



iKON
Informatika Zrt.



iKON ERP

RIGHTS MANAGEMENT GROUP CASE STUDY

HELLO.ERP@IKONINFORMATIKA.HU

Providing Solutions to Help an Expanding Business

We believe we can provide advanced solutions that help businesses and individuals succeed in today's ever-changing world. Our solutions are designed to make life easier, more efficient, and more productive.

INDUSTRY: ENTERTAINMENT, RIGHTS MANAGEMENT
THE CLIENT: G2 GLOBAL MEDIA GROUP

The Case

G2 Global Media Group is based in three countries and is a trusted partner in the entertainment industry, offering a range of services from content creation to exploitation and beyond. The G2 companies work with the majority of the key players involved in the entertainment industry, having developed partnerships for more than three decades. Since its inception in 1992, the International Licensing division of G2 Global Media has and continues to maintain a unique position in the business of worldwide buying, selling, and licensing of entertainment-related intellectual property rights, including feature films and TV shows. In 2022, the Media Group wanted to replace its current system for managing film and movie rights with a system that would combine rights management with extensive financial processes in one place.

Our Solution

Rapid Value Creation

The six subsidiaries of the G2 group used a common system to manage their contracts and different systems to manage their invoicing in different countries. For G2 Global Media Group, one of the biggest challenges was to co-develop a new module for their workflow and vision for the comprehensive management of contracts and intellectual property rights, which would link with the existing financial modules of the system, enabling them to manage their contracts and their related outgoing and incoming invoices within one system. It was important for the subsidiaries to comply with English, Dutch, and Hungarian invoicing laws. With IKON ERP, subsidiaries can use their own templates for the invoicing system, which are adapted to the invoicing customs of the country concerned.

Another important requirement for the client was to keep the existing data from the previous system and be presented in IKON ERP for further work. Therefore, prior to the migration, all existing data was prepared for loading and use in the new system, therefore the ongoing contracts could be managed continuously in IKON ERP.

Business Case

Key Challenges

- Developing a brand-new ERP module suitable for managing rights
- Integration of new module to existing system
- Set up work rules and automatizations
- Migration of various groups of data from a previous systems

Key benefits

- Ability to manage contracts and finance within one system
- Ready-to-use accounting module that meets the requirements in Hungary and Europe
- Multilingual system for the employees
- Multi-currency support for the statements
- One Partner master for all subsidiaries
- Separate invoicing and finance per subsidiary
- The data of the past retained in the system

Increase Efficiency

- Time- and cost-efficient professional solution for managing film rights
- European and Hungarian know-how
- Offering Experts and expert support
- The Accounting module guides through all processes
- Revenue enhancement and strategic advice from statement analysis and potential audits

Data Analytics

- Customizable query and analytics
- Personalized workflow for all processes
- Automated e-mails and workflow notifications

SATISFIED CLIENTS

"The implementation of a new ERP is never an easy task for an SME, but we know that it is even more difficult to find a team that continues to develop and operate the chosen system years after implementation with the same enthusiasm as when it was delivered. We have now come to understand that this is due in large part to a solid professional and financial background and, not least, to the fact that the system can be developed much faster than other programming languages."

"It's reassuring to see all the important moments without having to ask colleagues for data. All this while feeling secure because of the precise authorisation and, above all, task management."

Information in companies is just a heap of data until it is used by business intelligence for decision-making. But this requires order in business, transparency in reporting, efficient back-office processes - with as few resources as possible. A good ERP system works under the hands of the CEO, and that's what we provide with IKON ERP®: optimised ERP for medium-sized companies with fast implementation and customised to the company.

Let's be honest: without a good ERP system, there is no sustainable company growth.

Are you interested? Contact Us!

If you have a question, would like a demo or need a custom development, contact us and we'll help you understand how you can take your business processes to the next level through digitalisation.

Contact:

+36 1 453 4900
hello.erp@ikoninformatika.hu



Budapest, 1118, Kelenhegyi street 39
www.ikonerp.hu

