

Case Study

Modernising for efficiency and future growth



New business platform improves operations and customer service, enabling growth for Copyright Agency.

Business situation

Copyright Agency is an Australian-based, non-profit rights management organisation with more than 26,000 members who are authors, publishers and other owners of intellectual property. The agency collects copyright fees and royalties for intellectual property (content), which can include books, journals, charts, illustrations and more, and distributes those funds to the members who own the copyright in that content. In the past, this process included many repetitive, manual tasks: Copyright Agency researchers made phone calls, typed e-mails and sent letters to identify content owners and then distributed appropriate funds.

Those processes, combined with 20-year-old legacy systems, could barely keep up at a time when Copyright Agency sought active growth and eyed new business opportunities. A new solution could help the organisation handle massive amounts of content-ownership data; ensure accuracy in matching content to owners

and in distributing funds; digitise as much as possible; improve efficiency and reduce operational costs, while offering flexibility and scalability to drive growth.

Results delivered

Copyright Agency enlisted Avanade to redesign the way everyone from researchers to membership coordinators performed their jobs, and also to improve the member experience.

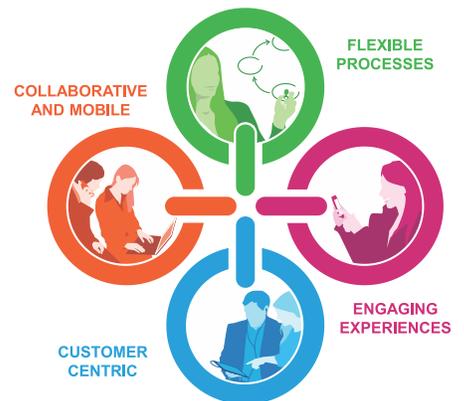
Today, a previously manual process has been digitised and automated. Information is now available online, so members can directly view work titles and validate their ownership.

Researchers can work within the system to find content owners, match them to their works and ensure appropriate royalties and fees are provided. Allocating funds to the correct works and owners previously took days and now requires only hours. Verifying the distribution of licence fees and royalties to the correct content owners and processing their claims has also been reduced from weeks to days. Workflows are integrated across departments and documents have been digitised, dramatically changing processes for Copyright Agency employees.

More importantly, members and licensees enjoy a much stronger connection with Copyright Agency thanks to a web interface that offers a self-service member account portal. The new system improves access to information, enhances communication and fosters better internal and external connections.

The member recruitment process is also automated which has helped drive an increase in new members by an average of 30% per week. At this rate, Copyright Agency will double its membership in 1-2 years - growth it never could have accomplished or supported with the old system.

"We see Avanade as a long-term partner and look forward to achieving even greater results over the coming years."
- Jim Alexander, CEO, Copyright Agency



Work redesigned: a strategy for seizing new opportunities.

The Work Redesigned difference



- Copyright Agency researchers can now access multiple online sources to identify available copyright works, match them with the content owners and facilitate fund allocation
- A membership coordinator can use the system to tap Copyright Agency's rights information data for help in recruiting new members as well as to field and resolve their copyright ownership claims
- A member and copyright owner can warrant and claim their copyright entitlements via a self-service portal in real time - a dramatic shift from paper-based processing that took up to two weeks to complete

The inside story on driving value

Avanade tailored and implemented an integrated customer relationship management (CRM) solution to support members' and licensees' current and future needs. Based on Microsoft Dynamics CRM 4.0 and Microsoft SharePoint 2010, the solution supports multiple functions, including member management, licence processing, member payments and intellectual property management.

Copyright Agency's functions are now integrated, enabling a consistent view

of members and content across the organisation. Processes are automated and streamlined, freeing team members to focus on priorities such as new member recruitment.

Thanks to better automation, productivity has increased significantly. "We are now better positioned to cope with the ever-increasing volumes of records and members without the need to increase headcount," said Jacob Dudzinski, Chief Information Officer, Copyright Agency. "It has also helped us review and change our business model... We are now more efficient and able to automate payments and process higher volumes in less time."

Adding to productivity are several tools that support collaboration. Copyright Agency now uses Microsoft SharePoint to share information and manage documents, improving timeliness and efficiency. "One of the many benefits is that the Avanade solution powers productivity and collaboration across applications that our staff already know and use," said Dudzinski. "For us, this has meant massive savings in staff training and got us started faster than we had anticipated."

Avanade's improvements benefited both internal and external systems. For example, Copyright Agency's members are more empowered, thanks to the new platform's self-service portal. With full visibility into their accounts, members can now track allocations and view their registered works, which are "mapped" to them. They can also automatically accept or decline allocated monies.

The dedicated, accolade-winning Avanade team worked tirelessly to ensure on-time delivery. Thanks to the team's calm approach and technical expertise, Copyright Agency has processed more than \$90 million in payments using the new system.

To keep Copyright Agency on track, Avanade Online Services provides ongoing, 24x7 support in shared/private cloud environments and on premises.

The road ahead

Moving forward, Copyright Agency will use its new system to build an online gallery of digital images. With this feature, members will be able to manage not just text-based intellectual property, but visual property such as artwork and images, online and automatically - an improvement on the current manual process. This is only one of the changes Copyright Agency will be able to make down the track as they position themselves for further growth.

*"In working with Avanade, we have simultaneously improved our service delivery and achieved better results for our members and licensees alike."
- Jim Alexander, CEO, Copyright Agency*

For more information:
www.avanade.com/workredesigned

Copyright Agency streamlines and automates formerly manual processes, improving the work experience for its employees and increasing its connection to members, leading to bottom-line improvements and top-line growth.



About Avanade

Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. For more information, visit www.avanade.com.

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