement up and down the stacks of units and gives us very high productivity,” he said.

The Order and Fulfilment Process

To fulfil each order, an operator simply picks the customer address label and requested DVD: the system looks after the rest with Disc Stakka popping out the required disc within seconds. The discs are then sent out to customers in specially designed packaging that is also used for return postage. Postage costs are pre-paid in both directions.

After Australia Post has made its early morning deliveries to the distribution centres, the returned discs are scanned by operators, visually checked, and then inserted back into the Disc Stakka units. The Disc Stakkas and operating software remember exactly where each disc is stored. When all the discs are loaded, the fulfilment process can begin.

“Our team processes the returns in the morning and the orders in the afternoon. This gives us a same-day turnaround and maintains our high customer satisfaction rating,” Lindsay said.

“Our business relies on the efficiency and reliability of the Disc Stakkas and the purpose-built software that drives the fulfilment process. We’ve just celebrated our first anniversary and during the past year processed millions of transactions to tens of thousands of customers nationally.

“The Bigpond Movies’ team is very happy with the performance of the Disc Stakka. Its speed of operation, robustness and reliability are very important and has helped us to become market leader in the online sector of the Australian DVD rental market, which is currently worth around \$500 million in annual revenues.”



www.discstakka.com

- ▼ *Each compact Imation Disc Stakka unit holds up to one hundred 12 cm discs.*
- ▼ *The bundled OpdiTracker software automatically catalogues in its database the volume, file and folder names from computer-readable CDs and DVDs.*
- ▼ *Search by name or keyword to find any file, folder or disc within seconds, and then instantly eject the required disc.*
- ▼ *Single USB connection for both power and data.*
- ▼ *Stack units five high to store 500 discs without needing additional cables or desk space.*