

HE Product Flows

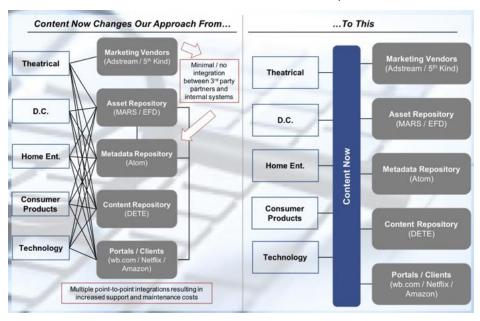
Physical and Digital March 13, 2020

Content Now - VISION



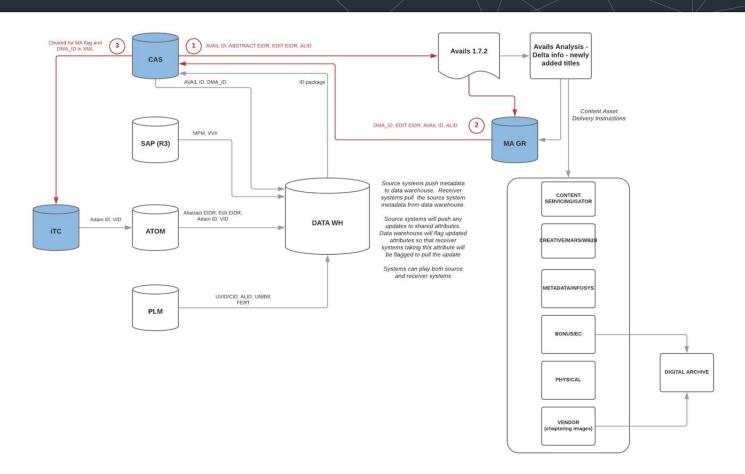


This is the desired system integration/centralization



KEY ID FLOW – VISION





VISION





One Source = Centralization & Integration



A centralized system or integrated systems-user interface for

physical/digital supply chain that: stores/links product IDs of assets provides a system-integrated

process flow for product planning,

scheduling, fulfillment and reporting

Step 1: Sales & Marketing plan and enter product information in a centralized system and trigger for fulfillment once finalized





Creative





Physical Ops/Mastering

Step 3: Centralized system provides indicator of product packaging completion and





Step 4: Centralized system generate reports/data analytics on POS revenue and digital redemptions, EST sales



Digital Product Strategy

Digital/EST

Understanding Workstreams – AS-IS/Current Workflow





Standard Physical

Source for physical: GUAD Source for digital: Physical if included. Uses Maritza's and Cecilia's schedule to verify

Promotions/Exclusives

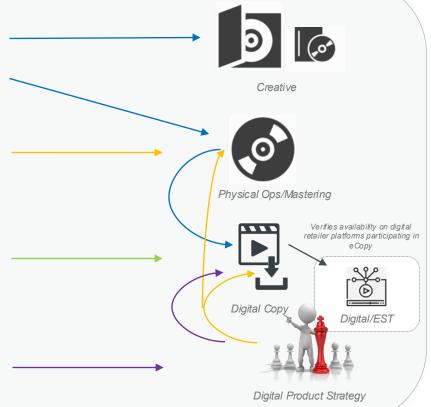
Sources for physical: GUAD, Digital Product Strategy, Marketing Sources for digital: Digital Product Strategy, Physical, Marketing

Standard Digital Only

Source for digital only: Maritza and Cecilia's schedules (newly added "Digital Copy" Column)

Promotions/Exclusives Digital Only

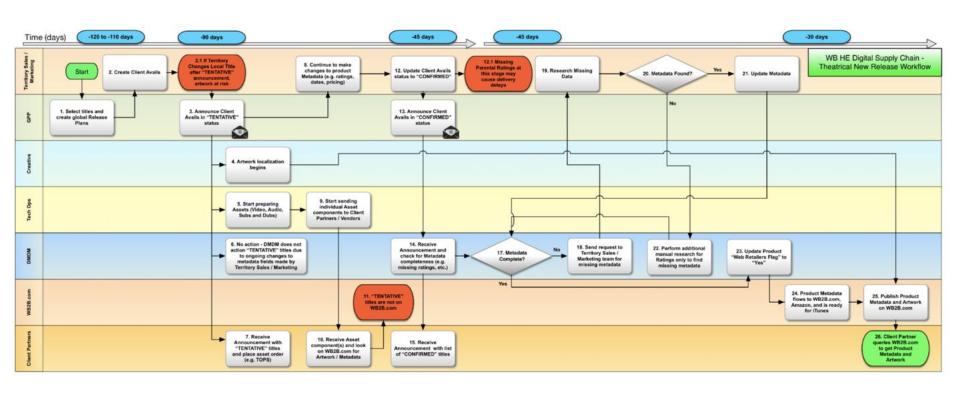
Source for digital only: Digital Product Strategy



Problem with current: Sources are not in sync, and source delivery multiple: spreadsheets, email, email only

Avails to Go-Live Process Flow





TNR Workflow Diagram



