

Enhancing brand performance visibility with License Maestro



Headquartered in New York, Sequential Brands licenses a \$3 billion portfolio of consumer brands including Jessica Simpson, Avia, AND1 and Ellen Tracy. sequentialbrandsgroup.com

Industry:

Consumer Goods, Licensing

Products and Services:

Counterpoint Suite - License Maestro



To own, promote, market and license a diverse portfolio of consumer brands across multiple industries is no easy feat - for brand management company Sequential Brands it's second nature!

Generating approximately \$3 billion in global retail sales, Sequential believes that great brands are built one step at a time, combining talented people to help nurture and grow them. Partnering with best-in-class licensees from apparel and eyewear to fashion accessories and footwear, the company licenses brands including William Rast, Ellen Tracy, AVIA, AND1, Revo and Jessica Simpson

Administering a diverse portfolio on behalf of various brands requires a solution that can automate time consuming manual tasks, eliminate errors, and provide powerful reporting and analysis capabilities.

“In this industry, it would be very hard to manage our business without a product like License Maestro.”

Sequential Brands chose **License Maestro** - Vistex's end-to-end licensing administration software.

“We first heard about License Maestro from industry colleagues and having researched and evaluated other products, knew it was the one.” Commented Tom Villano, Director Business Operations at Sequential Brands Group. “Our staff had also worked with other solutions at previous organizations and weren't impressed.”

A Vistex Case Study

“We have a dedicated support person who is not only responsive, he is extremely knowledgeable about License Maestro and our needs.”

License Maestro automates and streamlines contract and royalty administration processes. It facilitates all aspects of running a licensing business – inbound and outbound rights management, royalty processing, sub ledger accounting, financial analysis and reporting, as well as product approvals and licensee relationship management.

“License Maestro provides complete visibility into a complex area, our brands’ and licensees’ performance.” Said Villano. “Not only can we better analyze the business to ensure we invest the company resources most profitably, as a public company we are required by the SEC to track and disclose certain financial information. As all this data is now loaded into License Maestro, we can provide the relevant information easily and where appropriate.”

Sequential Brands is constantly evaluating which product categories are performing best in which distribution channels and partner with their licensees to take advantage of opportunities to increase market share.



Popular Sequential brands: Jessica Simpson, Ellen Tracy, AND1, William Rast.

Working closely with the Vistex Counterpoint Suite team has proved to be invaluable for Sequential Brands. “Our relationship with Vistex is excellent, we have a dedicated support person who is not only responsive, he is extremely knowledgeable about License Maestro and our needs.” Said Villano.

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Make More. Keep More. Grow Smarter.



Software



Services



On-Premise



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