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Streamlining the Rights & Permissions workflow for the world's **largest Learning Services Provider**

About our customer:

The World's Largest Learning Services Provider

This education publisher is the largest and most influential organization delivering learning services and resources, across the learning continuum. Working across multiple segments, languages and geographies our customer's team works on complex products across the globe.

To address the rising demand for both, print and online learning resources, the publisher needed a robust system of operations that can streamline and meet the rigour to manage new complexities.

Opportunity to implement asset optimization across the globe

Due to the huge volume of content that is constantly developed and to be maintained, the customer's workflows were burdened by an even more complex rights and permissions (R&P) mandate to honour and avoid copyright infringement.

Adding to the challenge was the customer's internal R&P team which had members from both Legal team and Editorial team – resulting in redundancies and trifled efforts, adding to the overall costs.

Business Challenge

- **Large DNU (Do not use) photographers list:** More than 150 photographers in the DNU list resulted in a number of litigations. The time and effort spent on these litigations were draining the customer's resources

- **Format / Territory / Language Mismatch:** The customer used photos initially for print, and then chose to use it for other formats (like digital), territories and languages – this led to dispute with photographers

- **No central system available to capture rights information across their numerous geographies:** The asset used in USA, for which permission was obtained, would be reused in a different geography under the misassumption that the asset has obtained World rights, often leading to disputes

- **Edition mismatch:** Issues pertaining to the customer not being aware of expired permissions of content used in previous editions, and of the permission status for the current content

- **Exhausted print run:** Unavailability of permission for reprints

The Solution

Integra proposed a tech-accelerated workflow to streamline the rights and permissions process:

- iRights - Integra's dedicated images R&P system enabled role-based reviews, queue-based system for status & workflows, captured metadata, credit information, budgets and customized reports for reviews

    - Strict adherence to the customer provided workflows resulted in the R&P system staying up-to-date

    - Creation of Metadata of assets resulted in a much refined asset library

- A strong functional team of 70-members with Project Leads, Clearance Specialists, and Researchers for photo & text, was set-up

- Seamless R&P Process with optimized workflow and increased asset repurposing across the globe resulted in significant cost savings and in driving efficiencies across the markets it was operating

Business Outcome

The enhanced workflow now helps our customer streamline their content management with appropriate Rights & Permissions, which has also resulted in optimizing their overall business performance.

- **Cloud-based system:** Unique combination of asset management platform, workflow & rights management platform woven into a single cloud-based system that streamlines text permissions, photo research, and media rights acquisition workflows

- **Exceeded workflow KPIs:**

  - Maximum re-purpose of assets
  - Maintain a low Re-research Ratio - Indicates high quality of research resulting inless re-research
  - On Time Delivery – Integra has consistently performed at 100% against the target of 92%

- **Faster Time-to-Market:** Strict adherence to File-to-printer days has enabled client to bring products to market faster

- **Less Litigations:** A strong, robust system that provides all asset-related information, helps our customer with timely audit trails

- **Expansion to multiple countries:** Customer has realized the cost benefits accrued during the project execution in the US, which has also expanded to other geographies like UK, South Africa, Australia, Hong Kong and India, with over 100,000 assets processed per year

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.

For more information, please visit:

www.IntegraNXT.com