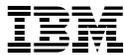# IBM and FADEL: Managing Rights and Royalties

An innovative software solution that gives media, entertainment and publishing companies an easier and more integrated way to manage and monetize rights and royalties

Highlights:

- Reliable enterprise-wide solution for complex, high-volume rights and royalty management

- Modular architecture allows companies to add functionality at the right pace

- Configurable design easily adapts to market-specific rights hierarchies and royalty terms

- End-to-end capabilities cover everything from negotiation to final payment

- Engineered to simplify and automate processes, increase revenues and reduce operating costs

Faced with nothing less than a radical industry transformation, media, entertainment and publishing companies worldwide are struggling to keep pace. Content delivery channels are proliferating, transaction volumes are exploding and deals are more complex than ever. Even in the most efficient organizations, it is becoming increasingly difficult to handle all of the processes related to rights and royalty management, from first negotiation to final payment.

Underlying technology is one of the biggest challenges. Many companies use a patchwork of point solutions, each of which performs one function in isolation. Data sets are inconsistent, disparate and disconnected. Many critical processes – such as contract approval, sales data validation, billing and statement generation – are performed manually. The results can be significant: lost opportunities, increased liability and lower revenue.

IBM and FADEL are working together to alleviate this situation and give any company that deals with intellectual property (IP) a faster, easier and fully integrated way to protect, control and effectively monetize a wide variety of IP assets.

Solution overview

The solution combines the FADEL IPM Suite, a powerful J2EE-based, enterprise-class intellectual property management (IPM) application, with a complete line of IBM software solutions for content management, workflow, process management and analytics. Together, FADEL and IBM deliver a proven enterprise IP management solution that runs on a high-performance technology platform to ensure superior scalability, availability and security.
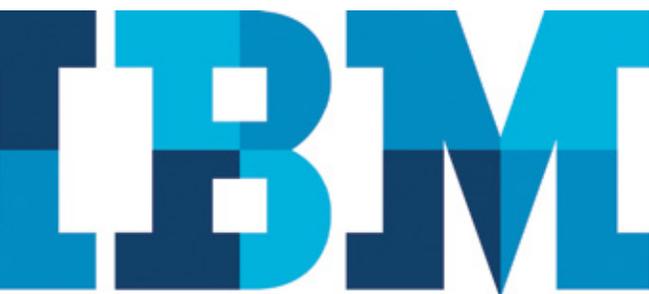
Media, entertainment and publishing companies will appreciate the solution's configurability. The FADEL IPM Suite organizes IP hierarchies to meet a wide range of industry-specific reporting and analysis requirements. For example, media distributors can focus on shows and episodes, while music labels use assets and product classes, and publishers rely on ISBN and format. Each of these categories can have a different hierarchy with its own subcategories, allowing precise classification and further rights refinement. All of this configurability is built into the solution and requires no special programming, which speeds deployment, improves quality and reduces costs.

The FADEL IPM Suite also features a modular architecture, allowing customers to start with the capabilities that make the most sense today, then add more at the right time while protecting the original investment. Unlike most point solutions, the FADEL IPM Suite is specifically designed to integrate with other applications and enterprise-level systems for ERP and finance, as well as support flexible, phased implementation. All four modules feature the same interface, so users from every part of the organization can become productive with minimal training.

The four modules of the FADEL IPM Suite include:
- **Rights management.** This module manages contracts, rights hierarchies, payment terms and royalty rates from deal creation to deal approval. It is especially useful for on-the-fly deal searches. It facilitates easy management of IP rights hierarchies, approval workflows, advances and guarantees, payment schedules, collision checking, rights clearances and holes analysis. It integrates directly with accounts receivable systems to automate invoicing, collections and reporting. With this module, licensors can respond to more requests in less time and greatly simplify royalty tracking.
- **Royalty management.** This module allows businesses to track and process royalties by asset, tie royalties to IP or contractual rights data and assign rates by attributes such as territory or channel. This enables companies to handle complex rate structures, apply analytics and easily generate detailed reports. The module calculates and validates royalties, processes deductions and recoupments, and performs violation handling. To enhance productivity, it includes approval workflows and provides realtime integration with ERP payable systems for payment processing and receivables for collections. All of these capabilities help protect revenue for inbound royalties and reduce the cost of statement generation and distribution on the outbound side.

- **Self-service.** Designed to satisfy demand from business partners, content providers and other external users, this module provides secure, web-based access to information about royalties. For incoming royalties, the module delivers licensee self-service features such as forecast management. For outbound royalties, it provides payee statements and history. It includes document sharing capabilities, and can be configured for ACH/wire transfer payment. The module is also designed to integrate easily with existing portals for user authentication.
- **Business intelligence.** This module ensures companies can generate the insight required to make profitable decisions about rights and royalty management. It offers access to data for dashboards, KPI measurement and analytics, ad hoc reporting, data warehousing and granular IP usage tracking.

To support all of the capabilities in these four modules, the FADEL IPM Suite relies on numerous software offerings from IBM, including WebSphere® Application Server, DB2® database software, Cognos® for business intelligence, and WebSphere BPM for business process management. Depending on the implementation, many other IBM solutions may come into play for security, analytics and content management.

The true value of this solution is its end-to-end, enterprise-wide approach. By integrating the technologies of FADEL and IBM, this IPM solution delivers highly reliable enterprise-wide deployment with the scalability, security and breadth of capabilities that large, complex organizations demand. In addition, the solution leverages the extensive domain knowledge and experience both companies have in the media and entertainment industry.

Solution benefits
Designed for swift implementation, the IPM solution from IBM and FADEL delivers significant benefits for media, entertainment and publishing companies.

- **Revenue and opportunity growth.** Because the solution integrates and automates formerly disconnected and disparate processes, it is exceptional at helping companies achieve full revenue potential. This means companies can manage more contracts, accelerate deal closings, identify underutilized IP assets and discover more violations. The solution also provides the tools required to maximize royalties with creative rate structures, increase licensee/talent retention, speed up discovery of trends, and improve market insight through accurate forecasting.

- **Operational savings.** This solution helps streamline complex business processes that are unique to media and entertainment. Automating financial processing and data coordination across the enterprise helps companies process larger volumes of sales data, reduce the cost of statement generation, decrease contract errors and conflicts, and eliminate overpayments. Additional savings come from detailed reports that improve decision making, shifting of support to self-service portals, and overhead cost reductions that align with business expansion.

FADEL and IBM: a closer look

This solution is deployed with large media and entertainment companies that rely on complex rights and royalty management. In these and other implementations, IBM components of the solution may include:

- **IBM WebSphere Application Server.** This software speeds the delivery of applications and services, enabling businesses to operate efficiently and reliably while ensuring security and control. It reduces costs and downtime by consolidating workloads, infrastructure and administrative tasks with enhanced web server load-balancing and failover.

- **IBM DB2.** This database software is optimized to deliver industry-leading performance across multiple workloads while lowering the cost of administration, storage, development and servers. Features include pure XML, industry-leading deep compression, and multi-temperature data management.

- **IBM Cognos Business Intelligence.** This software provides a wide range of functionality to help organizations understand their own data. It helps monitor and measure how companies are performing with business intelligence capabilities such as scorecards, dashboards, reports and realtime monitoring.

- **IBM WebSphere BPM.** This comprehensive BPM platform gives businesses visibility and insight to manage business processes. It scales smoothly and easily from an initial project to a full enterprise-wide program, harnessing complexity in a simple environment to break down silos and meet customer needs better.

FADEL and IBM Solution Architecture

The intellectual property management solution from IBM and FADEL offers a proven, scalable, enterprise-wide approach to streamlining rights and royalty management in complex media, entertainment and publishing organizations.

Solution Architecture Diagram
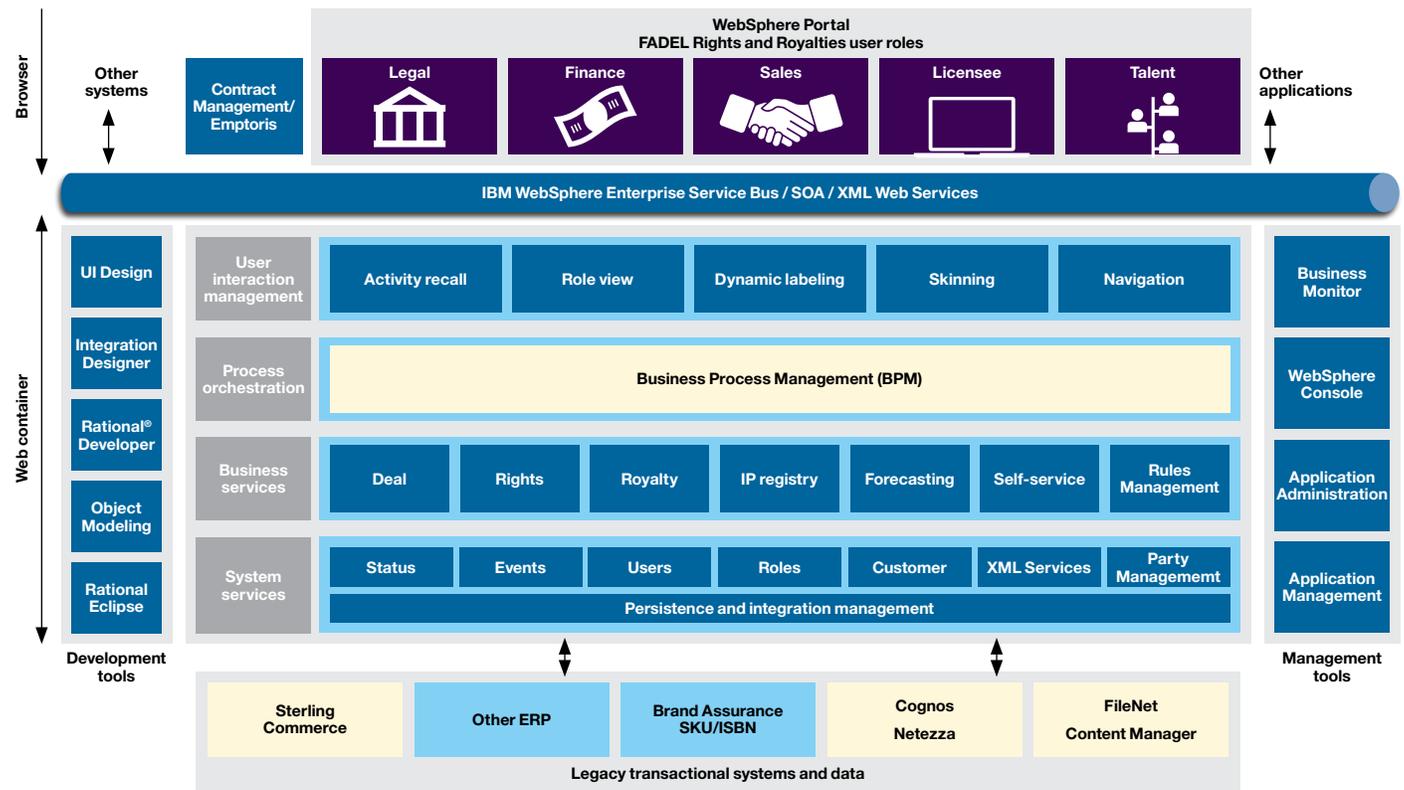
FADEL and IBM: streamlining IP management

FADEL

FADEL is an enterprise technology solutions company that provides media, entertainment and publishing solutions that are optimized to run on IBM platforms. With more than a decade of experience in software development and deployment in the media and entertainment industry, FADEL delivers innovative IP management products that maximize IP revenues through all available means. To create these solutions, FADEL experts draw on deep experience in business process improvement, systems integration, data access, business intelligence and reporting strategies.

IBM

IBM provides a rich portfolio of solutions to help media, entertainment and publishing companies adapt and improve business processes to grow revenue, increase efficiency, reduce operating expenses and compete more effectively in a rapidly changing industry. IBM delivers proven integration and implementation methodologies and frameworks as well as a deep understanding of industry-specific processes and procedures.

For more information

To learn more about IBM in media and entertainment, contact your IBM sales rep or visit:
ibm.com/media

To learn more about FADEL, please visit:
www.fadelpartners.com

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