FACTSPAN

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Scaling Licensing Revenue Operations for a Global Entertainment Company

Executive Summary:

Licensing revenue operations require consistent forecasting, accrual tracking, and partner reporting to support financial planning and business decisions. A global entertainment organization managed these processes through a legacy licensing finance system supported by manual workflows and disconnected reporting processes. As partner scale increased, finance teams faced growing effort to reconcile data and maintain reporting confidence.

Factspan supported the organization in establishing a structured analytics layer that connected planning data with enterprise reporting. By integrating financial planning inputs and organizing them into governed data structures and curated reporting outputs, the engagement improved the reliability and usability of licensing finance analytics while supporting ongoing operations.

Project Highlights:

- **40%** improvement in data accuracy for licensing finance reporting
- Supported analytics across **3,900** licensing partners
- Enabled reporting tied to **$3B+** annual licensing revenue
- **Delivered 12** curated enterprise reporting assets for finance stakeholders

About the Client

The client is a multinational media and entertainment company operating complex enterprise data platforms across multiple business units. Accurate financial analytics is critical to managing licensing operations, partner relationships, and long-term planning activities.

Business Challenge:

The organization relied on a legacy licensing finance application to manage royalty forecasting and accruals. Manual workflows and fragmented reporting made reconciliation time-consuming and reduced trust in reporting outputs. As the licensing ecosystem grew, finance teams required a more consistent and scalable method to integrate planning data and deliver reliable analytics to business stakeholders.

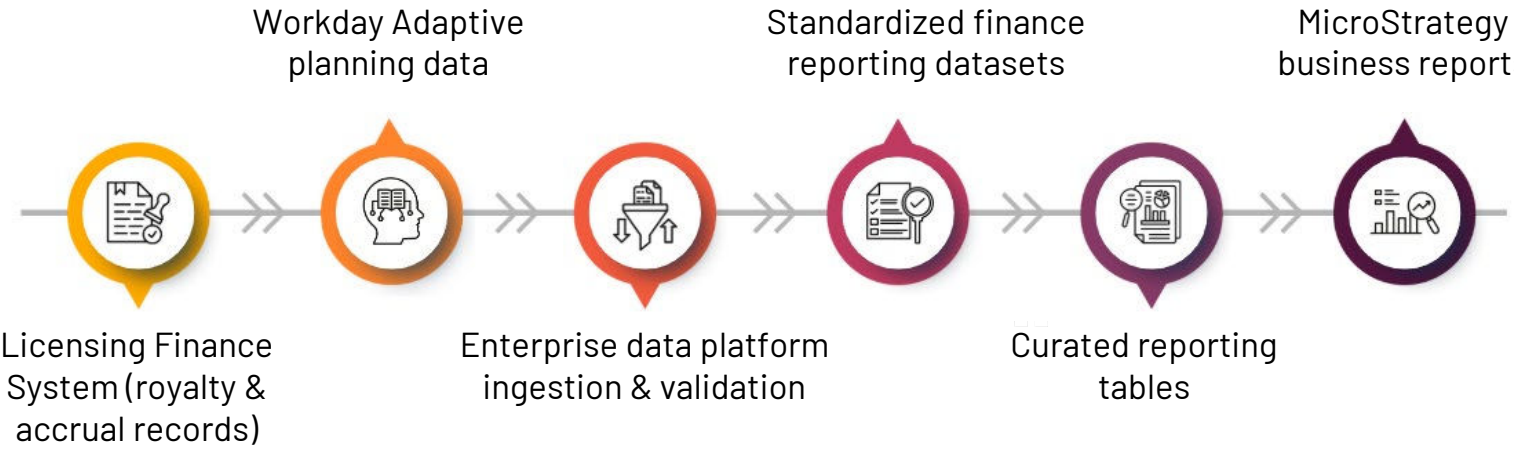
Our Solution:

Factspan approached the engagement as a finance analytics modernization initiative focused on making planning and accrual data easier to trust, govern, and consume across recurring reporting cycles. The first step brought financial planning inputs from Workday Adaptive into the enterprise platform in a controlled, repeatable way, reducing reliance on manual extraction and improving consistency of upstream data feeds.

With planning inputs integrated, the work concentrated on shaping finance-ready datasets that separate raw inputs from standardized, business-consumable structures. This created a stable foundation for recurring transformations and reduced ambiguity in how key finance metrics are derived across forecasting and accrual workflows.

Finally, curated reporting datasets were aligned to enterprise reporting delivery, including MicroStrategy outputs. This improved usability for finance teams, increased confidence in routine reporting, and ensured licensing analytics could scale with the partner ecosystem without increasing manual effort.

Solution Architecture Overview



Factspan is a Data and AI company. We help global enterprises and product companies to collect, store, and manage their varied and complex data structures, identify patterns and trends, and build analytical models to analyse and deliver business outcomes.