CASE STUDY - Music Royalties Company

SOFTWARE IMPROVES MATCH ACCURACY WITH FOCUS ON REVENUE

COMPANY PROFILE

The profiled organization is a leading music license royalties company that manages the performance rights for many of today's top Billboard recording artists. The company provides the modern solution for copyright management, responsible for licenses, surveys, and distribution off public performance royalties.

"The ease of use of DataMatch Enterprise is great. We were able to get an understanding of the product right away, which had an immediate impact on our business."

Lead Analyst
Music Royalties Company

BUSINESS SITUATION

The company handles the music licensing for many of today's top recording artists. Managing all the different platforms where their clientele's music is played is an enormous task due to the popularity of the artists.

Every month, the company receives millions of playlists from every platform, from Pandora and Spotifyto the thousands of radio stations across the country and around the world. These playlists include names of the artists, song titles, and the number of times the given song was played.

The problem is that with so many different platforms, they receive the data in all different formats. Some names may be abbreviated, or there may be punctuation errors. It is vital to link all of the data together accurately, because this is how their clients are paid. The company was using Excel, which is not only time-intensive, but not always accurate. If the company were to lose one client due to inaccuracies, it could cost them a LOT of money due to the client's high profile.

SOLUTION

DataMatch Enterprise provided an immediate solution to this ongoing issue of matching millions of records. They use the software once a month to link all of the data together accurately.

BENEFITS

Due to the ease of use and short learning curve of DataMatchEnterprise, the lead analyst handling the data was able to save an enormous amount of time, and is now able to focus on more revenue-generating tasks such as signing A-list clients. In fact, the software has played a huge factor in the company's growth in just the past two years.