

Integration revamps complex licensing process

Music rights advocate enhances systems to support complex customer needs.

Company

One of the largest music rights organization in U.S.

Business Pains

To support its complex licensing / contract processes, integration needed to be established between Salesforce – Oracle EBS to better manage customer invoicing and improve the level of customer support.

Solution

Keste created a custom integration solution between (cloud) Salesforce and (on-premise) Oracle EBS via an IBM Websphere Cast Iron orchestration. This allowed for the transfer of accounts and license fee data between the two systems to support invoicing and collections.

Customer Benefits

- Automated and streamlined the company's complex licensing and contract needs
- More accurate invoicing and improved collections...improving cash flow.
- Effectively synchronized the data between Salesforce and Oracle EBS, ensuring successful error handling.

The main music licensing problem is that there are many rights and rights-holders, who can be difficult to identify and negotiate with.

750,000+
artists represented
10 mill.
musical works
created

After helping dozens of companies integrate Salesforce and Oracle EBS, we have found that we can deliver in as little as 2-3 months, making the leap to this next generation IT solution fast, without disrupting current business capabilities...Sri Ayyeppen, President and CTO, Keste



keste