



HE Product Flows

Physical and Digital

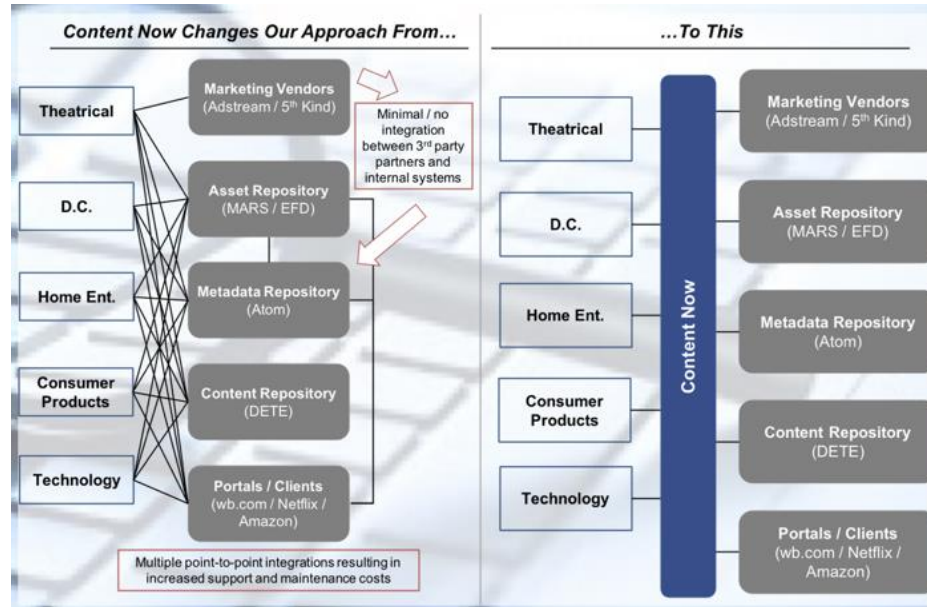
March 13, 2020



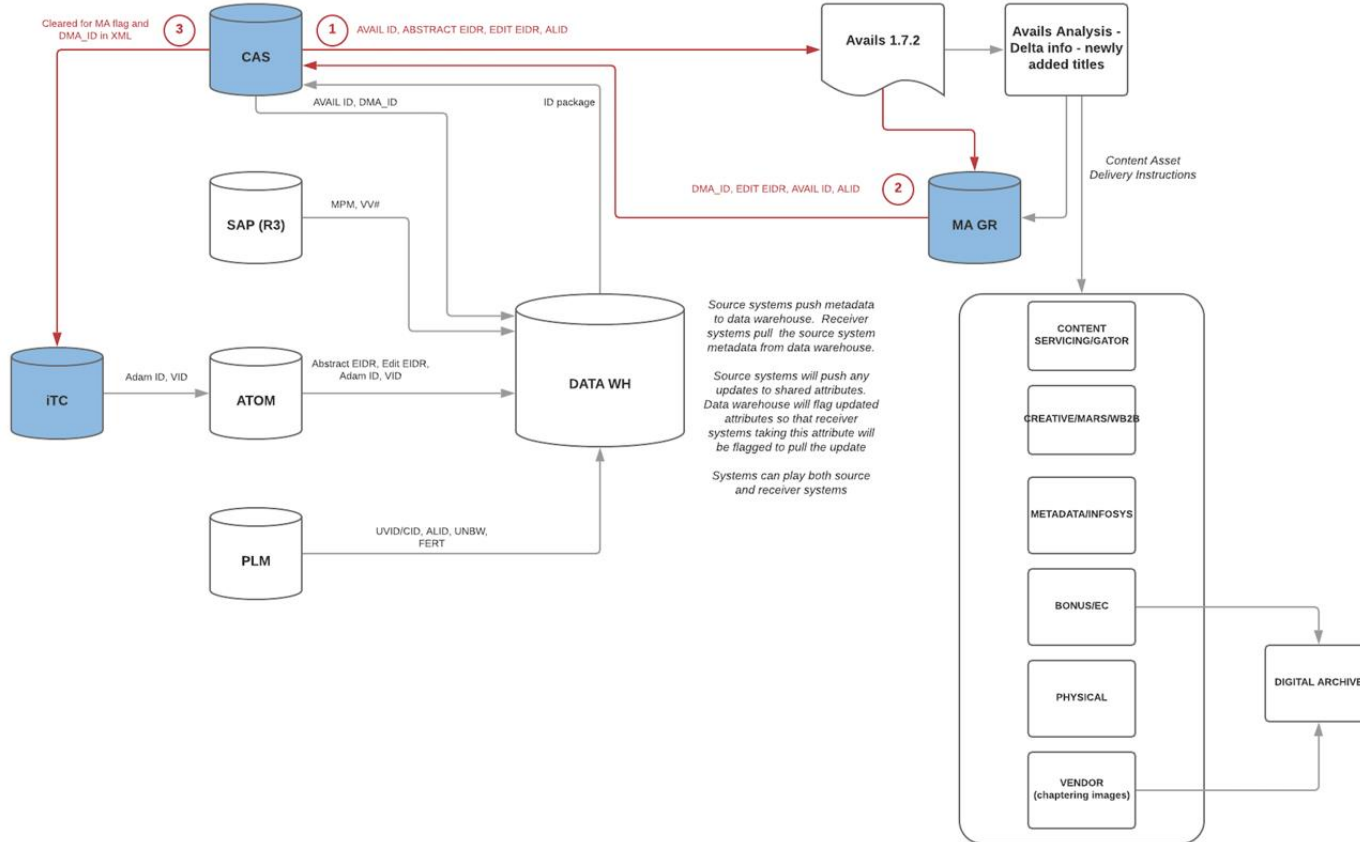
Content Now – VISION



This is the desired system integration/centralization



KEY ID FLOW – VISION



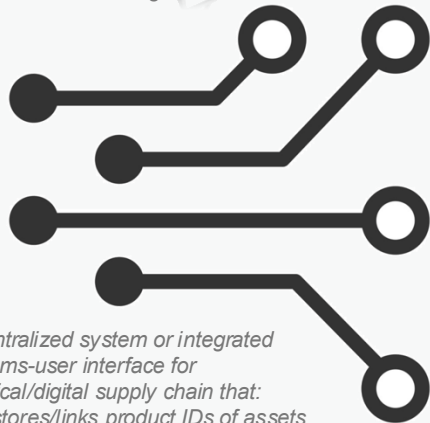


One Source =
Centralization
& Integration



Sales & Marketing

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



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



Creative



Physical Ops/Mastering



Digital Copy



Digital/EST

Step 2: Centralized system propagates product information that are ready-for-fulfillment to each workstream---Creative, Physical, Digital

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



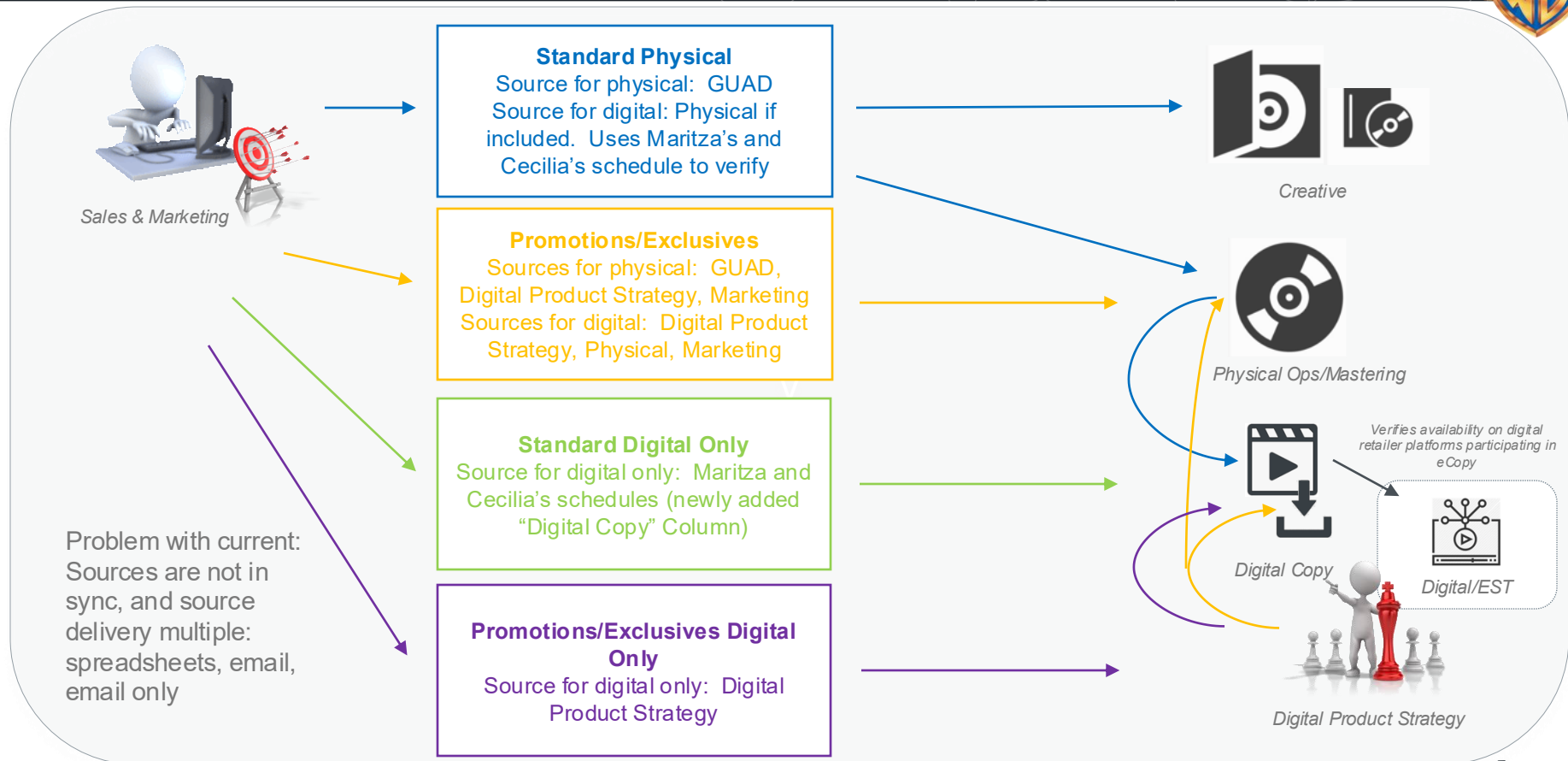
Reporting/Analytics

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

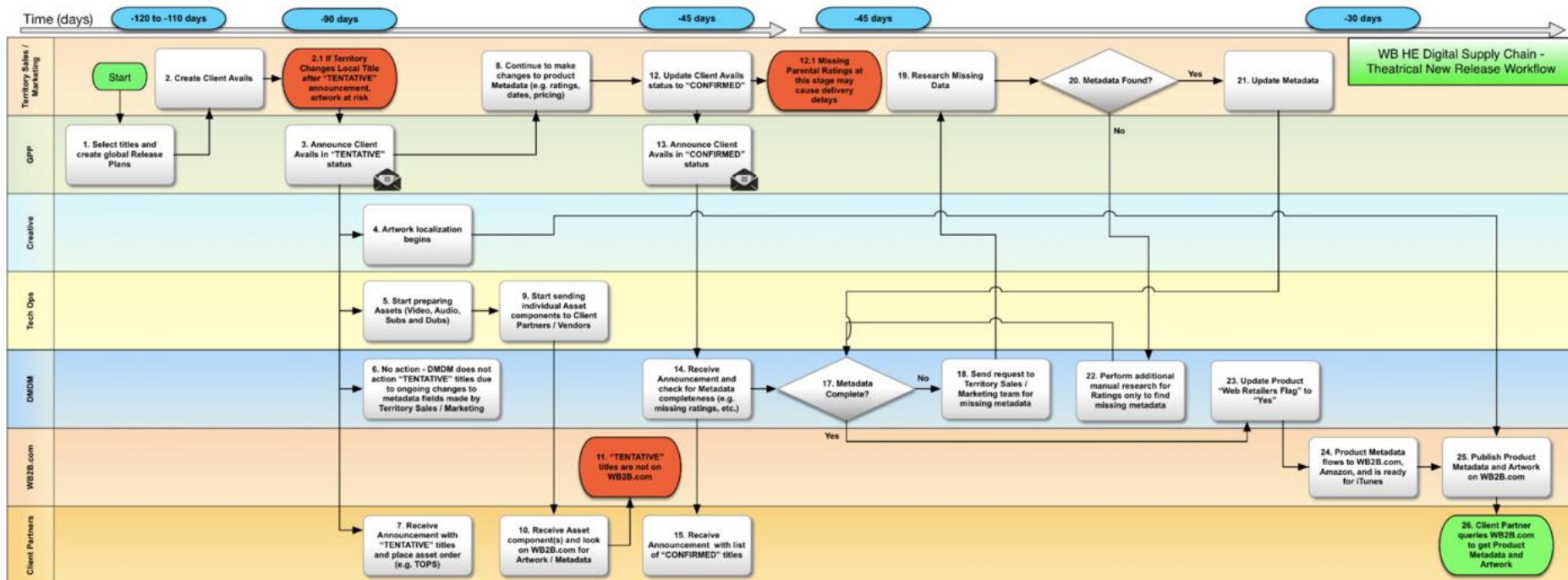


Digital Product Strategy

Understanding Workstreams – AS-IS/Current Workflow



Avails to Go-Live Process Flow



TNR Workflow Diagram

