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UNIFYING WORLDWIDE RIGHTS AND ROYALTIES DATA WITH SAP® INTELLECTUAL PROPERTY MANAGEMENT

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Graeme Paskins, Project Director,
Oxford University Press

QUICK FACTS

Company

- Name: Oxford University Press (OUP)
- Headquarters: Oxford, England
- Industry: Media
- Products and services: Publishing
- Revenue: Approximately US\$800 million
- Employees: 5,000 (globally)
- Web site: www.oup.com
- Implementation partner: SAP® Consulting

Challenges and Opportunities

- Unify disparate databases and applications for rights and royalties
- Accommodate move to 13-digit ISBNs
- Streamline processes for selling any intellectual property in any location
- Enable timely payments to writers

Objectives

- Replace unstable rights and royalties management systems with single system for the United Kingdom and the United States
- Automate transmission of royalty data to finance

SAP Solution and Services

- SAP Intellectual Property Management application
- SAP Consulting services

Implementation Highlights

- Strong teamwork between OUP and SAP Consulting
- Phased implementation: United Kingdom and then the United States

Why SAP

- History of working closely with SAP on rights and royalties requirements definitions
- OUP’s record of success with SAP software and services
- The software’s ability to handle the demands of the world’s largest university press
- Integration with the SAP ERP application
- Support for license sales
- Strong focus on both rights and royalties, unlike most software systems

Benefits

- Unified UK and U.S. rights and royalties data for the first time
- A cleaner, more stable environment
- Improved visibility of rights and royalties information
- Greater control over rights and royalties management processes
- Compliance with requirement for 13-digit ISBNs
- Faster allocation of income to correct author contracts
- Greater flexibility in structuring sales organization
- Clear royalty statements to authors
- Streamlined process for selling UK books in the United States and vice versa
- Automated delivery of data to finance

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SAP Customer Success Story
Media



Oxford University Press (OUP) is the largest university press in the world. A department of Oxford University in England, OUP traces its roots back to 1478 when the very first book was printed in Oxford using movable type.

OUP grew over the centuries to the point where it now manages 95,000 intellectual properties – or IPs, the term it uses for all types of publications. It also manages 110,000 acquisition contracts – a volume that grows by 300 to 500 every month. Each day OUP makes 30,000 to 40,000 sales of specific IPs to specific customers, and each month it enters into 800 to 1,200 new sales contracts. To make this job easier, the company relies on the SAP® Intellectual Property Management application.

Facing Mammoth Data Management Challenges

Managing rights and royalties information for such a high volume of IPs and transactions is a massive undertaking. To tackle the job, the organization had been using a number of weak and poorly connected solutions – often involving little more than spreadsheets or paper archives. The primary application OUP employed for rights and royalties management was extremely unstable, leading to many crashes that sometimes called for herculean efforts to ensure that authors received their payments on time. Furthermore, OUP maintained separate rights and royalties databases for the two locations where it conducts most of its business: the United Kingdom and the United

States. This resulted in much inefficiency, especially when one country's IPs were sold in the other.

In addition, OUP's sales personnel had to reenter order data into multiple systems. Besides using time which could

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be better spent selling, these error-prone processes too often resulted in missed payments from customers.

The situation reached a breaking point when ISBNs, the identifier the publishing industry assigns to each IP, rose from 10 to 13 digits in length – a move that OUP's legacy royalty and rights management system could not accommodate. “It simply couldn't cope,” says Graeme Paskins, project director for OUP. “Clearly it was time for a new solution. Fortunately, we had been working with SAP for some time on the requirements for a robust rights and

royalties application, and SAP had incorporated our recommendations into the SAP Intellectual Property Management application – including, of course, 13-digit ISBNs.”

Building on a History of Success with SAP Software

“We'd been running our business operations with SAP software for a decade, and so SAP Intellectual Property Management made a lot of sense from an integration point of view,” adds Ken Caldwell, director of IT for OUP.

Despite these persuasive reasons for choosing SAP for rights and royalties management, OUP underwent a thorough and extensive evaluation process before making its decision.

Teaming Up for a Successful Implementation

OUP began the implementation effort in the United Kingdom and asked SAP Consulting for help. “We've had a long history of quality results using SAP Consulting,” says Caldwell.

SAP Consulting worked side-by-side with OUP's IT staff to bring SAP Intellectual Property Management into production, first in the United Kingdom.



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“We benefited from the SAP Consulting organization’s team spirit and expertise during the implementation in England,” says Mark Harwood, build team lead for OUP. Based on the stability exhibited by the application there, OUP successfully implemented the software in its U.S. business using only its own resources.

Unifying the UK and U.S. Entities with a Single Instance

Even though OUP’s UK and U.S. entities employ separate instances of core SAP software, the company made sure to introduce a single instance of SAP Intellectual Property Management to cover both countries. This means that OUP now enjoys a single view of its

lot more sense. In addition, with a single solution and more automated processes, our sales people have more time to sell.”

“We enjoy a much cleaner overall environment with greater control over our processes, and we’re taking advantage of the integration throughout our SAP software environment,” Paskins adds. “Automatic transmission of royalty information to the SAP financials software is especially valuable, since we had to manually rekey that data in the past. It’s also much faster and easier to allocate income we receive to the right contract.” OUP also uses the SAP NetWeaver® Business Intelligence component in conjunction with SAP Intellectual Property Management to create

erty Management. Its long-term plans include integrating the application with inventory planning as well as expanding its use of SAP NetWeaver Business Intelligence to enhance reporting.

“SAP Intellectual Property Management is delivering what we needed, and the support we’re receiving from the software’s developers at SAP is just great,” concludes Paskins. “We’re very pleased with our decision.”

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global inventory for the first time, which brings many benefits. “Our processes for selling one country’s IPs in the other were slow and complex before we introduced the SAP software, and we often had to put in a lot of work to make sure authors were paid in a timely way,” explains Harwood. “Now, it’s the same efficient process no matter whose IP it is and where it’s sold. Also, we always had to structure our sales force by geography for systems reasons, but now we’re moving to a market-based structure that makes a

and disseminate comprehensive rights and royalties reports throughout the organization.

“We recently had our biggest month ever for transaction volume, and SAP Intellectual Property Management had no problem,” Harwood adds.

Planning Even More in the Future

Despite all these improvements, OUP is far from done finding ways to benefit from its move to SAP Intellectual Prop-

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