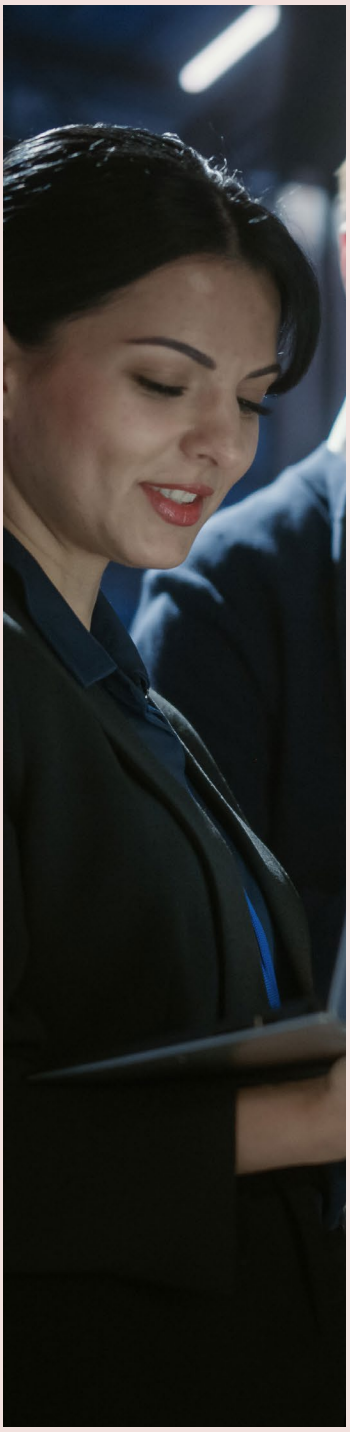
CASE STUDY



CLOUD ERP MODERNIZATION FOR A LEADING ENTERTAINMENT COMPANY USING ORACLE NETSUITE

Abstract

A leading American entertainment company specializing in East Asian media and anime distribution partnered with Infosys to modernize its Oracle NetSuite cloud ERP environment. The transformation improved financial operations, royalty management, billing accuracy, and platform integrations across major distribution channels.

Key outcomes included: • 70% reduction in month-end close time • 80% increase in billing accuracy • 50% improvement in revenue recognition productivity • 60% improvement in digital item creation productivity

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Business Challenge: Scaling Royalty Management and Content Distribution Operations

As the company's content licensing and distribution business grew, its existing chart of accounts and order management processes could not keep pace with multiple subsidiaries, complex royalty calculations, and a growing number of distribution platforms.

Disconnected systems made it difficult to track royalties accurately and close the books on time.

Oracle NetSuite ERP Modernization Strategy

Infosys re-implemented and modernized the client's NetSuite environment, restructuring core financial processes and integrating key distribution and payment platforms.

- Oracle NetSuite Chart of Accounts (COA) restructuring for multi-subsidiary operations
- Order management optimization for royalty calculation and revenue recognition
- Integration of Oracle NetSuite with Amazon, Roku, Xbox, Stripe, and PayPal
- Inventory and digital asset management optimization to improve operational productivity

The chart of accounts was restructured to reflect the company's multiple subsidiaries and segmentation needs, creating a cleaner foundation for financial reporting.

Order management processes were redesigned to reduce transaction replication, improving the accuracy of royalty calculations for licensed content.

NetSuite was integrated with distribution and payment platforms including Amazon, Roku, Xbox, Stripe, and PayPal, enabling automatic synchronization of transactions.

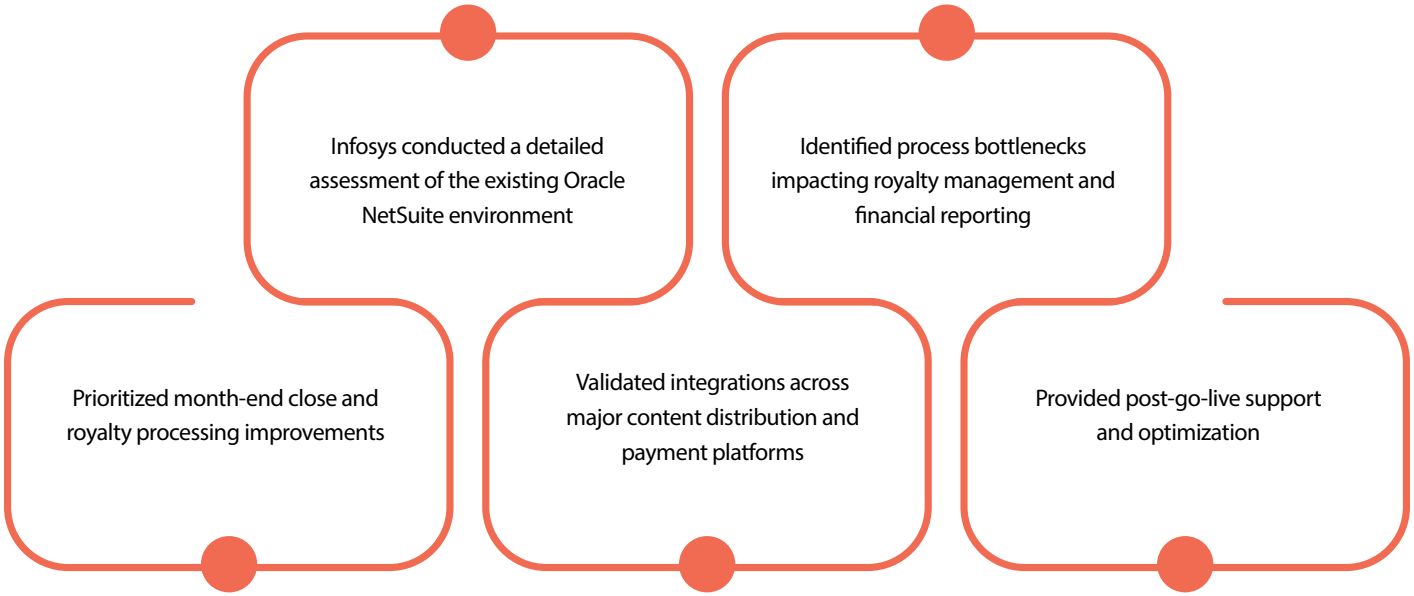
Inventory management was optimized to reduce the overall quantum of data being processed and reconciled.

The re-implementation was designed to minimize disruption to ongoing content distribution and royalty payment cycles.



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Implementation Approach



Business Outcomes and Measurable Results

Business Metric	Outcome	Business Value
Month-End Close Time	70% Reduction	Faster financial reporting and decision-making
Billing Accuracy	80% Improvement	Reduced invoice errors and manual adjustments
Revenue Recognition Processing Productivity	50% Improvement	Improved finance operations efficiency
Digital Item Creation Productivity	60% Improvement	Faster onboarding of new content and products
Royalty Calculation Efficiency	Significantly Improved	More accurate royalty payments and compliance

By modernizing its NetSuite environment, the client gained a more accurate and efficient foundation for royalty calculation and financial reporting.

Faster month-end close gives finance teams more time to focus on analysis of licensing and distribution performance.

Automatic synchronization with distribution and payment platforms reduced manual reconciliation and improved data quality.

Improved billing accuracy reduced the need for manual invoice adjustments across business segments.

The engagement demonstrates how a modernized NetSuite platform can support the complex royalty and distribution needs of a growing entertainment business.

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Conclusion: Building a Scalable ERP Foundation for Digital Media Distribution

This engagement shows how a modernized NetSuite platform can bring accuracy and speed to complex royalty and licensing operations.

By restructuring the chart of accounts and integrating directly with major distribution and payment platforms, the company reduced manual effort and improved the accuracy of royalty payments to content partners.

As distribution continues to expand across new platforms, the modernized environment gives finance and operations teams a scalable foundation to keep pace.



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