

# Centralized intellectual property management using a single solution



# Trends in intellectual property rights and royalties management

Intellectual property (IP) drives business success for enterprises in music, media, high tech, consumer products, gaming, life sciences, and beyond. Managing content, partnerships, agreements, brand licensing, and rights is becoming increasingly more complex in the global digital economy. The cloud edition of the SAP Rights and Royalty Management solution by Vistex provides **comprehensive functionality for managing IP**.

With consumer-direct media consumption, companies can no longer rely on traditional business models for licensing and distribution. Faster consumer trends and immediate market positioning for viral activity require volume data processing at lightning speed.

Knowing when rights are sold or consumed is critical for you so that the associated royalties can be both collected and paid. In addition, as new royalty models are created at a faster rate, the level of complexity increases for businesses to understand, adopt, and effectively manage.

Today, media leaders need to have full visibility into the impact of the gross to net of their royalty contracts.

With a larger volume of transactions comes greater amounts of data to manage and interpret. Traditional royalty calculation methods can no longer keep up with the volume of transactions to process, leading to lost licensing revenues and inaccurate reporting as errors increase. How can your businesses make informed decisions on ever-increasing amounts of data?

# Comprehensive, unified IP rights and royalty management

From initial rights acquisition or origination, the cloud edition for SAP Rights and Royalty Management by Vistex lets you create and manage rights contracts, royalty agreements, and inbound and outbound financial obligations. In addition, this industry cloud solution automates processes, delivers real-time analysis for revealing insights, and enables intelligent IP management.

Unify IP rights and royalty management to **maximize business value.**

With the cloud edition of SAP Rights and Royalty Management, you can perform rights management and availability analysis and also process royalties for products derived from IP.

You can manage complex licensing contracts, accommodate large transactional volumes, and maintain rights for multiple properties on a single contract.

Moreover, the cloud edition lets you replace legacy systems and reduce implementation time and effort while limiting ongoing support costs by leveraging your current infrastructure and knowledge base.

## Outbound royalty decisions

Whether incorporating patented technology into a product's design or using brand imagery to make products more appealing, manufacturers seek rights to use others' IP to boost sales.

By tracking receipt and payment, the cloud edition of SAP Rights and Royalty Management provides visibility into the usage of rights between licensees and licensors, giving your organization the necessary visibility into the recoupment performance of guarantees and advances. This allows businesses to provide an accurate picture of true profitability.

Because the cloud edition is integrated with the SAP ERP application, transactional, financial, and master data are accessible in one place – without duplication – giving your organization comprehensive visibility into royalty programs. This industry cloud solution enables your business to accurately identify the sale of relevant products and

determine who should be paid, and what amount, based on various contractual royalty rates.

As calculation, accrual, and settlement of royalty payments are important factors that contribute to the overall order-to-cash process, the cloud edition of SAP Rights and Royalty Management helps define royalties due at a product level, based on sales activity. This minimizes the risk of nonpayment liability and creates a reliable system to support audit requests from licensors and IP owners.

**Unify processes** for IP contract types, and manage high-volume, complex financial processes, including settlement payments.

# Rights management and inbound royalty benefits

With the cloud edition of SAP Rights and Royalty Management, you can maximize your library by reducing research time to clear the more nuanced aspects of your IP. As products maintain more complex rights elements, streamlining your clearance workflow is paramount to making deals more quickly and effectively. You can also minimize risk and protect yourself from IP infringement lawsuits ahead of time.

It is no longer enough to know which titles are available for a particular market. The key to optimal sales is knowing which titles are best positioned to perform. Targeted analytics, combined with a powerful avails engine, produces timely, accurate, and strategic results on the go with most any device.

By calculating and processing incoming royalties at the time of use, the cloud edition of SAP Rights and Royalty Management places royalty program information at your fingertips, enabling the successful management and deployment of royalty programs.

In addition, per agreement, the solution manages royalty payments received and processed for IP rights licensed. Ultimately, errors that could result in profit leakage, audit or legal exposure, earnings restatements, strained relationships, license termination, or lost sales are mitigated

**Increase monetization** of IP assets through license and product sales.



## Summary

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The cloud edition of the SAP Rights and Royalty Management solution by Vistex centralizes control for managing intellectual property in a single solution, from initial rights acquisition or origination to monetization. The solution enables organizations in music, media, and beyond to create and manage rights contracts and process royalties both inbound and outbound to optimize the value of intellectual property (IP).

## Objectives

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- Track IP usage and legal clearances
- Unify data and processes for multiple contract types
- Manage complex licensing contracts and large transaction volumes
- Maintain rights for multiple properties in a single contract

## Solution

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- Management of high-volume financial processes, including settlement payments
- Comprehensive, configurable solution
- Modeling, forecasting, and what-if analysis
- Scalable software that enables processes across countries and currencies

## Benefits

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- Increase monetization of IP assets through license and product sales
- Optimize the use of owned assets
- Increase operational efficiency
- Reduce total cost of ownership
- Minimize ongoing support costs by using the current infrastructure and knowledge base

### Learn more

To find out how to start your journey with the cloud edition of SAP Rights and Royalty Management by Vistex, visit us [online](#).