



Appian For Licensing Management

Improve workflow and visibility for end-to-end licensing and merchandising.

Licensed merchandise accounts for billions of dollars in annual retail sales. 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 retailers, licensing presents an opportunity to drive sales, extend new categories, and offer exclusive merchandise, while improving consumer loyalty.

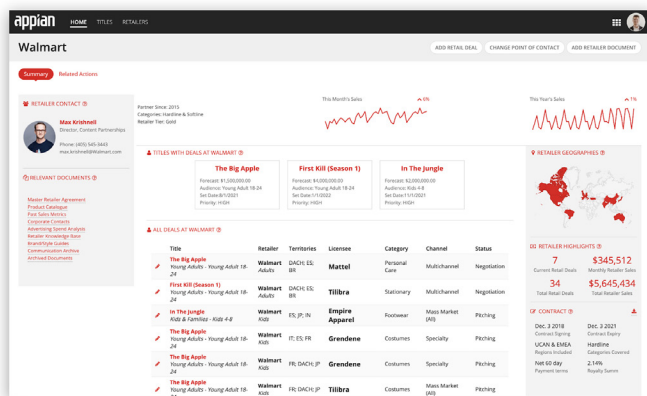
However, teams involved in licensing, merchandising, and channel partnerships are often handling deals, contract arrangements, and related workflows in an inefficient manner.

- Quickly initiate new licensing deals and partnerships to respond to market trends.
- Maximize visibility across licensing processes and related merchandising areas.
- Ensure better collaboration across all teams and parties involved in licensing.
- Incorporate leading automation capabilities to improve efficiencies and insights.

Streamline with a leading automation platform.

The Appian Low-Code Automation Platform allows retailers to create a targeted solution to better manage end-to-end licensing processes.

- **Gain a unified view** of licensing information across deals in play, legal agreements, terms & expiration, sales revenue, category tracking, shelf space, and trends.
- **Leverage process management** to enable workflow across teams to quickly initiate new licensing deals, contracting processes, and quality control to capitalize on hot-selling merchandise trends.
- **Tap into case management** for end-to-end collaboration to more seamlessly work with licensors, agents, and manufacturers.
- **Deploy mobile-ready applications** for employees to work and stay informed 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), and intelligent document processing.
- **Achieve seamless integration** to existing systems and data sources, including legal contract databases, CRM systems, and marketing and merchandising tools.



Licensing management can be streamlined for retailers to track active deals, agreements, and sales on licensed merchandise.