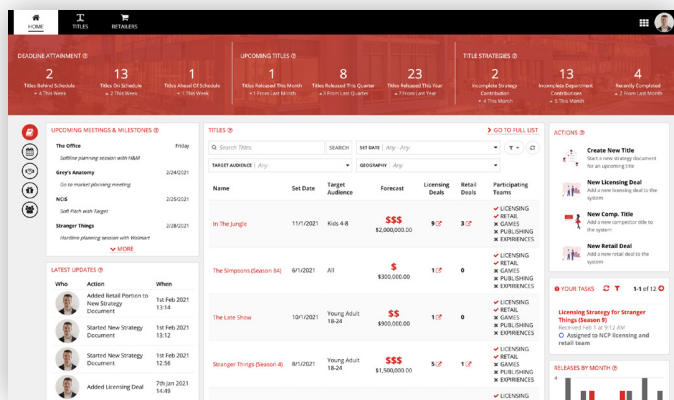**appian**

Appian For IP/Licensing and End-to-End Supply Chain Management

Improve workflow and visibility for end-to-end licensing and supply chain visibility.

GlobeNewswire reports that the Global Licensed Merchandise Market will reach $338.7 billion by 2027. There is a large market opportunity to improve processes and visibility around licensing to capitalize on new partnerships, across both direct-to-retail licensing and manufacturer licensing models.

For licensed manufacturers licensing presents an opportunity to expand sales in new categories, and offer exclusive merchandise, while improving consumer loyalty.

However, IP/Licensing teams need to manage royalty validation and real time approvals connecting product management, contract management, finance, supply chain and contractor onboarding in an efficient manner.

Grow and secure licensing revenue for owned and external licensors.

Streamline with a leading automation platform.

The Appian Low-Code Automation Platform allows IP/Licensing teams to create a targeted solution to better manage these unique end-to-end supply chain orchestration challenges.

- Provide IP/Licensing teams the ability to work across lines of business with a consolidated, integrated and automated solution removing manual tasks and gaining time and cost savings.

- Tap into case management for end-to-end collaboration to more seamlessly work with licensors, agents, and other manufacturers.

- Deploy mobile-ready applications for employees to work and stay informed on the licensing deals on-the-go, even when disconnected from the network.

- Benefit from leading automation capabilities, including robotic process automation (RPA), artificial intelligence (AI), process mining, and intelligent document processing.

- Achieve seamless integration to existing systems and data sources, including product management, contract management, finance, supply chain and contractor onboarding.