entity trusted information innovation

CLA The Copyright Licensing Agency

CASE STUDY: The Copyright Licensing Agency: Data Quality

BACKGROUND

CLA was established in 1983 to perform collective licensing on behalf of the Authors' Licensing and Collecting Society (ALCS) and the Publishers' Licensing Society (PLS). They license organisations to copy and re-use extracts from print and digital publications on behalf of the copyright owners.

CHALLENGE

Poor data quality, in multiple operational silos, was affecting CLA's business causing inaccurate royalty payments, declining customer satisfaction, constrained resources taking too long to respond to queries caused by inaccurate information, and, Inaccurate management reporting. CLA required trusted and 'joined up' data across all of their business processes.

ENTITY SOLUTION

Entity provided a solution that automates the data collection, data matching, and royalty payment determination processes, and provides greater granularity and more precision in the distribution of royalties to rights holders.

Entity's solution was built using Microsoft .Net Framework, employing a multi-tiered architecture to provide a highly scalable, high reliability and robust distributed system.

BENEFITS

The benefits of the new system are defined in terms of business agility, customer satisfaction and cost reduction. These benefits are realised through:

- **Transparency** – Improved access to distribution planning data, data collection surveys, usage information, bibliographic, rightsholder and process performance data, with clear audit trails throughout.
- **Data Quality** – the elimination of duplication improved the accuracy of information, and reduced costs.
- **Interoperability** – Improved interoperability between the CLA system and stakeholder/rights holder operational systems enabled CLA to recognise the role of external parties, either as a source of information, or as recipient of data, or both.
- **Management Information** – provided clear and accurate management reporting about the work done, the data employed and the sources of revenue distributed.