Automation, integration and member-facing portals equip Copyright Agency to double its membership.

Business situation

- Outdated systems and manual processes could not handle Copyright Agency, Ltd.'s volumes of data
- To quickly and accurately manage IP ownership and allocate royalty fees, Copyright Agency sought tools that could cost-effectively digitize data and integrate systems.
- The agency needed flexibility and scalability, so it could nimbly respond to new opportunities.

New workflows and self-serve tools speed processes, making for better connection with members.

Diane and Todd, Copyright Agency researchers, have online access to multiple resources to identify available IP/works, match them with their owners and correctly allocate royalties.

Rupert, a membership coordinator, uses the new system to tap intellectual property data for help in recruiting new members and then fielding their IP claims.

Copyright Agency member and IP owner Marisa can license her material via a self-serve portal in real time—a dramatic shift from paper-based processing that took up to two weeks to complete.

How does it work? Avanade and Microsoft delivered…

- Redesigned, automated workflows that are integrated across departments, condensing weeks-long processes into hours.
- Automated member recruiting that has increased results 30% per week, meaning doubled membership within 1 to 2 years.
- A self-service member-facing portal that brings the agency closer to its members and further streamlines the member experience