

ellation

CASE STUDY

ELLATION AUTOMATES CONTRACT MANAGEMENT WITH ANAPLAN



Media company transforms manual content license management process with Akili and Anaplan

Ellation is an entertainment company that is a division of Otter Media, a WarnerMedia company. Ellation is home of industry brands Crunchyroll, VRV, and Rooster Teeth.

Before Akili's implementation of Anaplan, Ellation needed to support complex financial modeling and management for content license performance, previously done in excel resulting in significant errors to the bottom line.

USE CASE: Content, license and royalty management

INDUSTRY: Media

PREVIOUS SOLUTION: Excel

PAIN / NEED: Streamlined, collaborative planning solution

REGION: North America

Anaplan

Anaplan
Partner

Gold

PROJECT DESCRIPTION

Before engaging with Anaplan and Akili, Ellation was challenged with managing an extremely manual process wherein license details and viewership details were manually input into excel files and then royalty payment calculations are manually calculated. Mistakes in this process could result in significant overpayments to distributors for content.

Ellation sought a content, license and royalty management solution that would support the following four key components: License Management, Royalties & Payments Calculation, Licensor Statements, and Forecasting & Analytics.

To get the system into Production, the system also needed to support the migration of legacy licenses through an excel upload.

KEY SUCCESS METRIC

Taking a co-building approach, Akili partnered directly with Ellation and implemented a solution which allowed for a contract and viewership details to be integrated and managed directly in Anaplan.

The resulting solution dynamically checks for key contract points and automatically applies the appropriate royalty calculations.

As a result of this solution the time needed to manage content licensing and calculate royalty payments has dropped over **50%** and the risk of manual error is greatly reduced, therefore improving their bottom line.



ABOUT AKILI

Akili (pronounced (uh • kē' • lē) meaning "Knowledge" in Swahili) is a business management and technology consulting firm founded in 1992. Our core purpose is to assist our clients in improving the performance of key business processes through a holistic approach to process optimization that delivers solutions with a balanced focus on people, process and technology opportunities.

Akili delivers industry-focused solutions for Global 2000 companies. Akili's consultants have functional and technical expertise, project management skills, solution architecture, application configuration, data management, integration and training skills.

Whether clients are looking for an on-premise or a cloud-based solution, Akili can deliver the best combination of technology and consulting to ensure our client's business objectives are met.

Akili is headquartered in Dallas, with locations in Houston and Denver.
Our clients span the continental U.S.

To learn more, visit Akili.com

