

COPYRIGHT CLEARANCE CENTER

CUSTOMER PROFILE

- **Business:** A leading global rights licensing technology organization, Copyright Clearance Center (CCC) provides solutions that simplify compliance for content users, promotes the work of creators and supports the principles of copyright.
- **Focus:** To make it easy for businesses to use, share and store copyrighted material.
- **Scope:** Serves more than 35,000 customers and over 12,000 publishers around the world.
- **Founded:** 1978

“Licensing can be an abstract concept. With the ROI-Calc Calculator, customers see the value of our annual copyright license right away.”

Stephen Garfield, Director, Account Management
Copyright Clearance Center

HIGHLIGHTS

- CCC now shows customers an undeniable value to help support annual renewal of more than 2,500 global accounts.
- CCC has generated a \$5 million sales benefit from the annual renewals which led to a 950% ROI and 3 month payback of the calculator.



CHALLENGES

CCC offers an annual license that makes it easy for companies to share copyrighted materials while reducing infringement risk. The license needs to be renewed each year, but turnover at the customer site and changing business priorities mean the sales team needs to sell the license again, every year. CCC's challenges include:

- Explaining the abstract and sometimes legal nature of a copyright license in concrete, measurable business terms.
- Difficulty getting stakeholders to discuss reasons why they might not renew.
- Quantifying the value of the license in terms of potential savings.

SOLUTION

ROI-Calc Calculators leverage advanced scenario development features that allow users to answer almost an infinite amount of business analysis questions. Front-end user friendly options, such as sliders, make it easy to enter key information in seconds. CCC chose ROI-Calc to:

- Make it easy to visualize the value of the annual copyright license.
- Show the positive financial impact and risk reduction benefits offered by the license.
- Get the attention of stakeholders who are more interested in cost-savings than copyright.

RESULTS

Since implementing ROI-Calc Calculator and services, CCC has:

- Increased the likelihood of renewals by 75% by opening doors with influential contacts who might not otherwise engage in discussions about copyright.
- More easily addressed customers' price- and value-related questions by demonstrating meaningful ROI.
- Shifting the conversation from the abstract and legal nature of copyright to a productive solution-driven discussion.

ROI

950%

Within the first year

SALES BENEFIT

\$5,000,000

in license renewals saved

PAYBACK PERIOD

3 MONTHS

From Investment

RENEWAL RATE

75%

Increased likelihood

CLICK HERE 

to see what you can achieve by implementing
ROI-Calc Calculators

ROI-Calc™

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