

Making A Transformation: Order Taker to Value-added Marketer



New York Hollywood London Toronto

ENTERTAINMENT INDUSTRY CASE STUDY



About

Samuel French manages the licensing of over 10,000 dramatic titles, from GodSpell to 2015 Tony best musical winner Fun Home!

Its business model revolves around helping rights owners (authors and agents) generate revenue from licensing and help theaters/producers find appealing and appropriate material based on audience and participants.



Project Objective

Samuel French leadership set a strategic goal of moving the company from a highly organized and *efficient licensing management company* focused on order taking and processing to *a premier content marketer*.

Project Challenges

1. Personnel Domain Knowledge

Matching theater preferences on cast size and composition, type (musical/play), themes, audience aptness and other attributes was not systematically recorded but lived in the domain knowledge of individual Samuel French agents. This lack of redundant information represented a significant threat to the future of the organization.

2. System Interoperability

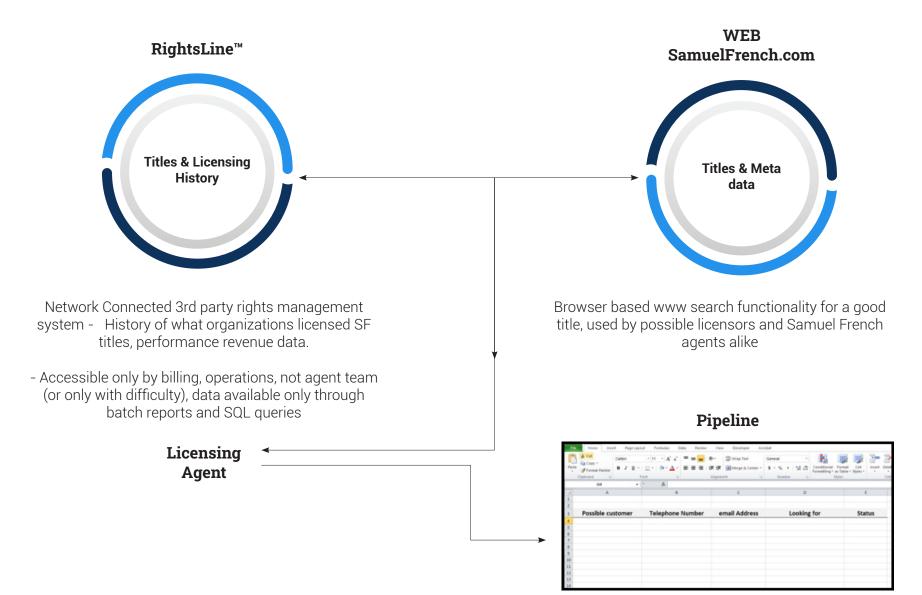
The title data base (with meta data attributes) resided in the web system facing the outside - not in a CRM system in which Samuel French agents could view historical licensing activity, or results by title or licensor.

Key steps in the licensing processes are managed by a highly specialized cloud service which manages revenues streams – and would be prohibitively expensive to replace.





A Sufficient System 10 Years Ago





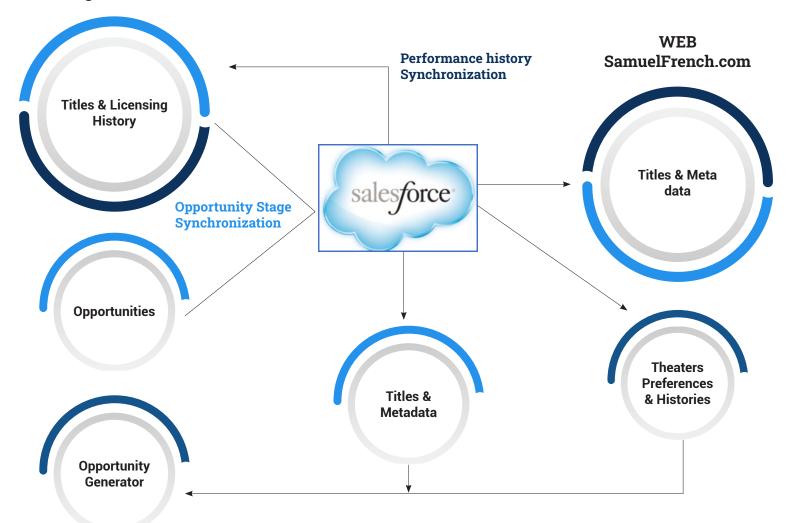
The Ayodia Solution

- 1. Integrate SalesForce[™] with the SamuelFrench.com and RightsLine[™]
- 2. Implement SalesForce based AI algorithm - generate opportunities based on
- Theater preference
- Performance history
- Title metadata
- Theater revenue potential.



Ayodia Solution Architecture

RightsLine™





Sales Opportunity Engine

Ayodia built an "Opportunity Engine" that facilitated the matching of client specifications (genre, roles, subject matter) with appropriate titles.

	Finding Opportunity Candidates			Opportunity Candidate Generator		
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Project Outcome

Two years following project

- Topline revenue increased 32% over two years through direct marketing on content generated opportunities.
- Enabled Samuel French to be an attractive acquisition candidate. Concord acquired the company



