

# Enable Market Insight for Enhanced Profitability

How do I identify and exploit my most valuable Intellectual Property?



The SAP® BusinessObjects™ Intellectual Property and Rights Analytics solution for Media and Entertainment enables clients to gain visibility into key levers of IP sales and growth by analyzing the products, channels, and segments contributing to growth and revenue. Intuitive dashboards that track key performance indicators across multiple dimensions and reports provide executives and analysts with the information they need to spot trends and make informed decisions.

## Critical Business Issue

Media and Entertainment companies face many challenges today: saturated markets across traditional markets, declining revenues from analog products, and increased competition from new and extended entertainment options for the end consumer. With all these changing variables how can you identify and exploit your most valuable asset, your Intellectual Property, to maximize revenue? The answer: SAP IPRA.

SAP BusinessObjects Intellectual Property Rights Analytics (IPRA) “industrializes” best practices in IP management and could make a significant difference to your bottom line.

In this new digital world, media executives are being challenged to:

- Aggressively pursue promising digital distribution outlets for library titles, repurposed and new content
- Identify and invest in existing IP content which is primed for Digital Distribution
- Direct development and production spend into profitable digital genres and platforms
- Exploit the various release windows to maximize global exposure and revenue through all traditional and digital platforms
- Accurately predict profitability and dilution risk of digital distribution in traditional markets
- Identify, embrace, exploit and invest in new consumer-driven distribution outlets in markets arising from new technologies
- Identify and mitigate risks involved with a constantly shifting consumer market
- Analyze and understand consumer trends to better forecast overall success of managed content
- Predict and analyze end-consumer behavior to help influence broadcasters’ acquisition and programming decisions
- Determine correlations between media spend and sales effectiveness within and across platforms
- Decrease the cost of IP servicing and distribution for multiple formats required by business partners
- Effectively monitor runs tracking and release windows to minimize piracy and maximize monitoring of the IP lifecycle

## Rights Analytics for Future Profitability

A new solution from SAP and Capgemini makes it easy to organize, access, and share the IP and Rights data you need to maximize your distribution profitability. The SAP BusinessObjects Intellectual Property Rights Analytics (IPRA) for Media and Entertainment solution helps you sell more to broadcasters and distributors, create more compelling and targeted consumer content, manage current contracts, exploit window openings, better coordinate cross-platform selling between business units, and maximize the return on your IP material and marketing investments.

In many media and entertainment companies, business intelligence is a “one request at a time” activity, as executives look for snapshot reports on performance trends. The reports may – or may not – provide the desired insights, and it may – or may not – ever be used to support dynamic decision making. Thus, the business intelligence it produces may not be “intelligent” enough.

SAP BusinessObjects Intellectual Property Rights Analytics (IPRA) “industrializes” leading practices in IP management and could make a significant difference to your bottom line.

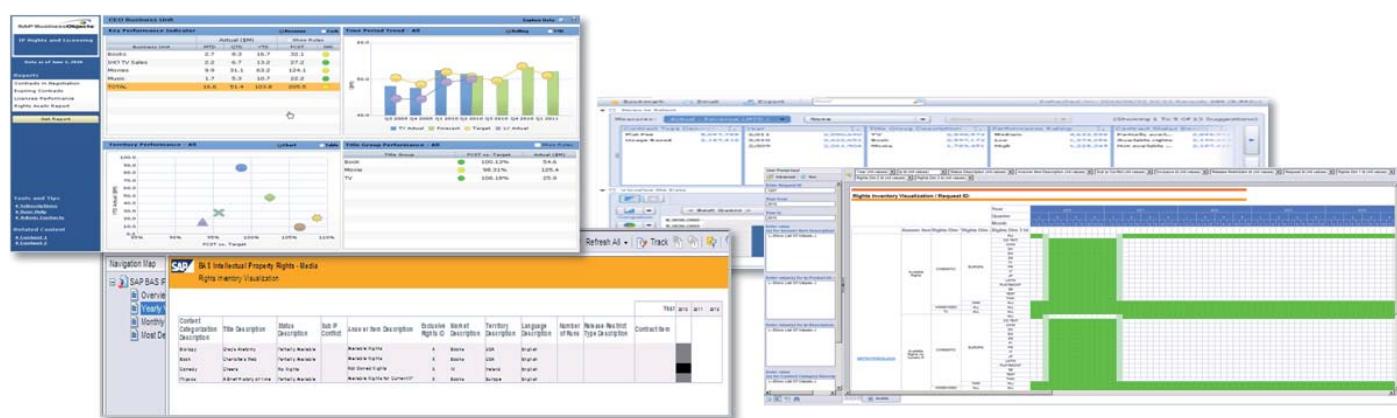
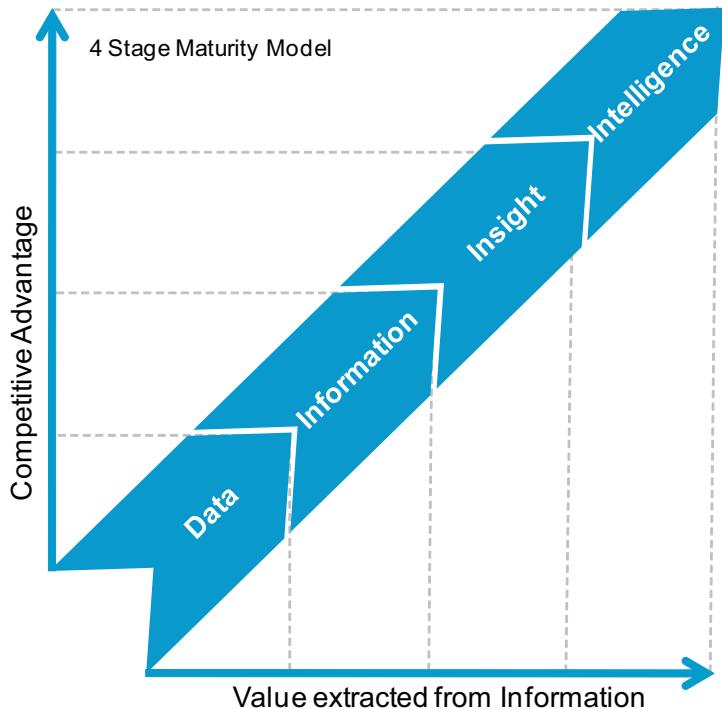


## Turn Data into Insights and Insights into Action

Pulling on data already in your enterprise IP systems, SAP BusinessObjects IPRA for Media and Entertainment makes readily available critical key performance indicators (KPIs) organized into fundamental dashboards. This provides a comprehensive, cross-functional view of how well the business is exploiting IP assets and targeting specific areas for growth.

- Senior executives will see how they can drive revenue growth through new business models, as the solution provides a 360-degree view of key financial and operational KPIs.
- Sales executives will see cross- and up-selling opportunities, as well as ways to reach new licensees by offering the right content, in the right format, at the right time and price.
- Marketing executives will be able to create more effective campaigns based on “best customer” behavior, including responses to offers by type, channel, and product.
- Contract administration executives will be able to dynamically manage exploitation windows across markets and customers, including traditional television windows, on-demand, and Web-based delivery.
- IT executives will be able to sort through and organize data more efficiently and provide the business with more dynamic intelligence tools, reducing cost and lost information

Achieving intelligence requires a holistic view across people, process and information



## The Solution

Capgemini can accelerate your time to value with a targeted assessment, installation, and integration offering. Capgemini can also expand the functionality of the solution through integration with existing IP predictive models. This approach enables the insights gained from the analysis to be translated into actions that result in more effective marketing campaigns and maximized licensee windows across all platforms.

Capgemini enables Media and Entertainment companies to:

- Integrate disparate IP sales data into user-friendly and actionable dashboards
- Provide relevant, timely consumer behavior information to help guide sales efforts and marketing spend
- Leverage deep global industry experience and strong IT implementation success
- Get ready-to-run IPRA methodology for accelerated solution deployment

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### About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion (approximately \$13 billion USD).

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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