

About Fox

Fox is a royalty software solution for entertainment companies. The software plays nicely with any digitally sellable asset, like books, apps, stock photos, fonts, games and films, but has been optimized for the use at record labels. Catalog data and sales can be easily imported for royalty processing. The software supports any currency (incoming & outgoing) and royalty statements can be issued in english or any other, user-definable language. Fox is a real, installable software application for Macintosh and Windows computers. It is available as a timely unrestricted license for a one-time fee or as a monthly subscription.

Clever

Fox has been optimized for a fast setup and extreme flexibility. Import meta data and sales and get your statements ready on the very first day of usage!

Affordable

Reasonable pricing and a modular design allows you to only pay for what you need. You can upgrade for more features at any time, when necessary.

Digital Native

The logic of Fox is built around the digital marketplace. Free yourself from rigid workflows and use your content everywhere without compromising your royalty management.

This document gives you an overview of the features and concepts of Fox. Please contact us for further information:

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Fox 1.0 Features

Fox: the royalty companion for digital natives

Fast Setup

Fox was programmed with a very fast setup procedure in mind. If your metadata is available as CSV, Text/Tab or Excel file, you can build a fully working royalty system with just a couple of clicks. During development, we always had the thousands of modern companies in mind, that keep their royalty structure simple - on purpose.

Fox does not penalize these clever, digital native companies, but utilizes this fact by presenting simple steps to get your royalty accounts in order. Most of the time, your metadata already has all information that is necessary to specify the right royalty account for each item: Label, Artist, Title, RefNo - or a combination of them.

If you already adapted to modern business practices in a digital world, Fox is your best companion.



Module Overview

Dashboard

The home screen of Fox where you can access all modules. An animated chart graph can be switched on or off by the user. Several charts are available.

Account Groups

Manages the actual royalty recipients by accumulating their accounts into one account group. The account group can hold multiple accounts and offers important settings for the royalty statements, like tax, language and cross-colateralization.

Statements

The place where royalty statements are created, organized and delivered. Accompanying files - like PDFs, Excel sheets, CSVs - are just one click away for viewing or sending via email.

Sales

Fox is highly optimized to import sales from different channels in any given currency. When setting a sales report to "paid", all sales lines are converted to the user's home currency.

Settings

When you start using Fox, your first stop will be the settings module. Here you can shape your royalty model, business rules, artwork and everything else that makes Fox tick the way you want to.

Metadata

All reference number - bundles and assets - are organized here. You can modify metadata, manage account relations and reference numbers.

Accounts

An account is the place where the actual royalty rates are administered. Accounts can be connected to bundles or assets, resulting in royalty payments when an item has been sold. Each account belongs to one account group, that aggregates multiple accounts onto one royalty statement.

Channels

Channels are the source of sales reports and can be distributors, aggregators or even your own web shop. Channel settings help to optimize recurring imports of sales for the user.

Reports

While charts look pretty and give a fast overview of your business situation, reports go much deeper down the rabbit hole. More filtering options, granular data, exportable.

Dashboard

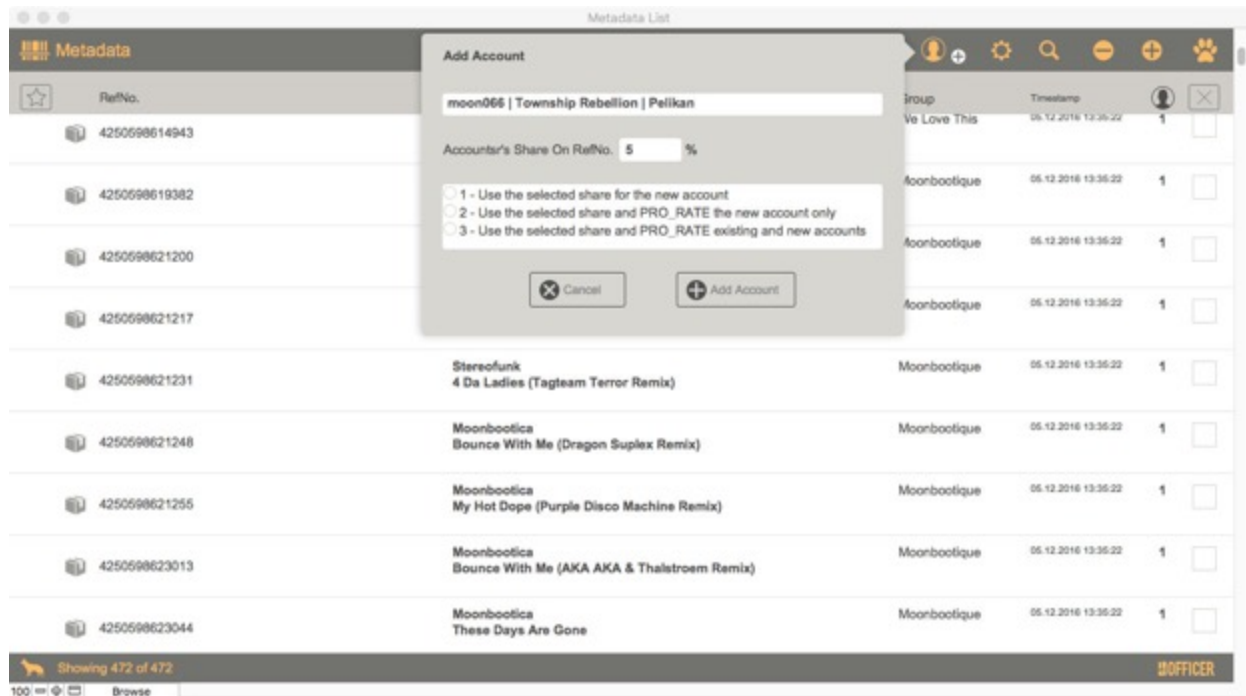


This is the home screen of Fox where you can access all modules. An animated chart graph can be switched on or off by the user. Several charts are available and the reporting period can be set by the user:

- Sales Per Month
- Top Ten Countries
- Top Ten Channels
- Top Ten Accounts
- Top Ten Stores

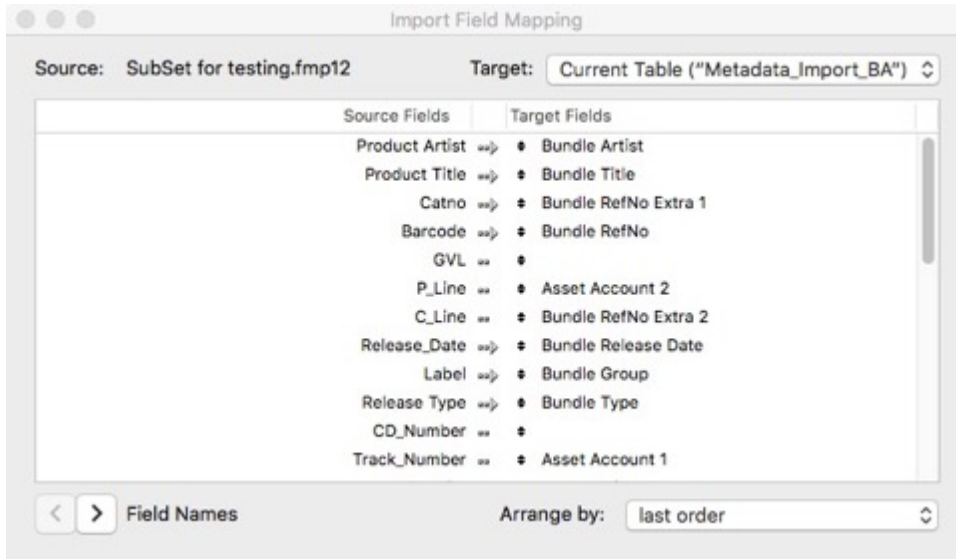
When necessary, the chart can be opened in a separate, bigger window for a better viewing experience.

Metadata



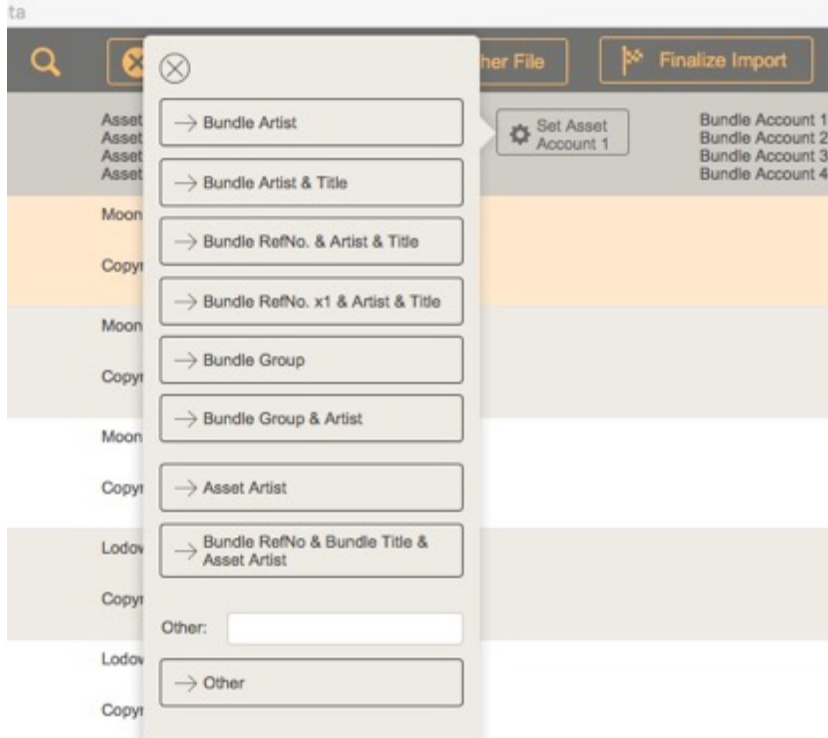
Import metadata directly into Fox. All you need is a CSV, text/tab or Excel file with typical, industry-standard information like Barcode, Product Artist, Product Title, ISRC, Track Artist and Track Title.

The internals of Fox are generally referencing items as being either a bundle or an asset. So companies outside the music business can easily use the same structure. Instead of building "albums" with "tracks, you can as well administer "font sets" with "fonts" or a "photo gallery", consisting of multiple "stock photographs".



Importing meta data is easy. Just click on the "Import Metadata" button and assign the column headers of your file to the internal field names of Fox by dragging and connecting fields to columns. If your metadata file references one asset per line and also mentions the bundle's reference number per line, Fox will automatically create bundles with their associated assets connected. As a record label, you get an "Album" with a "Playlist".

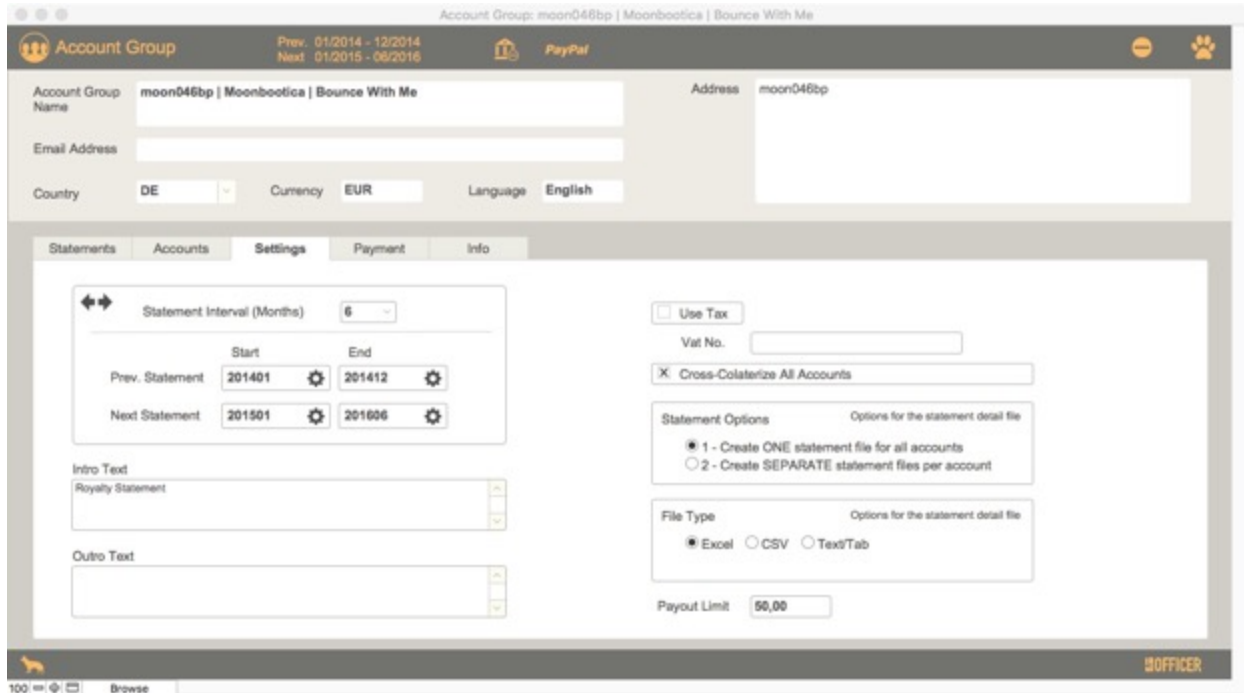
The last import order will be remembered for your next metadata import. So it becomes a no-brainer to constantly import your new catalog information in the future.



When importing a catalog from metadata, the user can connect each item to an existing account or create new accounts on-the-fly. Various options are available for the automatic creation of new accounts to match your needs.

The structure of accounts depends on the purpose of a company. An aggregator may use the "Bundle Group" field to identify a royalty account for each label it is distributing, where a record label would use the "Artist" field to pay for each release and track of certain artist . The user can also prepare its metadata sheet and set account names individually, as needed and they will be created and matched during import.

Account Groups



Account Groups are used to accumulate multiple accounts into one royalty statement for a recipient. While the accounts hold the royalty shares for a specific bundle or assets, the account group manages the general settings of a licensor, like: current royalty period and royalty intervals, statement layout and language, statement files to create (PDF, Excel, CSV) and payment information.

When generating royalty statements, Fox can create and export a list with payment information for each royalty statement. A special export is available for use with PayPal mass payments, if you wish so.

Accounts

Accounts hold the actual shares that need to be payed when an item was sold. Fox generally offers two different shares for use with bundle or asset sales. The structure of account shares depends on the contracts with your partners or your business fields. This structure can be set up in the preferences.

Account	Shares	Connections				
Sales Type	Country Group	Asset Share%	Bundle Share%	Deduction Name	Deduction Share%	
Download	World	50	50	Media Fee	20	⌵
Stream	World	50	50	Media Fee	20	
Physical	World	50	50	Media Fee	20	

Generally, you can define different sales types and country groups that trigger different royalty shares. For each combination of sales type and country group, one line will be available to hold the corresponding royalty shares. The most simple setup would be one sales type "All Sales" and one country group "World". This would result in a single line for the accounts to hold a percentage for bundle and asset sales.

In our example screen shot, Fox is separating "Download", "Stream" and "Physical" sales. While the shares are all the same, the different sales types would still be shown separately on a royalty statement. So the structure of accounts can also be used to show more specific information on a royalty statement, even when the shares are all the same.

Fox also offers the possibility to deduct a percentage from royalties. This deduction is optional and the user can define the name and share, individually. Examples are: "Distribution Fee", "Media Fee", "Hosting Fee", etc.

Statements

No.	Account Group	Period	Timestamp	Tax	Total	Status
266	moon046bp Moonbootica Bounce With Me	01/2015 - 06/2016	06.12.2016 17:13:01	2	3,82 EUR EUR	
267	moon047bp Moonbootica Bounce With Me Remix EP	01/2015 - 06/2016	06.12.2016 17:13:01	2	1,46 EUR EUR	UNPAID PENDING
268	moonxvsm004 Moonbootica Bounce With Me (Dragon Suplex Remix)	01/2015 - 06/2016	06.12.2016 17:13:01	2	0,04 EUR EUR	
269	moonxvsm006 Moonbootica Bounce With Me (AKA AKA & Thalstroem Remix)	01/2015 - 06/2016	06.12.2016 17:13:01	2	0,00 EUR EUR	
270	moon001 Incaige Precious Kind	01/2015 - 06/2016	06.12.2016 17:13:01	2	0,00 EUR EUR	UNPAID PENDING
271	moon002 Moonbootica We 1, 2 Rock	01/2015 - 06/2016	06.12.2016 17:13:01	2	0,13 EUR EUR	
272	moon003 Malente, Lars Moston In The Sky	01/2015 - 06/2016	06.12.2016 17:13:01	2	0,00 EUR EUR	UNPAID PENDING
273	moon004 Lodown The One	01/2015 - 06/2016	06.12.2016 17:13:01	2	0,00 EUR EUR	UNPAID PENDING
274	moon005 Moonbootica Bulldog Beats	01/2015 - 06/2016	06.12.2016 17:13:01	2	0,00 EUR EUR	UNPAID PENDING

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Royalty statements are created and administered in the statements module. The list view shows all important details about the statements: totals, payment and delivery status. You can create statements at any time (e.g. to plan your cash flow) for some or all account groups.

During statement creation, Fox is also generating all accompanying files as defined in the account groups: PDFs, Excel and CSV files are available. The files are instantly available and can be opened with a single click.

An optional automation feature even allows you to send your statements via email from Fox, directly. The body text is created on-the-fly and includes the list of files that are attached as one single zip file. The delivery process can be fine-tuned by allowing pauses between chunks of emails. This circumvents problems with many hosting companies that try to prevent spam by reducing the amount of emails being sent in a period of time.

Channels

The screenshot shows a web interface for configuring a channel. At the top, there's a header with a logo and the text 'Channel: The Orchard'. Below this, there are several configuration fields:

- Name:** The Orchard
- Country:** US (dropdown menu)
- Currency:** USD
- Import File:** Import02
- Bundle & Asset RefNo, Reporting:** Radio buttons for '1 - Asset RefNo' (unselected) and '2 - Bundle & Asset RefNo' (selected).
- Convert Total:** A checked checkbox for 'Convert numbers into system format'.
- Skip For Compression:** Three unchecked checkboxes for 'Country', 'SalesType', and 'Distributor'.
- Sales Type:** Stream

Channels are the source of sales reports. These can be distributors, aggregators or even your own web shop. A channel can be assigned to a specific sales import slot and offers several other settings to ease the way for recurring imports of sales from the same source.

When importing sales from an aggregator, Fox allows you to also import the actual store (DSP) name. This name will be shown on the royalty statements and you can also use the store name for reporting and charting.

E.g. You import a sales report from TheOrchard (Channel). Each line of the report shows the store that sold the content: Apple Music, Amazon, Spotify, etc.

Sales

The screenshot displays a 'Sales Report No. 58' window. At the top, there are filters for 'Period' (12/2015), 'Channel' (Paradise Distribution), 'Status' (PAID), and 'Currency' (EUR). Summary statistics show 'Original Total EUR: 392,72' and 'Home Total EUR: 392,72'. The main table lists 12 sales entries for 'Tagteam Terror - You Only (Original Mix)' with columns for RefNo., Artist - Title, SalesType Distributor, Country, Units, Total EUR, and Total EUR. The countries listed are AU, CA, DE, ES, FR, IS, NL, RU, and US. The streaming platforms include Spotify, Apple Music, iTunes Match, YouTube, and TIDAL. The bottom of the window shows '2965 lines', a timestamp '06.12.2016 16:57:55', and the 'OFFICER' logo.

RefNo.	Artist - Title	SalesType Distributor	Country	Units	Total EUR	Total EUR
A 4250598525492_DEY470918121 201612	Tagteam Terror - You Only (Original Mix)	Stream Spotify	AU	1	0,00136222	0,00136222
A 4250598525492_DEY470918121 201612	Tagteam Terror - You Only (Original Mix)	Stream Spotify	CA	1	0,00098970	0,00098970
A 4250598525492_DEY470918121 201612	Tagteam Terror - You Only (Original Mix)	Stream Apple Music	DE	1	0,00453248	0,00453248
A 4250598525492_DEY470918121 201612	Tagteam Terror - You Only (Original Mix)	Stream iTunes Match	DE	1	0,00057393	0,00057393
A 4250598525492_DEY470918121 201612	Tagteam Terror - You Only (Original Mix)	Stream Spotify	DE	2	0,00209425	0,00209425
A 4250598525492_DEY470918121 201612	Tagteam Terror - You Only (Original Mix)	Stream YouTube	DE	23	0,00009483	0,00009483
A 4250598525492_DEY470918121 201612	Tagteam Terror - You Only (Original Mix)	Stream Spotify	ES	3	0,00016777	0,00016777
A 4250598525492_DEY470918121 201612	Tagteam Terror - You Only (Original Mix)	Stream Spotify	FR	1	0,00149417	0,00149417
A 4250598525492_DEY470918121 201612	Tagteam Terror - You Only (Original Mix)	Stream TIDAL	IS	1	0,00775418	0,00775418
A 4250598525492_DEY470918121 201612	Tagteam Terror - You Only (Original Mix)	Stream Spotify	NL	1	0,00117937	0,00117937
A 4250598525492_DEY470918121 201612	Tagteam Terror - You Only (Original Mix)	Stream iTunes Match	RU	1	0,00012245	0,00012245
A 4250598525492_DEY470918121 201612	Tagteam Terror - You Only (Original Mix)	Stream iTunes Match	US	1	0,00031592	0,00031592

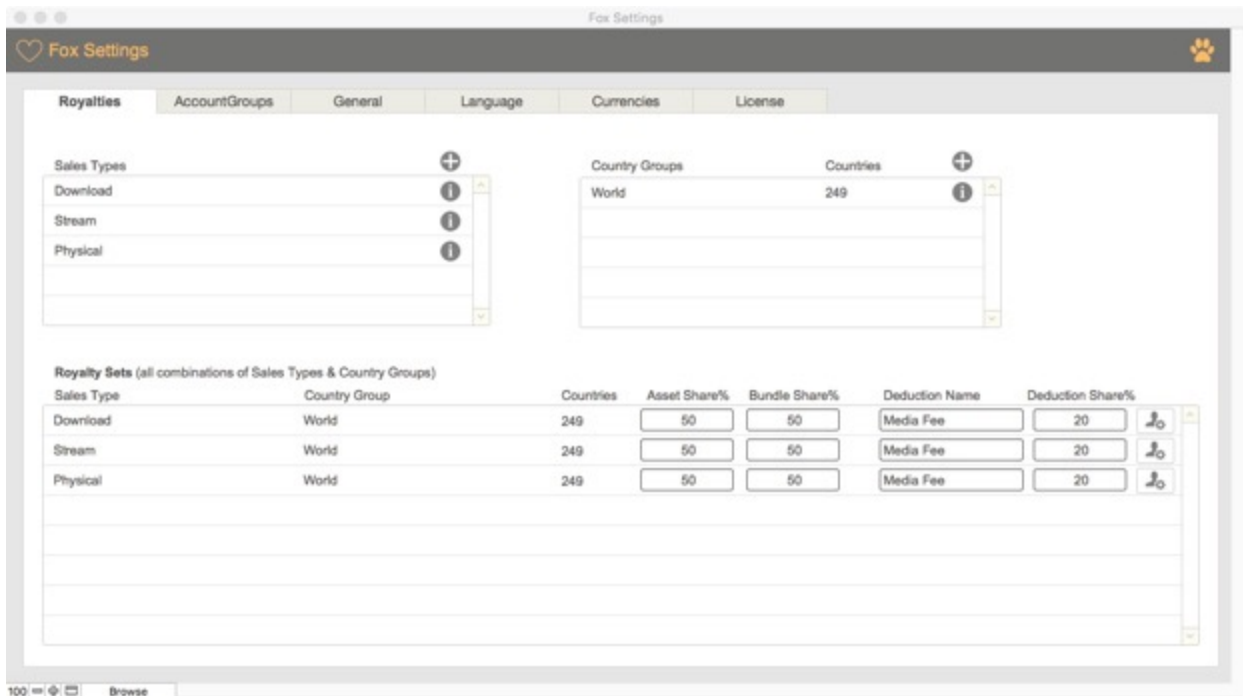
Sales are the basis for your royalty statements. Fox is highly optimized to import sales from different channels. A sales report in Fox states the reporting channel, the sales period, the currency and a payment status.

Fox can handle any incoming currency. When setting the payment status to "paid", Fox will convert all sales lines into your home currency.

The user can either let Fox use the latest exchange rate for the reported currency, or enter the real amount of money that was actually received from the reporting channel.

This comes handy when dealing with external currencies that do not only have a varying exchange rate, but where the payment also induces additional bank and transaction fees. Just enter the real amount received and Fox will do the rest.

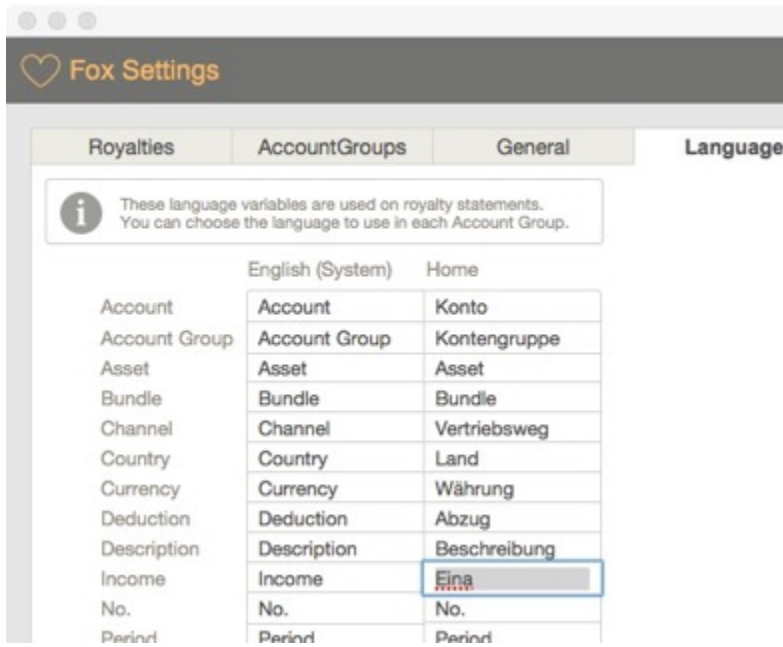
Settings



Multiple setting tabs allow you to make Fox tick the way you want to.

Royalties: Setup your royalty rules and enter the standard shares to be used when creating new accounts. When adding or removing a royalty rule in the settings, all accounts will be adapted in real time. So you can just add a new rule for "Physical Sales" with a "20%" share in a second and all accounts are instantly prepared to receive a new type of revenue.

Account Groups: Insert the standard values to be used for newly created account groups here: currency, language, taxation, payout limits and other royalty statement options.



Language: Fox can handle two languages for you at the same time. While the software's interface is always presented in English, the outgoing royalty statements can be either presented in English or your home language. Just replace the words in the settings to match your needs. The language used on the statements can be set individually inside an account group.

General: Fox allows you to personalize your documents by using your own logo and footer text.

Currencies: All currencies of the world are ready to use inside Fox. But to reduce clutter, the user can select the currencies he is actually dealing with. The current exchange rates for all currencies can be imported from the web with a mouse click or even automatically, on startup.

Reports

While charts look pretty and give a fast overview of your business situation, reports offer a deeper insight into your sales data. Fox allows you to filter sales by country, channel, store, account and period and gives you detailed information that can be viewed, printed or exported with one mouse click.

By selecting your point of view, the aggregated reports can give you just the data you need for decision making. First you enter the search filters to focus on a specific data set. Then you select your aggregation point. For example: Select all sales for a year for one account as the search filter, then choose "country" as the aggregation point: You will see in which countries this specific account performed well in the given period.

Technical Specifications And Recommendations

Fox 1.0 is based on the latest FileMaker 15 technology and runs on:
macOS 10.10-10.12
Windows 7-10.

Fox was built with speed in mind. Nevertheless, the software has to deal with lots of data and big files. As every database-centric software, Fox loves a fast disc system. So here are our recommendations. They are equal for Macintosh and Windows computers:

- a recent computer, not older than 4 years
- a Core i3 or better processor
- a minimum of 8GB of RAM
- a fast hard disc (an SSD is highly recommended)

Fox 1.0 Concepts

Fox: the royalty companion for digital natives

A fundamental statement from OFFICER solutions

Sometimes the obvious is hidden in plain sight. Look at the world around you. Consumers pay for streaming music. Companies pay for software as a service. All data has to go into the cloud and is available anywhere from any device you own. All cloud communication is SSL-secured, solid as a rock. There can not be any downtime, because it is the "cloud":

**As long as you pay for the service.
Until the service goes out of business.**

While we definitely embrace lots of the achievements in cloud services for the consumer marketplace, we strongly believe that a business owner has a different view on these developments. We at OFFICER solutions try to keep our customers as independent as possible when it comes to royalty administration. We sell our products as timely unrestricted software licenses. You can use the software forever. Even our monthly subscription plans do not deprive you from your ownership of data. When you stop the subscription, the software goes into read-only mode and you can still access and export all data you accumulated over time.

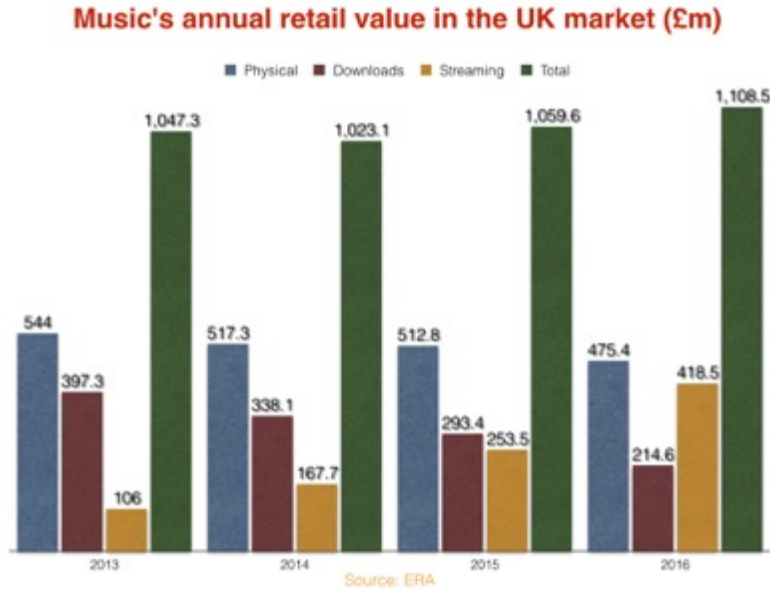
We try to keep you as independent as possible, while offering specialized solutions and our great expertise.

Embracing the digital age



Fox is a new development from OFFICER solutions. While being in the business of royalty software since more than 20 years now, we decided to invest in the creation of a modern royalty system that does not rely on old business structures and rules, but fully embraces the digital age of the entertainment industry.

We just asked ourselves some very simple questions: What if a new entertainment company starts its business in the year 2016? What kind of royalty rules would be taken into consideration? Where does all royalty relevant information come from?



It is clear that the possibilities of independent companies have grown tremendously in the past years. At the same time, the administrative challenges have shifted. We learned from our more than 300 customers that - if the possibility exists - they always try to streamline and simplify all business operations, including royalty administration.

Especially when considering the independent music industry, the old rules that have been brought into the game mainly by the major companies many years ago, just don't make sense anymore. Today's entertainment companies have good and direct relationships with their artists and licensors. New deals are straight forward, easy to understand by the artist and easy to administer by the company.

Fox has been created to offer modern, digital native companies the power they need for their royalty administration today - without the overhead of historical complexities. We can sum up the main concept of Fox in two words:

Power and Simplicity

Royalty Engine

Power

Fox can handle multiple accounts per asset and bundles can be made of assets with different accounts. All accounts are pro-rated equally, when setting up assets and bundles, but all shares can be adapted manually for full control when necessary.

This brings full support for compilations, electronic music (remixers) and other special products.

When building bundles, the royalty accounts are automatically connected through the assets being used. But Fox also offers the possibility to add accounts directly to a bundle. So a party can be paid for each bundle sale, independently from the assets: e.g. a designer for doing the cover artwork, a compiler for building the playlist, etc.

Simplicity

Users can build a running royalty system with a simple import of metadata. During the import, the necessary accounts will be created on the fly by using existing metadata information, like: Artist, Title, RefNo, Label.

While account groups are used to group royalties from multiple accounts, Fox also features a simplified mode, where an account equals an account group. This comes handy if you want to generally issue one royalty statement per release.

During the statement creation all necessary files are generated for you on-the-fly: PDF, Excel, CSV. These files can be opened and emailed from the statement entry, directly.

Sales Ingestion

Power

Fox is prepared for the unexpected. All necessary sales reports can be imported into the system and are then processed by the identification engine: EANs, UPCs, ISRCs, ISBNs - you name it. When a sales line does not match any known asset, the user will be guided through an "error resolve" procedure.

During this workflow the user can either add new, previously unknown reference numbers to an existing item of your catalog or even create a new bundle or asset on-the-fly. Problems resolved that way will not come up again, as the system is constantly learning.

So while previous royalty systems (including ours) demanded for a complete and orderly managed metadata catalog and contract system before importing sales, Fox is

using a much more dynamic, fluid approach.

As soon as we talk "user generated content" - like on Youtube - the reported references would always be a surprise for a regular royalty system. Not for Fox.

Simplicity

Sales reports can be ingested in any currency. Fox will convert reports into your home currency, based on the rules you want. Current exchange rates are retrieved online automatically and are ready to use.

But more importantly, users can enter the real amount of money they received in their home currency for a foreign currency report and Fox will adapt every single sales line accordingly. Because the incoming amount may not only depend on an exchange rate, but also bank and other transaction fees.

Fox is very capable of identifying every sales line with some clever logic. If a reference number does not match or is even missing, Fox will do a full text search to identify an item.

If the search result is unmistakable, the user does not have to interact. If the search result offers multiple matches, the user just has to make a simple choice. If all measures do not lead to a result, the "error resolve" procedure kicks in (see "Sales Ingestion: Power").

Big Data

Power

Fox is based on the newest FileMaker 15 technology. Technically, the software can ingest sales reports of any size as there is no file size limit. Practically, a modern desktop computer has its limits and can not compete with huge, ten thousand dollar server computers.

But Fox was build with speed in mind. The internals are optimized for fast identification of sales lines by using a single database for reference numbers to match against. So the system does not have to switch between a bundle and an asset database.

The royalty engine is mainly based on a super-fast import process, where statement lines are not generated programmatically (slow with any database), but copied from the sales database. Calculations are only done once and saved results are shown.

Finally, statement documents are generated once and available forever, without the need of additional processing power to generate and view them.

To keep a desktop database system like Fox clean and snappy, we included an archive function, so users can move data out of the way, when it is not needed for royalty processing anymore. The archived data is still available and searchable, when the need arises.

Simplicity

The digital marketplace is a great opportunity for entertainment companies. But it also involves rather small companies with no IT staff or knowledge into dealing with big data.

Fox has been created to allow mere mortals the use of big data with a desktop software they can actually own. We followed two main concepts to keep away the hassle of big data from people that are rather focussed on creativity than tech-stuff: Streamlining incoming information and compression.

Fox is built to be an interface between big data that digital outlets produce and the user's business reality. As entertainment companies try to simplify their royalty administration, it is obvious that the incoming information is more complex and rich than actually needed.

So Fox focusses on streamlining information: While each sales report line often shows individual countries, the user may just want to separate "Americas", "Europe" and "Asia". Digital music outlets can report "high quality streams", "subscription income" and many other sales types, while a royalty manager to just needs to focus on "downloads" and "streams" on a royalty statement.

Fox translates all this information during the import process. When new, unknown definitions (e.g. a new sales type) arise, the user can easily teach Fox how to use this information, without interrupting the import process.

At the same time, the data set can be reduced (compressed), e.g. by combining 5 different "streaming" sales types into just one.

Limited Offer

We grant a 20% rebate on all software purchases during **January 2017** as an introductory offer. Prices start at 800 EUR for a permanent software license and 80 EUR per month for subscription plans (rebate included). Subscription plans require an additional one time setup fee of 100 EUR.

Fox is an installable software that runs on your own computer. We offer permanent licenses for a one time fee or a yearly subscription model, where you pay a monthly fee for the software usage. The total license costs depend on the number of bundles or assets you want to administer and the add-ons you chose.

After 20 years of business we know that selecting a royalty program can be a delicate matter. That's why we favor a personal conversation to discuss your needs and see what package matches best for you. We also offer one on one presentations where we take into account your individual questions and needs. You may also want to book our import or support services and gain valuable time during setup.

All data is treated confidentially and will not be made available to any other party. You can also request an official NDA (Non Disclosure Agreement) from us. Just let us know.

Please contact us for an individual quote

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About Us

OFFICER Solutions was born in 1996. Since 2004 we deploy our royalty solutions to a growing international user base. Our customers are located in the Americas, Europe and Asia. We cultivate personal relationships with our user base and our customers have a direct influence on our work.

OFFICER solutions is introducing its next generation product line, based on the latest FileMaker 15 technology. All our offers are real software applications that run on the customer's computer.

Awards

Our first software was rewarded in 1998 by the German Ministry Of Education & Research as one of the top 5 business ideas in a national call. In 2004, we won a 100K funding from the Vienna Business Agency in Austria, to start our international business. We are a FileMaker Business Alliance member since 1998.

