

salesforce

fullforce

SOLUTION

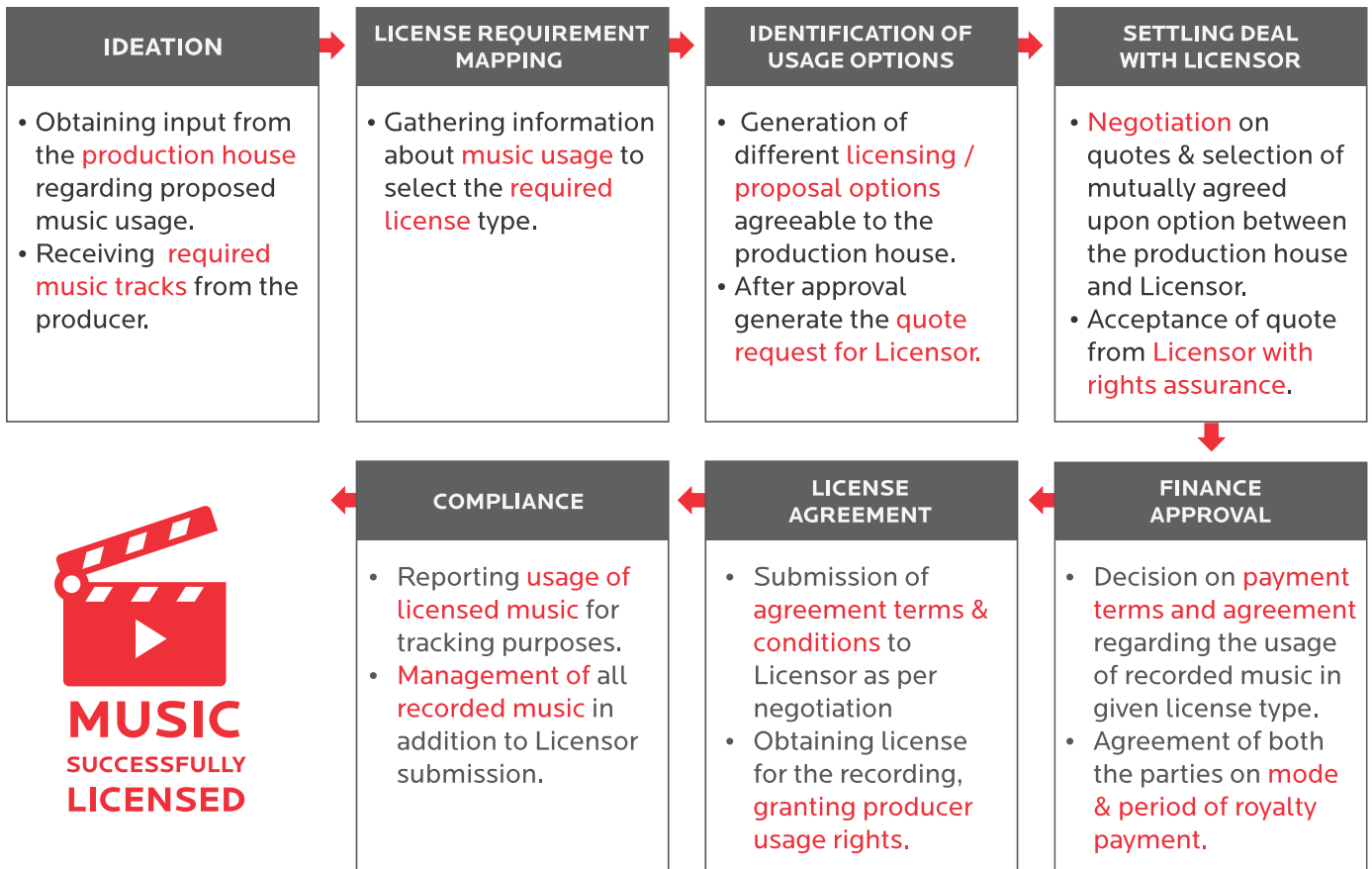
**MEDIA &
ENTERTAINMENT**



TruMusic

Automated Cloud-Based Music Clearance
Management

Music Clearance Lifecycle



Current Challenges in the Music Clearance Lifecycle Ecosystem



GENERAL

- Complex Licensing Process
- Payment validation through Licensor difficult
- Transparency deficit between stakeholders
- Incomplete Cue sheet reporting



LEGAL

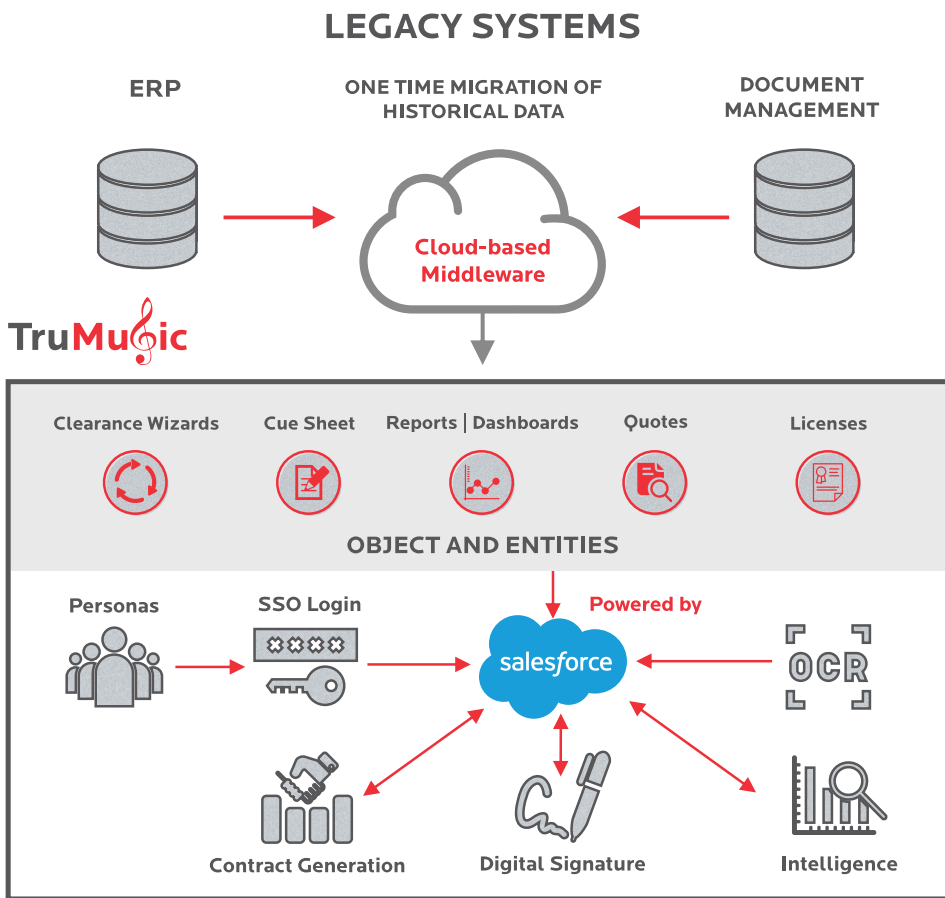
- Licensor regulations
- Obscure pre-digital laws
- New Performance forms/technology
- Managing compulsory licensing
- Multiple legal regimes
- Inefficient contract regimes



TECHNOLOGY

- Tracking music usage
- Lengthy negotiations with Licensor
- Error proof cue sheet reporting
- Redundant service processes






An industry-leading solution giving greater visibility into the Music Clearance Process and cue sheet management



Key Elements

- Auto-Generated Contracts
- Data Volume Management
- One-Click Quotes
- Clearance Wizards
- OCR of existing contracts
- Systematic Song/Music Tracking
- Composer / Producer / Artist Remuneration
- Fee Tracking

Key Benefits

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Program Information
 - Enables comprehensive program view – Song Title, Composer, Clearance, Season/Episodes etc
- 
Cue-Sheet Management
 - Reduction in time to prepare cue-sheet, generating reminders for upcoming cue sheet deadlines
- 
New Gen User Experience
 - Built on Salesforce Lightning, the platform provides a natural 360-degree of information at the show, episode, film and music levels
- 
License Management
 - Facilitates license negotiation and generation. Enables the generation of detailed license fee information while managing and tracking payments
 - Generating quote request for companies, reduction in time for quote generation
- 
Electronic Signature Capability
 - DocuSign e-signature capability facilitates data security, document assembly, signature authentication and process flow

Success Stories



Client: Fortune 10 Global Entertainment Leader

What TruMusic Accomplished: 100% automation of the music licensing process with a 360-degree view of license terms and conditions. Achieved 33% savings in the time required for quote and license generation.



Client: Fortune 10 Media Company

What TruMusic Accomplished: 42% reduction in time required to prepare Cue Sheet. Comprehensive 360-degree view of music usage. Improved and more intelligent negotiations with licensors.



RESOURCES

marketing@birlasoft.com | birlasoft.com

Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.