

INDUSTRY

Media & Entertainment

IP Rights Management for a Media House

THE BENEFITS

- Maximized portfolio exploitation
- Optimized product usage and content utilization
- Faster market response time
- Easy identification of rights infringement
- Faster customer interaction and better servicing
- Real-time access to sophisticated granular
- Gantt Chart view of rights, restrictions, holdbacks and licenses
- Enormous time saving on legal reviews for new offerings
- Single window view for sales team
- Elimination of expensive and repetitive manual searches for rights information

Our Proof of Concept (PoC) on the integration of OMIPM & MS-CRM was presented by the client's representative at Oracle Open World, held during September 2010. The following link provides a gist of PoC.

<http://www.eventreg.com/cc250/sessionDetail.jsp?SID=317965>

Our client leveraged the power of OMIPM and improved the exploitation of rights inventory using real-time availability checks.

THE CLIENT

Our client is a leading movie production and distribution company based in US.

THE CHALLENGE

The client required an efficient system to handle their intellectual property content library so as to manage products and related metadata. Existing legacy systems were incapable of calculating real-time availability and ownership of the content library.

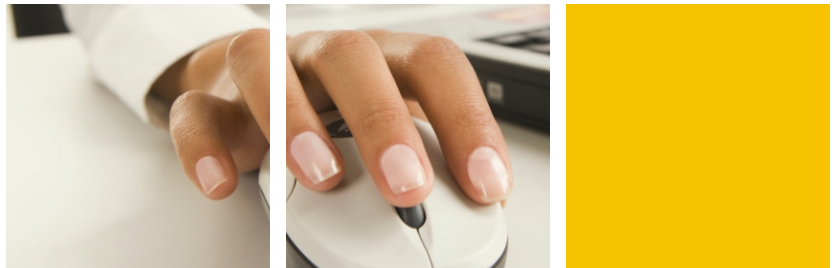
The sales team needed to get a view of real-time position of rights inventory to reduce response time, increase utilization of content library and improve customer satisfaction.

THE SOLUTION

OMIPM – a rights management solution - is used to identify and organize television rights, locate and license the rights to the media house's assets and streamline overall intellectual property management and licensing. OMIPM is modular and integrated, driving the most essential elements of the intellectual property value chain. It allows the media house to maximize content exploitation across its distribution channels in various geographical territories, languages and content formats.

Real-time availability of reports

Our solution to the client as a PoC includes configuration of OMIPM 3.3.15 system with real-time availability and real-time ownership calculation features which their legacy systems lack. Real-time reports assist the sales team to estimate the availability of content by territory, language, media and format. These reports provide real-time access to sophisticated granular rights information to the sales team. This ensures effective utilization of the content library.



Integrating OMIPM 3.3.15 with MS-CRM

We also offered an integration interface build on i-Hub, to integrate the MS-CRM application of the sales team with OMIPM. Based on the integration framework (i-Hub), real-time availability and ownership reports are interfaced to MS-CRM application. MS-CRM application is customized to capture dimensions like territory, media, language, and format. The reports are synthesized in real-time and returned to MS-CRM through i-Hub.

Data migration using Informatica 8.6.1

Our association with the client also entailed data migration from legacy systems to OMIPM 3.3.15 using Informatica 8.6.1. It involved data mapping of legacy systems with OMIPM.

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