

One Entertainment Expands Deployment of WestEnd Software's Workspace Licensing Solution to Include Style Guides, Product Catalogs and CRM

The Workspace software suite, originally launched by One Entertainment in early 2018, is now being used to oversee complete end-to-end licensing efforts.

(Las Vegas, NV) – May 15, 2018 – One Entertainment, a fully-integrated brand-management and licensing agency, announced today that they have expanded their deployment of WestEnd Software's Workspace solution to include administration of style guides, management of product catalogs and for all customer relationship (CRM) activities. By leveraging the complete portfolio of Workspace applications, One Entertainment can now more fully collaborate with licensors, licensees and manufacturers to ensure products are being getting to market as quickly as possible.

"The initial implementation phase of the WestEnd Software - focused on rights management and product development – went beyond our expectations," says David Gebel, managing partner, One Entertainment. "We decided to commit to additional functionalities - asset management and CRM - to truly integrate all our key operations in one system. We are excited to be able to provide such added value to our licensor and licensee partners."

"WestEnd Software and One Entertainment have forged a great partnership and we continue to expand the ways in which Workspace can support and deliver value across the One Entertainment enterprise and ecosystem," said Zeljko Rakocevic, President of WestEnd Software. "By further enabling licensees and licensors to execute critical tasks within One Entertainment's Workspace deployment, key benefits are being realized including faster product approvals, increased communication and ultimately getting product to market more efficiently. One Entertainment is now in a position to fully realize the advantages the Workspace solution can deliver in all aspects of their licensing program."

By utilizing the Workspace "Assets" module, One Entertainment now has a single location to manage all digital assets, including IP files, product records and the style guides of their licensor partners. Additionally, One Entertainment can now enable their licensees to securely access the Assets module in order to view and download these files and collaborate more effectively across the program. With regards to customer/partner management, the CRM capabilities within Workspace provide for activity tracking, opportunity assessments, automated communications as well as alerts and notifications of critical events and transactions. This CRM functionality provides acritical tool where all program activity is entered, managed and shared by employees resulting in more streamlined and automated business processes for One Entertainment and its partners.

About One Entertainment

One Entertainment is a fully integrated brand-extension agency. It is the leading agency in North America for international soccer teams, with representations including FC Barcelona, Real Madrid, Bayern Munich, Club America and Chivas Guadalajara among others. One Entertainment is also a leading agency servicing the U.S. Hispanic market, with representations such as Lotería Don Clemente, Frida Kahlo and CMLL Lucha Libre among others. To learn more , please visit www.one-entertainment.com.

About WestEnd™ Software

WestEnd™ Software Inc. is an innovative developer of enterprise software solutions having designed many leading applications to the Licensing, Sponsorship and Entertainment industries. The WestEnd Workspace solution offers a comprehensive, end -to-end suite of software tools that enable licensees, agencies and licensors to better manage all aspects of their licensing and sponsorship programs. Core features of WestEnd Workspace include contract management, royalty and financial administration, product development and approval, digital asset management and sponsor program management. The Workspace suite of software elevates this functionality by also supporting manufacturing compliance, on-demand business intelligence and reporting, and integrated workflows for contract renewals and amendments. Workspace can be accessed via any device, through any browser or a dynamic mobile app. For more information and to contact us directly, visit www.westendsoftware.com.