

# CASE STUDY

## Music Publisher and Distributor Revamps IT Portfolio

*Streamlines processes for digital distribution*



A global music publishing and distribution company with operations in more than 50 countries sought to rationalize IT investments. A portfolio of more than 90 applications and 70+ marketing as well as financial tools across technologies required to be coupled with diverse business processes.

The music company selected Infosys as a strategic partner to optimize business processes and improve the reliability of IT services. We redefined the technology landscape to enhance operations and facilitate onboarding of new revenue models, trading partners, and affiliates.

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## Inclusive approach

The Infosys team transformed the IT portfolio with new functionalities to capitalize on business opportunities.

### Consolidate the portfolio

Infosys offered support and enhancement services across business-to-business and direct-to-consumer applications – physical and digital music distribution, order-to-cash system, sales and marketing services, digital asset management, sales and revenue processing, systems integration, financial accounting, royalty management, and intranet-based business streams.

### Ensure predictability

Our SLA framework categorized applications into tiers, and prioritized IT services based on business impact. It defined service levels, expedited resolution of issues, and ensured business continuity.

### Incubate new technology

We realigned the technology roadmap to integrate digital applications. Centers of excellence were established to develop emerging technologies and incubate research programs. The Agile development and delivery model was adopted to minimize licensing costs and mitigate risk due to obsolete/ unsupported platforms.

Our intuitive tools for business users reduced dependence on the IT team.

### Reduce complexity

Our expertise in global transformation programs ensured seamless implementation of an SAP-based financial accounting and reporting system. We developed a reusable framework to accelerate transaction processing, streamline financial book closure, and support audit, including Sarbanes-Oxley (SOX) compliance.

Infosys implemented a digital media distribution solution for media encoding and asset archival. We transferred terabytes of encoded assets over secure channels. In addition, the digital and physical inventory of an international music label was integrated with the enterprise to comply with regulation.

### Improve processes

Infosys incorporated new features into business processes to address dynamic business requirements. We reengineered processes in the critical path – sales data validation, pricing and re-pricing, and asset management. Our approach boosted productivity and improved business performance.

We developed a revenue processing system to cleanse and upload data from multiple sources. We collaborated with the shared services group to establish new workflows for settling suspense transactions. Our experts identified unprocessed and unreconciled data, in consultation with business groups. We automated inventory reconciliation, transaction reconciliation between manufacturing and distribution channels, financial reconciliation between business groups and applications, and journal reconciliation.

The revamped IT ecosystem reduced the cost of application services by more than 50% in five years and generated annual cost savings of US\$2 million+. Significantly, the agile business and IT processes prepared the company to operate in digital distribution and product ecosystems.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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