

CASE STUDY

Music Licensing & License Clearance



Objectives:

- Process document distribution tasks using “stay-in-seat” technology
- Automate follow-up procedures
- Capture requests and responses
- Reduce fax & e-mail bottlenecks
- Do not change existing workflow

Music License Industry:

When an outside party is interested in using a song or piece of music in a TV show, film, commercial, podcast, ring tone or other media format, music clearance is required to get an appropriate license. Today, music clearance is a complex process that demands accurate copyright research, expert negotiation and meticulous contract administration.

EMG Company:

Evan M. Greenspan, Inc. (EMG) is exclusively a music clearance service provider. EMG clears songs for production company clients and has handled tens of thousands of music clearances for projects in all media. Prior to the summer of 2006, the music license clearance process was labor intensive, as staff had to manually merge, print, fax and follow-up on each license request.

EMG Processes 100% of its documents through FileScan Contract Management System - over 1,000 documents per week!

Business Challenge:

- Over 18,500 license requests were processed in 2006. Each music license request was faxed or e-mailed manually, which took an average of 10 minutes per request, per instance.
- Since music publishers receive thousands of license requests per day, they often do not respond in a timely manner. “At this point in our process the quote would just die,” EMG founder Evan Greenspan says. With license requests growing so rapidly, follow-ups were becoming unmanageable.
- Since EMG kept all processed music licenses on file, paper files rapidly grew and quickly locating and retrieving documents became nearly impossible.

Approach:

- EMG partnered with PrinterNet Imaging Solutions, Inc. to develop a new strategy to automate their music license process. In order to provide the most efficient and cost effective solution for EMG, PrinterNet leveraged existing FileScan technology, as well as developing new components.

Solution:

- FileScan Contract Management System has completely replaced manual faxing and e-mailing by automating the EMG music license clearance process, saving EMG 10 minutes per recipient per instance - in many cases over an hour per request.
- Now, when agents press “Print,” their system sends, tracks and - most importantly - follows up on unreturned contracts in a timely manner.
- A snapshot of each document is stored in PDF format, indexed in a database and distributed via the FileScan Contract Management System, making document retrieval from client screens *instant*.

After just six months of running FileScan Contract Management System, Evan M. Greenspan, Inc. forecasts a minimum savings of 5,000 hours in the first year, while also increasing their capacity by at least 25% and eliminating the need for paper storage of processed licenses.

“The adaptation of our staff to this system was almost instantaneous; the process is intuitive because it’s based on how our business actually works, not on dictated parameters.

The primary change in the office is that the atmosphere is far less stressed - the pressure we are often under to get answers immediately was relieved by knowing that by sending a document to FileScan, we are simultaneously faxing, filing, putting an accessible copy of the request where we need it and following up in case we don’t hear from our licensors.”



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Music Licensing:
Evan M. Greenspan, Inc.

THE PROBLEM

