

WebConcepts Provides VMI Tools for Maximizing Shelf Level Profits

Software company WebConcepts, Inc. has been serving retailers and their movie studio suppliers since the late 1990s with their state-of-the-art vendor-managed inventory (VMI) solution. The Entertainment Supply Chain Academy welcomes WebConcepts as a platinum sponsor.

CITY OF INDUSTRY, CA-WebConcepts, Inc., a leading supply chain management software vendor specializing in shelf-level replenishment of consumer entertainment product, was founded in 1998 by Ray Young, who sensed a need from the home entertainment divisions of movie studios and other content owners to take a more active role in making sure their retailers have enough product on every shelf to meet the demand during the increasingly short sales windows for their products, while also reducing both out of stock and returned items.

The City of Industry, CA-based company (<http://www.wcisoft.com>), which is a platinum sponsor of the Entertainment Supply Chain Academy, currently services Paramount, Sony Pictures, MGM and Buena Vista Home Entertainment with its vendor managed inventory solution (eVMI) that focuses on item/shelf optimization and replenishment.

"Everybody was talking about store-level replenishment. I wanted to move it the lowest common denominator: shelf-level replenishment," explains WebConcepts chairman Ray Young. He realized that for suppliers to be on top of their inventories and replenishment, especially as DVDs and other new formats took hold as the most popular home entertainment format, a new way of thinking about the vendor/retailer relationship was needed.

Young, a former studio consultant, has developed supply chain solutions for more than 20 years. He noted that WebConcepts' eVMI solution is suited for any high-volume, high-turn retail product, but was designed with DVDs, CDs, video games and software in mind. Always moving forward, WebConcepts has acquired Supply-Lynx, a producer of award-winning forecasting systems. The highly anticipated integrated package combining forecasting with shelf-level replenishment is expected to roll out in about a month.