Case Study

FLEXIBLE CONTENT MANAGEMENT FOR TODAY'S NEEDS AND TOMORROW'S DEMANDS

Industry
Media & Entertainment

FilmTrack Solutions
Contract & Availabilities Manager

Challenge

Find a tool to efficiently manage the volume of assets associated with a 95 year old film library and adapt to future industry demands.

Results

✓ One centralized content and asset management tool robust enough to handle the volume of assets associated with a 95 year old film library.
✓ Seamless integration, over a three year period, of additional FilmTrack modules based on the production and distribution company's needs.
✓ Future-proof and flexible architecture to support the film industry's ever evolving demands.

The Customer

Major production and distribution company with over 90 years as a market leader having produced over 1,200 feature films including work from very notable directors. The customer is active in all facets of the industry including production, exhibition, theatrical distribution, home video distribution, television distribution and multimedia distribution.

Challenge

The production and distribution company has produced many celluloid classics starring acting and directing legends. Their significant challenge was managing a high volume of assets associated with a 90+ year old film library. They found that their legacy content management system was archaic and not flexible enough to handle the ever evolving complexities of today's film industry.

Solution

A chance encounter at Cannes immediately hooked the customer's team on the advantages of having everything from artwork to contracts in one centralized hub and not "in 10,000 different locations." Although there was a lot of data scrubbing involved, the implementation process went smoothly. Within 5 months from kickoff the entire staff was trained and exclusively using the FilmTrack system.

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One of the primary reasons for the seamless integration process was the deep knowledge the FilmTrack team possessed. As the customer's COO explained, FilmTrack's industry knowledge was atypical of most technology teams:

> **"…usually you work with someone from the IT department who has no idea what you are talking about."**

Because the team understood the nuances of film distribution, they could anticipate challenges and quickly arrive at solutions ensuring the customer met its target installation deadline.

The COO praised the value FilmTrack brought, saying:

> **"Everyone in the company immediately liked the system, understood its advantages and benefited from the time and money saved by having everything in one central place. We often say: 'If we don't have it in FilmTrack, we don't have it."**

Benefits

Efficiency and productivity increased dramatically due to FilmTrack's browser-based solution which enabled real-time access to customer's data from anywhere at any time. Through FilmTrack's integrated solution suite, they were able to seamlessly add products to their platform based on the changing business landscape.

This included FilmTrack's Contracts and Availabilities Manager and a proprietary website powered by FilmTrack. As architecture demands evolve, the customer's SaaS solution suite is future-proofed and agile enough to support new industry and business requirements (i.e. the incorporation of data from a recent acquisition of a large production company).

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About FilmTrack

Founded in 1996, FilmTrack is the global standard in entertainment rights management and associated financials. They provide end-to-end SaaS solutions and specialize in simplifying the complexities of managing and licensing intellectual property. FilmTrack's cloud-based platform allows entertainment and new media companies to manage contracts, rights, financials, royalties and participations all under one roof. Visit FilmTrack.com for more information.