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‘Game On’ in the latest ‘Factory’ episode

A visit to video game distributor Trilogy Logistics pushes all the right buttons for David in the next episode of The Factory.

‘Game On’ is the fifth instalment of this award-winning viral marketing campaign. The Factory received a special commendation for Best Online Brand Development Campaign at the Big Chip 2009 digital industry awards.

In this episode, which can be found at <http://www.k3scs.com/thefactory>, David heads to the leading provider of primary logistics services to the video games, DVD, toy and music markets, as he continues his quest for the perfect ERP solution.

Northamptonshire-based Trilogy Logistics manages the complete product supply chain within the United Kingdom and Europe for a range of companies, including a number of blue chip clients Ubisoft, Capcom and Square Enix.

Lasse Hammer, Trilogy’s IT Director, said: *“There is no doubt that SYSPRO has proven to be the right ERP system for our business, and is not only enabling us to maintain the existing business, but is also helping to drive the business forward.”*

Viewers who have been following the series will now be familiar with David’s irreverent and off-the-wall style of interviewing, and this episode continues in the same vein. The Factory, as a series, looks at what can only be described as a dry and often highly technical subject, but David manages to bring it to life in his own unique style.

At the same time the series conveys valuable information about ERP systems that might otherwise be lost in translation. This technique is highlighted in this episode when David is learning about how Trilogy Logistics is using K3 Business Technology’s SYSPRO system and unearths a software gem in SYSPRO’s e.net architecture and DataSwitch 5 system integration and data manipulation tool. With humour and off-the-cuff spontaneity, this nugget of information suddenly springs to life as the audience can see what the application of this software means in practice.





This clever marketing technique will no doubt raise the bar in the business to business software sector for appealing to a much more diverse audience.

David's one-liners are as witty as ever, despite this being the fifth episode about ERP systems. Followers and subscribers to the series are left wondering what pearls of idiocracy David will display next. And the final scene is just what we have come to expect from this likeable rogue. You will have to watch the video for yourself to see what David gets up to. It's worth viewing just to see a marketing campaign that has been hugely successful, and which still has a lot more mileage in it.

- Viewers can also subscribe to exclusive alerts when new episodes become available at <http://www.k3scs.com/thefactory>.

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