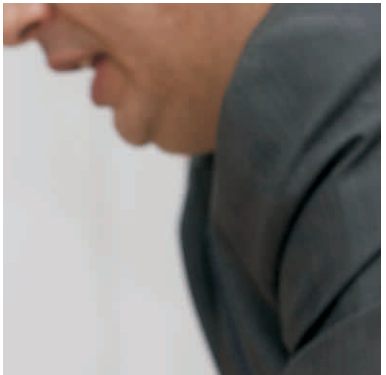


Oracle Media & Entertainment Intellectual Property Management (OMIPM)

**Our
Business
Knowledge,
Your
Winning
Edge.**



ORACLE PLATINUM PARTNER



Oracle and L&T Infotech join hands to drive Oracle Media & Entertainment Intellectual Property Management



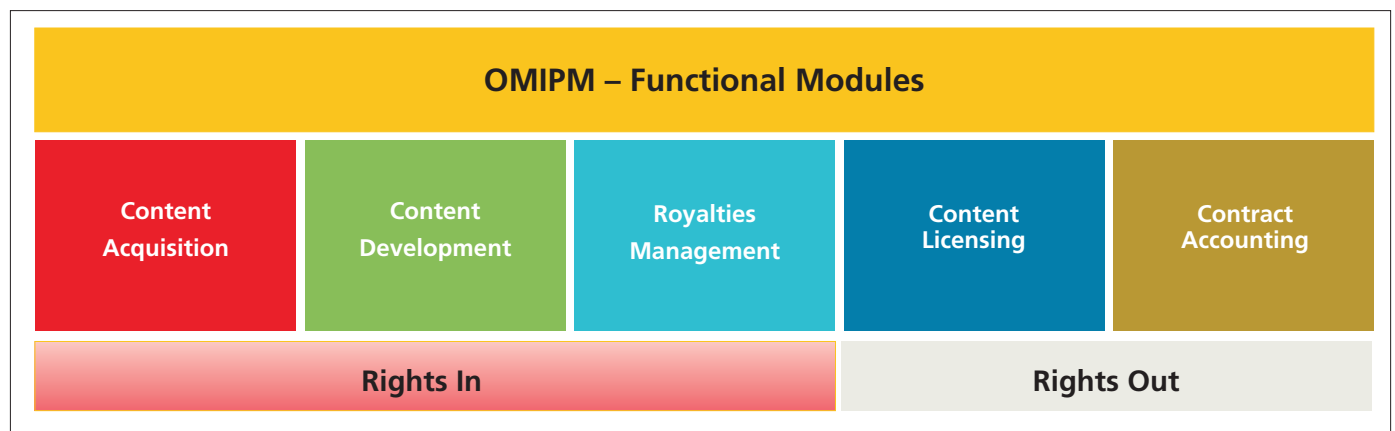
The global media and entertainment industry is currently undergoing rapid changes, largely driven by new technologies like the internet, digital broadcasting and online publishing. The convergence of market forces are increasingly escalating the complexity of managing intellectual property - the core of an enterprise's revenue engine. To remain competitive and profitable in this digital age, media companies need to cope with intensifying technical complexities while efficiently managing their intellectual property rights. It is thus vital for a media company to have a scalable enterprise-class Intellectual Property Management application to effectively manage projects, analyze portfolio gaps, structure IP rights and manage relationship with all business partners (licensor, licensee, authors, actors, guilds and agents).

Overview

OMIPM is an enterprise-wide business solution for managing business rights, licensing, and royalties. It enables media companies to streamline their process of intellectual property management and licensing by identifying and organizing licensing rights; structuring complex licensing contracts; and managing royalties. OMIPM efficiently and effectively handles the dynamic intricacies of intellectual property management, allowing media companies to achieve greater returns from their intellectual property asset investments. Highly integrated, modular, and configurable, OMIPM drives the most essential elements of the intellectual property value chain.

OMIPM – Modules

- Content Acquisition - output deals, one-off programs, play rights
- Content Development – talent deals, series planning, underlying rights, master deals
- Royalties Management – schedules, statements, payment requests
- Content Licensing – library exploitation, channel distribution, deals & licenses management
- Contract Accounting – invoicing, GL transactions, revenue recognition



Oracle Media Intellectual Property Management – An Enterprise Solution for Media Industry



Salient Features

- Centralized rights repository
- Full deal lifecycle management
- Identification of rights infringement
- Maximizing portfolio exploitation
- Automating royalties settlement
- Real-time availability checks
- Automated process workflows
- Most comprehensive Enterprise Intellectual Property Management Solution
- Highly integrated, modular, and configurable

OMIPM – Value Addition to the Media Industry

- Rich functionality helps organizations increase revenue from sales and licensing of all types of intellectual property rights
- Real-time insight into rights availability enhances decision-making
- Integrated data management helps ensure accurate accounting for royalty receipts and payments
- Rich analytics allow organizations to track the performance of intellectual properties throughout their lifecycle
- Consolidation of rights and royalty data into a single repository enables organizations to eliminate unnecessary costs of maintaining siloed, legacy systems
- Out of the box functionalities offers a highly configurable platform that can be tailored to handle the intricacies and idiosyncrasies of managing IP assets, thus resulting in low maintenance requirements

CASE STUDY

The Client

Largest Media & Entertainment Company

Case Summary

Solution

- Management of master - Partner, Product & Rights
- Enabled configuration of business rules
- Configuration of reports - Real time availability, Ownership & Ad-hoc
- Created deals & licences
- Real time integration of OMIPM with Microsoft dynamics CRM
- Configured i-Hub adaptor - Integration framework
- Managing contract licencing using i-Hub adaptor
- Configuration of contract accounting
- Rights inventory - IP rights utilization repository
- Payment request approval workflows
- Migration from old versions of OMIPM to latest version

Oracle Corp. & L&T Infotech - Synergies

- Worldwide Oracle Platinum Partner – assured global support
- Dedicated Media & Entertainment (M&E) resources – trained by Oracle Corp.
- Media & Entertainment Centre of Excellence backed by Oracle Corp.
- Client- specific PoCs supported by Oracle Corp.
- Integrated solutions for the Media & Entertainment industry

L&T Infotech - Capabilities

- Implement end-to-end OMIPM business solutions
- Integrate OMIPM with third party softwares like MS-CRM
- Manage custom configurations, setups
- Manage legacy data conversion and migration
- Design and implement integrated solutions
- System Testing – bug fixing and trouble shooting
- Post implementation support & maintenance
- Upgradation from older versions to latest versions
- Provide end user training
- Documentation of business systems and user manuals
- Adherence to SEI CMM L5 version 1.2 standards
- Knowledge repository for ready OMIPM solution references
- Availability of skilled and experienced OMIPM resources as per client requirements

About L&T Infotech

L&T Infotech, one of the fastest growing IT Services companies, is ranked by NASSCOM as 8th largest Indian software & services exporter from India and is amongst NASSCOM's Top 20 IT-BPO Employers in India (FY2009-10). It is also ranked 7th in DATAQUEST-IDC top 20 IT Best Employers Survey 2010. A wholly-owned subsidiary of Larsen & Toubro, a US\$ 11.7 billion engineering, manufacturing & financial services organization with global operations, L&T Infotech is differentiated by its unique Business-to-IT Connect, which is a result of its rich corporate heritage.

We offer comprehensive, end-to-end software solutions and services in the following industry verticals: Banking & Financial Services; Insurance; Energy & Petrochemicals;

Manufacturing (Consumer Packaged Goods/Retail, High-tech, Industrial Products, Automotive), and Product Engineering Services (Telecom). Our new emerging verticals include Media & Entertainment and Life sciences & Healthcare. We also deliver business solutions to our clients in the following horizontals / service lines: SAP, Oracle, Infrastructure Management Services, Testing, Consulting and Business Process Services. Our other service offerings are: Business Intelligence/Data Warehousing, Legacy Modernization, Applications Outsourcing, Architecture Consulting, Enterprise Integration, Service Oriented Architecture, Systems Integration and PLM.

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