

## Lumina Datamatics Solves Global Publisher's Rights & Permissions Challenges With a 30% Efficiency Boost



### CLIENT OVERVIEW:

The client is a leading American global publisher of books, journals, encyclopedias, training, and educational materials in print, electronic, and online products and services.

### PROBLEM

Our client faced significant challenges in their Rights and Permissions initiatives. The organizational structure for interior research, data entry, high-resolution images, and content analysis was ineffective. That led to communication gaps and challenges in technological advancements with Lumina Datamatics. Additionally, improvements were necessary to align the offshore team structure with business needs.

#### Additional key issues:

- The publishing company needed help managing a massive recruitment process. They were looking to onboard 20 people in 4 weeks.
- Short turnaround requirements and high-quality client expectations.
- Technical know-how for system integration was lacking.
- A disconnect between assets and repositories.

### SOLUTION

Lumina Datamatics addressed the client's challenges in Rights and Permissions initiatives by implementing a range of strategic solutions. These interventions led to improved operational efficiency, productivity, and cost savings.

- Lumina Datamatics expedited hiring and increased the workforce for efficient operations.
- Utilized RapidChain Clearance to speed up the permissions processing.
- Conducted intensive team training to enhance skills and expertise.
- Implemented RightsPlatform for streamlined workflow and task management.
- Simplified workflow to ensure operational efficiency and productivity.

### RESULT

Lumina Datamatics implemented targeted solutions that significantly improved permissions processing.

- Strengthened permissions capabilities with 25 skilled recruits in just four weeks.
- Streamlined permission process with blockchain technology.
- Improved tracking of permissions.
- Successful data migration into RightsPlatform as an official database within 20 days.
- RightPlatform integration with other vendor APIs enabled access to a curated research list, resulting in significant time savings.
- RapidChain Clearance optimized permission requests process.
- Team training enhanced overall efficiency by 30%.

### ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Our clients benefit from the reduced time-to-market for new products and services, optimized business processes, operational efficiencies, improved competitiveness, and relevant insights. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3500 professionals across Germany, India, UK, United States, and Philippines.