LTIMindtree

Case study

IP Rights Management through innovative licensing for digital platforms for US-based studio

Client

A major US-based film studio.

Challenges

The client wanted to cater to changing consumer demands through innovative offerings, leading the need for scalability and managing complex business operations. It was also facing business risk, since Digital Rights Management Product (in non-transactional business) was going out of support. Additionally, it had onboarded a new rights product (in transactional business), and needed critical thought leadership to get business rules in place vis-à-vis market dynamics.

LTIMindtree Solution

LTIMindtree positioned a strong team of media consultants and selected for managing Oracle's OMIPM. Additionally, we joined hands in re-modelling the product pricing mechanism for new products (COTS).

- Strategize, formulate and implement the product road-map to support the dynamic business models.
- Include features development, augment user-experience, automate complex workflows and optimize accounting operations.
- Re-innovate OMIPM through tech-stack modernization to hold bigger capacity and achieve scalability.
- Re-calibrate rights-feed for correct placement of release schedules and market campaigns.
- Ensure correct licensing and pricing notifications to avoid business conflicts.

Business Benefits Delivered

- Faster product positioning through intelligent avails.
- Quicker payment realizations and accurate royalty processing.
- Reduced rights conflict through centralized rights information.
- Increased revenues through dynamic pricing models & innovative offerings.
- 90% reduction in downtime and increased cost savings through 100% SLA compliance.

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 84,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit **https://www.ltimindtree.com/**

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