



## 5 SIMPLE QUESTIONS



**DbLine.it**  
Videogames & Toys

**AND 5 NOT SO OBVIOUS ANSWERS**



## 1. Who is Db-Line?

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23 years of videogames industry

Db-Line has been founded in 1991.

The company grew quickly and positioned itself as a strong point of reference for the industry.

Ideal partner for anybody interested in dealing with a dynamic and professional company, Db-Line is a most advanced company in the Italian industry in terms of technology and support. It is also the only company in the country which is able to process all received orders in real-time.

The company has been through all the phases of the value chain, from development to distribution to the end user, before taking the shape it currently has.

Not only a distribution company: an active player in the market taking on the challenge of an ever changing market.





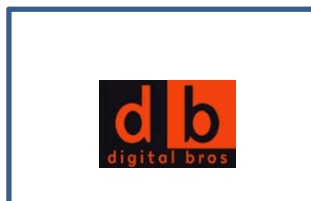
## 1. Who is Db-Line?

Top Client= Top Publisher

### EXCLUSIVE AND OFFICIAL DISTRIBUTIONS



### DISTRIBUTORS



The only company to have access to ALL Titles / Products, both through its own exclusive distribution or through publishing and distribution partner



## 1. Who is Db-Line?

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**GamePeople** comes from the need to set up a network of Partners Retailers able to supply their services to a market becoming more and more exigent and competitive.

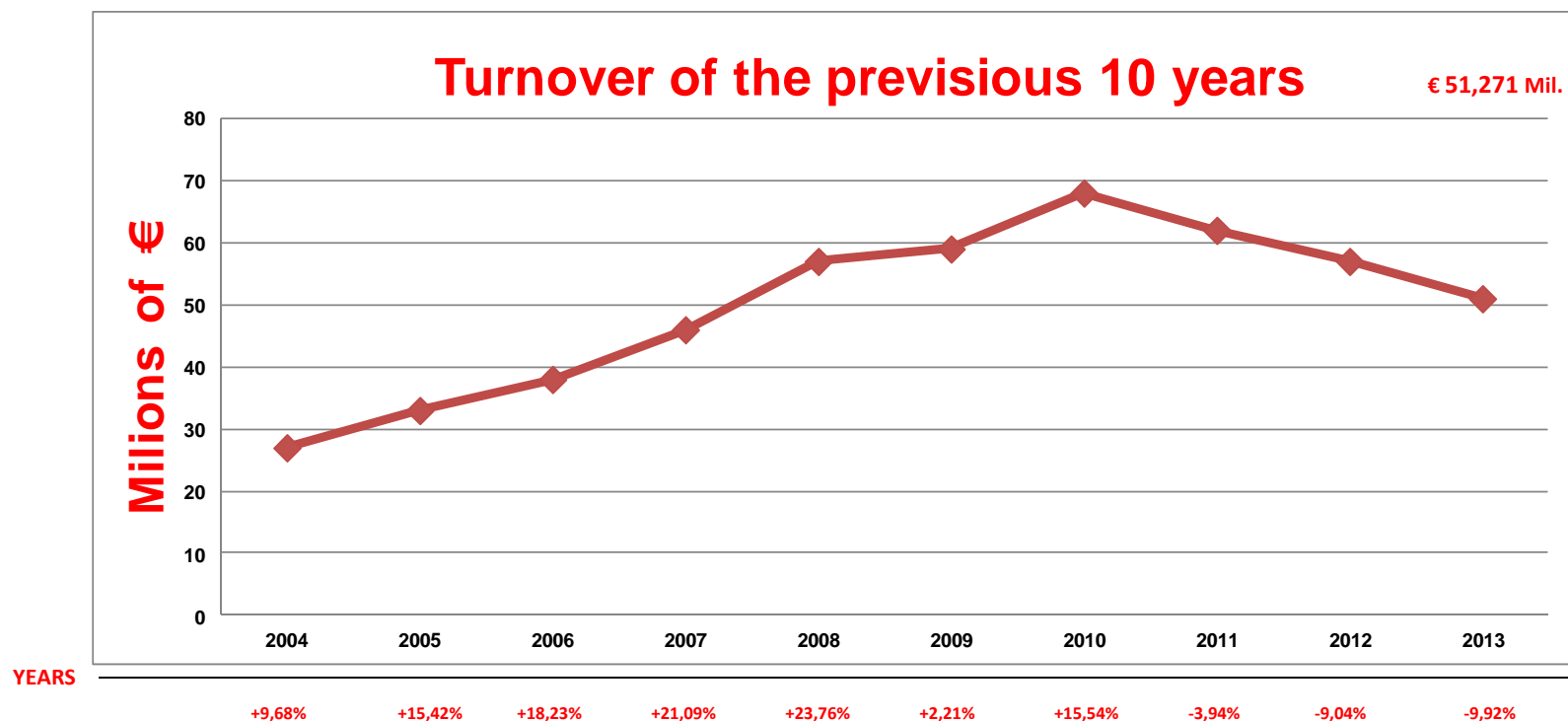
The project's philosophy is to get the Partner Retailer more closer to Db-Line distribution concepts but at the same time to maintain his own peculiarity and his identity.

**GamePeople** will be the reference point providing the commercial, technical and logistic supports required for the development, the growth and the competitiveness of the Partner Retailer.



## 2. What growth for Db-Line?

A turnover of **51,271 millions of Euros** in 2013 put Db-Line in **second position** in the Italian market as far as distribution is concerned. 1048 clients served and 1860 points of sale which are made deliveries.





### 3. What's Db-Line's mission?

The huge potential created by the advanced order processing technology designed by Db-Line together with the experience in distribution has allowed the company to create a fully **integrated Category Management system.**

The Category Management system handles the whole of the shelf space, with automatic replenishment for a number of important chains. It also adapts to the chain's specific target consumer and the geographic area the single point of sale is in.

All this thanks to the access to ALL PRODUCTS available in the market.

The Category Management project is now counting for the about **24,60%** of Db-Line's turnover.



**Db-Line is the only Italian company to successfully implement the Category Management process.**

The Category project





## 4. How does Db-Line sell?

A winning sales force



### FROM THE PHONE TO THE MARKET

One of the companies' most valuable assets is the **Telesales department**. The direct and personal contact with retail is a key point, but also the ability of solving problems in real time and knowing the needs of the single retailer is part of the telesales.



### FROM THE FIELD TO THE MARKET

Db-Line is in the process of creating a network of commercial representatives on the field. The goal is to cover in a strategic way all different type of retails that cannot be followed from the Telesales department.

This network has also a high strategic value within the Category Management project.



## 4. How does Db-Line sell?

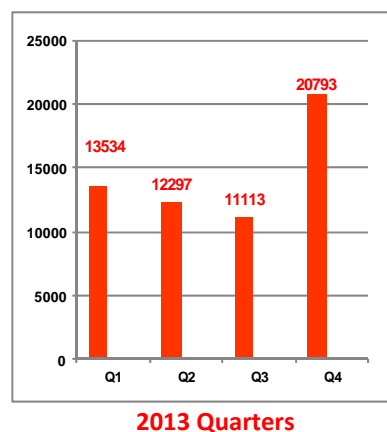
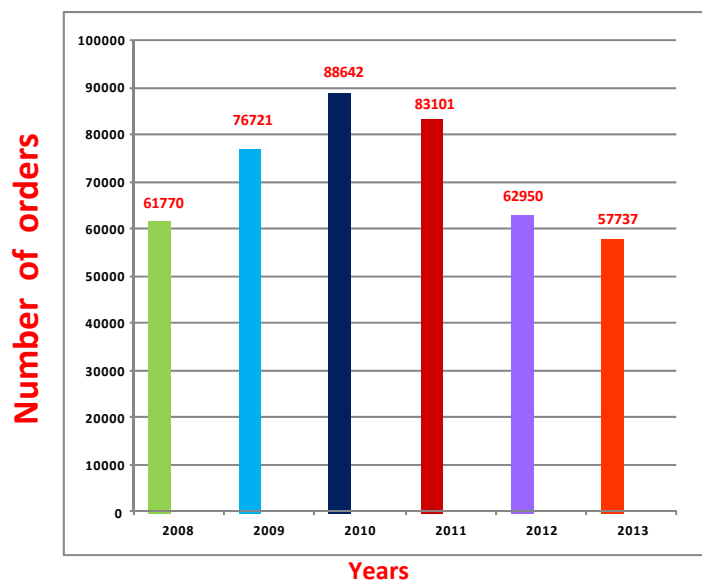
The internet site

The Db-Line shop is one of the most used tools that the company shares with its retail network.

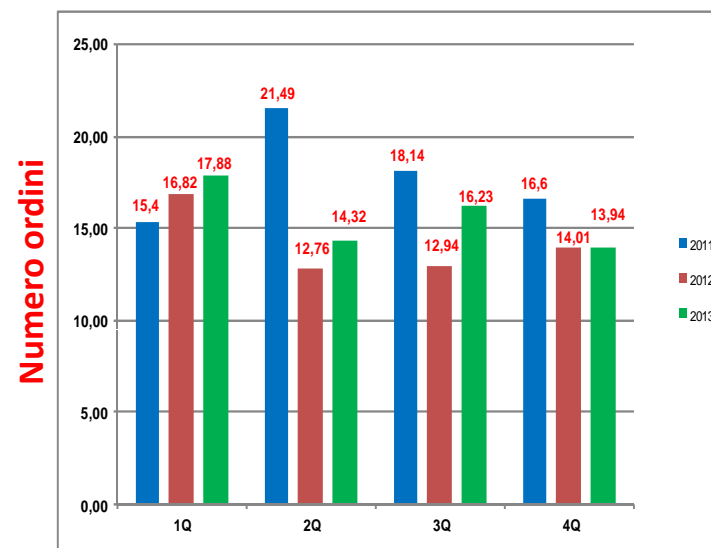
This system aims to replicate the company's values externally allowing retail to interact and auto-handle their needs without having to pick up the phone.



**Orders Received**



**B2B Turnover & % On entire company turnover**





## 4. How does Db-Line sell?

Services for E-Commerce

The information contained in the Db-Line database has a very high potential value. It's the company's goal to offer these services externally.

Thanks to the Net Shop platform, Db-Line allows all existing e-commerce companies to integrate all necessary information in order to be able to deliver all videogames titles.

 <a href="http://www.ibs.it">www.ibs.it</a>	 <a href="http://www.eprice.it">www.eprice.it</a>	 <a href="http://www.unilibro.it">www.unilibro.it</a>	 <a href="http://www.mrprice.it">www.mrprice.it</a>	 <a href="http://www.inmondadori.it">www.inmondadori.it</a>
 <a href="http://www.webster.it">www.webster.it</a>	 <a href="http://www.multiplayer.it">www.multiplayer.it</a>	 <a href="http://www.bow.it">www.bow.it</a>	 <a href="http://www.yougame.it">www.yougame.it</a>	 <a href="http://www.lafeltrinelli.it">www.lafeltrinelli.it</a>
 <a href="http://shop.toyscenter.it">shop.toyscenter.it</a>	 <a href="http://www.hardstore.com">www.hardstore.com</a>	 <a href="http://www.buy.it">www.buy.it</a>	 <a href="http://www.amazon.com">www.amazon.com</a>	 <a href="http://www.deastore.com">www.deastore.com</a>



## 4. How does Db-Line sell?

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EDI system

In the global market **efficiency** and the **ability to integrate information** are the competitive difference, determining the success or stagnation of businesses. There is an exponential growth of the need to integrate, complete, communicate and acquire a big amount of information.

The **exchange of electronic data** to support the business relationships between **business partners**, customers and suppliers is evolving and spreading.

**Db-Line** has implemented a system of **management and control of EDI transmissions** in order to guarantee in a short time EDI integrations according to any standard (Euritmo, EDIFACT, EANCOM, AS2, XML, etc.) or customized, for the transmission of business documents of any nature or kind (orders, order confirmations, delivery notes, invoices, Price Lists, Stock data, Data Sales, ...).



*Db-Line adheres to the consortium "**Ediel Servizi**": born to diffuse the adoption of the common protocol for encoding electronic data transmission between industry and retail, Ediel has created a shared electronic platform for document management cycle complete the order. [www.ediel.it](http://www.ediel.it)*





## 5. What is the Db-Line's position in the market?

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1. The only company to offer **all videogames products available in the market**
2. The only company to handle the **Category Management** successfully
3. **A timely service** as a corner stone to the company
4. **An efficient sales force** supported by the high end of technology on the information system side
5. **A full coverage of the territory** to support even the smallest retail structure
6. The only VideoGame Distributor able to propose and carry out Business Models for customers with different needs:
  - Classic distribution
  - Category Management
  - Support for a well-run E-Commerce business
  - GamePeople (Advanced Partnership Program)



## What is Db-Line?

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# Db-Line = H2O

Water is the element that is able to adapt and fit any type of situation.

Db-Line managed, in every single market transition, to adapt and anticipate market changes and satisfy all retail and suppliers' needs.

Not only this: H2O is a perfect chemical formula, the perfect combination to create the vital element.

Db-Line is this: a perfect formula to combine efficiency and flexibility and to act as a vital part of the market that keeps moving and changing.





## Where is Db-Line?

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Videogames & Toys

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