



HIT entertainment

HIT Entertainment Limited
London, England
www.hitentertainment.com

Industry:

Media & Entertainment

Annual Revenue:

US\$256.9 million

Employees:

450

Oracle Products & Services:

JD Edwards World
Financial Management
JD Edwards World Distribution
Management
JD Edwards Sales Order
Management
JD Edwards Inventory
Management

Implementor:

Oracle Consulting

“As our business processes and organizational structure changes with mergers, acquisitions, and the like, the one constant has been our JD Edwards system behind the scenes. Our ability to continue to upgrade and drive additional benefit from the product will help us now and in the future.”

– Greg White, Director of IT -
Business Process, HIT
Entertainment Limited

HIT Entertainment Increases Flexibility with Service-Oriented Architecture Upgrade

HIT Entertainment Limited produces children’s television programs—including Bob the Builder, Thomas the Tank, and Barney—for distribution worldwide. The company also produces and distributes home videos, and licenses merchandise from its children’s programs. HIT Entertainment has offices in cities throughout the world, including London, New York, Dallas, and Hong Kong.

Challenges

- Ensure that the company has an enterprise application infrastructure that can keep pace with its growth
- Create an IT infrastructure that allows the company to conveniently introduce new applications to its environment
- Accelerate integration to the user desktop

Solution

- Upgraded the company’s JD Edwards World A9.1 applications from Oracle to take advantage of service-oriented architecture capabilities and ensure flexibility and scalability to accommodate continued growth
- Created an open environment that will allow the company to seamlessly add new applications and integrate them into HIT’s existing IT infrastructure
- Enabled PC import and export capabilities that helped to accelerate integration to the user desktop
- Enabled users to quickly upload journal entries and extract data directly from the inquiry screen
- Facilitated an easy migration of data to and from Excel
- Facilitated Sarbanes-Oxley compliance through advanced audit trail capabilities
- Allowed the company to focus on resources that add value to the organization
- Accelerated implementation and reduced risk with Oracle Consulting