

Vistex helps Svensk Filmindustri manage contracts



AB SVENSK FILMINDUSTRI

Founded in 1916, Svensk Filmindustri has produced well-respected films for nearly 100 years. The quality of their films, and their longevity, gives them the reputation as one of the most respected film companies in the world.

Industry:

Music, Media & Entertainment

Products and Services:

Counterpoint Suite



Svensk Filmindustri used a home-grown royalty and contract management system built in Microsoft Excel to manage more than 1,500 contracts. These were comprised of 800 acquisition contracts, as well as 700 production contracts that sometimes included upwards of 10 licensed sources that had to be accounted for.

Many of the contracts were extremely complex, requiring manual entry and system customization, which was costly, time-consuming and fraught with errors. It took a team of six people across Sweden, Norway, Denmark and Finland to manage this process. The home-grown system also made monitoring contract status and accessing account-specific information for reporting, revenue forecasting and helping their sales team close deals slow and

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inefficient.

Svensk Filmindustri's aggressive growth rate made it essential that they transition to an automated solution to manage increased contract load and remedy these administrative challenges.

Solution

The company began evaluating the full range of potential solutions, and through their search it became clear that Vistex Media Maestro was the right one to solve their needs. Their royalty team, led by Royalty Manager Jennie Tjernström,

A Vistex Case Study

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worked closely with Vistex to implement Media Maestro. From the very beginning, Tjernström's team was committed to the implementation, working alongside Vistex to define client business requirements, design new functionality required to achieve the complex calculation rules and perform functionality tests. They also worked with Vistex experts to understand the unique complexities associated with Svensk Filmindustri's acquisition and local production contracts, so Media Maestro could solve their challenges.

Results

Media Maestro provided Svensk Filmindustri with the contract management system needed to manage legacy contracts as well as scale in aggressive growth. Contract entry and management time has been greatly reduced (50%

time savings once consolidation is complete), while manual errors have been eliminated. With Media Maestro, contract parameters can be customized easily to accommodate even the most complex existing and new contract rules, and the calculations will reflect all changes automatically. The efficiencies gained through implementation will enable Svensk Filmindustri to manage 25% more contracts while centralizing all contract management to their headquarters, reducing the team's headcount by 40%.

Another important benefit for Svensk Filmindustri is immediate access to real-time contract and royalty status information for all of the titles in its system. The Royalty team can access this information any time, and can trust it is accurate due to Media Maestro's automated forms and calculations. With this data at their fingertips, they can quickly respond to inquiries from various divisions within the company and can provide information to sales executives in a blink of an eye.

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