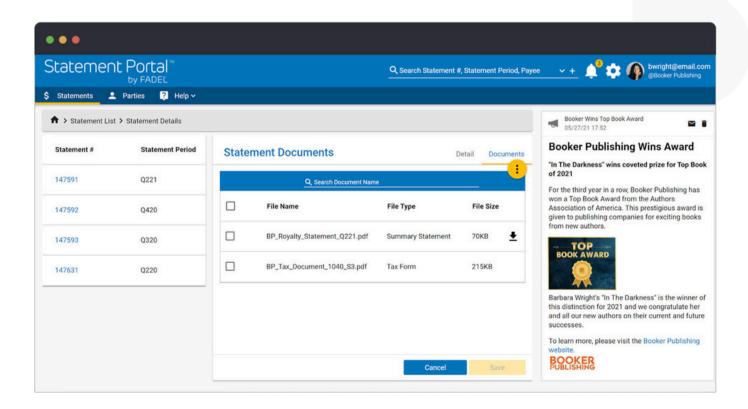## Streamlining Publisher to Author Communications

The publishing industry has seen a great shift towards the digitization of content and customer relations, from the way content is delivered and consumed to the relationships between publishers and their talent. The evolving nature of customer and talent interactions with the industry has pushed forward the digital transformation trend. Content distribution channels have expanded, and consumers are demanding high-quality content and lots of it.

Therefore to remain competitive within the marketplace, it's more critical than ever to strengthen author relations to retain and attract the best talent. With so many choices for content creators, from authors to videographers, how can you ensure that you're doing business with the best and brightest?

Statement Portal

The Statement Portal by FADEL® strengthens author and agent relations and attracts new talent by providing a comprehensive set of author self-service capabilities and secure statement and document delivery services. Through Statement Portal, publishers are able to electronically deliver royalty statements, notifications, and numerous other important documents directly to the author, for a more efficient form of communication.

A simple solution for the increasing pressures of digitization, Statement Portal offers publishers the benefits of:

- **Improved author relations & communications** – Improve author communications by managing a 1:1 relationship online with the ability to send out personalized notifications to any combination of authors, agents, and business units for a powerful marketing and customer service engine

- **Greater transparency** – Provide authors with a secure, easy to use portal to view, search across and download royalty statements and other important documents

- **Increased operational efficiency** – Streamline business processes and reduce paper waste and printing costs by transitioning from paper statements to electronic delivery

Key Features

The Statement Portal's powerful features include:

- electronic, digital delivery of royalty statements
- secure, easy delivery of financial information and documents
- self-service for authors and agents
- personalized notifications to any combination of authors, agents, and business units for a powerful marketing and customer service engine
- better efficiency with process automation and reduced paper waste & printing costs
- native cloud-based application
- support for multiple languages
- security models for single-sign on, two-factor authentication and role-based security
- API support for integration needs
- end-user impersonation for customer service requirement

FADEL - Publishing Solutions Provider

FADEL's cloud-based solutions are used by the world's largest publishers to manage rights and permissioning of content, calculate royalty payments, integrate with financials, and deliver royalty statements to authors online.

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About Us

FADEL, innovator of rights and royalty management software, has worked with some of the biggest names in media, entertainment, publishing, high-tech and advertising. By automating talent and content rights management across videos, photos, ads, music, products, and brands and streamlining the processing of licensing royalties, FADEL's cloud-based solutions have empowered businesses to significantly maximize revenues and increase process efficiencies. Founded in 2003, FADEL is headquartered in New York City and also operates offices in Los Angeles, London, Paris, and Lebanon. For more information, visit fadel.com.