integra

An Educational Publisher Expands Globally with **iRights,** Overcoming Rights & Permissions Challenges

The Customer

This client is one of the largest publishers in the US and worldwide, offering an extensive portfolio of educational resources that cover various segments, languages, and geographies.The publisher faced complex Rights and Permissions (R&P) challenges, involving redundant workflows, inadequate staffing, and a need to economize R&P processes. Due to the massive scale of operations, the publisher needed to optimize and streamline resource and asset management to enhance operational efficiency and expedite turnaround times.

Testimonial

"

iRights, Integra's Rights and Permissions Management solution has streamlined our permissions process and helped us expand across the globe with their efficient workflows, and process. Highly recommend! "

Jacob Andrews
Senior Manager
Rights and Clearances

The Challenge

- ◉ The organization faced litigations with over 150 Do Not Use (DNU) photographers, causing huge drain on the client's time &resources.

- ◉ Company needed an efficient way to economically upgrade its Rights and Permissions (R&P) process to prevent litigations along with resource challenges.

- ◉ Edition mismatches and exhausted print runs posed problems for text assets.

- ◉ They wanted to maximize productivity &minimize costs, while improving accuracy of the R&P process.

To achieve all this, they needed to efficiently manage permission challenges arising from different licensing levels, formats, and territories, while ensuring edition and print run quality and consistency.

Key Objectives

Asset Library: Refine the asset library and enable asset reuse to manage budgets, and ensure timely and accurate credit information and metadata capturing.

Efficient Asset Management: Role-based reviews and queue-based statuses for workflows to strengthen the review process. The aim was to reduce redundancy in workflows across the legal and editorial departments.

Avoid Discrepancies: A robust system to track audit trails and manage permissions to avoid litigations and the DNU photographer list.

Strengthen the Review Process: Enhance the final sign-off process for accelerated asset discovery and minimal slips associated with R&P.

Optimize Time-To-Market: Reduction in the re-research ratio and appropriate asset reuse to ensure faster time-to-market than the competition.

The Integra Solution

Integra offered a scalable solution to streamline the educational publisher's R&P process for photos and text, addressing the entire range of licensing levels, from very broad rights to very narrow project-specific rights. With the help of a team of 70 Clearance Specialists, and Researchers, Integra delivered a dedicated images R&P system, iRights, for seamless R&P management.

The unified cloud-based solution exceeded the client's KPIs, delivering exceptional outcomes. iRights is a unique combination of asset management platform, workflow & rights management platform woven into a single cloud-based system that streamlines the text permissions, photo research, and media rights acquisition workflows.

- Significant reduction in litigations with the help of robust metadata management and timely audit trails.

- Optimized operational costs and production time with enhanced asset repurposing across the global markets.

- Faster time-to-market with strict adherence to File-to-Printer days.

- Seamless rights management for a wide range of licensing levels.

The solution was augmented with comprehensive reviews and customized reports to assess the efficacy of the solution.

Business Outcomes

iRights yielded impressive results that optimized R&P workflow and facilitated expansion to new territories for the educational publisher. Here's a snapshot:

- Capacity to process over 100K assets annually
- 100% on-time delivery with a low re-research ratio
- Enhanced asset repurposing rates
- Annually processing 100k assets enabled global expansion

New geographies penetrated: UK, South Africa, Australia, Hong Kong, & India.

ABOUT INTEGRA

Integra is a trusted partner in Business Process and Technology Services for many leading organizations worldwide. With a focus on providing end-to-end solutions for digital content, learning services, and content workflows, we help our customers realize transformational business value.

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