



## **Funko Deploys WestEnd Software’s Workspace to Power End-to-End Product Development Processes**

*WestEnd’s Workspace enterprise software suite to automate and manage key processes related to Funko’s product design, factory management, and master product data.*

(El Segundo, CA) – May 21, 2018 – WestEnd™ Software, a leading-edge developer of enterprise software for the licensing and entertainment industries is pleased to announce that Funko, a leading pop culture consumer products company, implemented WestEnd Software’s Workspace solution in 2017 to enable the end-to-end management of product design and development, manage Product Master records and improve coordination with factories.

With WestEnd Workspace, Funko is able to visualize all key workflows, coordinate cross-department collaboration, and accelerate product design and manufacturing efforts for its products and licenses. By leveraging the WestEnd Workspace solution, Funko has established a single environment where all product development activity takes place through dynamic workflows that manage user tasks and assignments for every step of the development cycle.

“WestEnd Software is excited to be working with a world-class client such as Funko and providing them with our leading-edge software. The Funko leadership team presented us with a vision for how they wanted to run their product development and licensing program and we delivered a turnkey solution which featured our new Product Development module designed specifically for licensees and manufacturers,” said Zeljko Rakocevic, President of WestEnd Software. “From the start we built strong relationships, put in place a comprehensive project plan and rapidly delivered a solution that met Funko’s needs and in many cases, has exceeded expectations. We look forward to working with Funko and continuing to provide them with new cutting-edge solutions to meet their explosive growth.”

“Orchestration and tracking of the product development process is essential to achieve quality for our collectors and speed for our retailers. WestEnd Workspace provides a greater level of integrity, visibility and efficiency,” commented Sarathy Annamraju, CIO of Funko.

The Workspace solution provides Funko with all detailed product data and product images from all stages of development. In addition, Funko’s users can access Workspace to run detailed reports and create key documents including case markings, technical specs, sales one sheets and product catalogs. Key benefits that Funko is taking advantage of with Workspace include reduced time to market, visualized status of all processes, a single repository for critical program data, and significantly improved control mechanisms.



### **About WestEnd™ Software**

WestEnd™ Software Inc. is an innovative developer of enterprise software solutions having designed and delivered many leading applications to the Licensing 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 program. Core features of WestEnd Workspace include contract management, royalty and financial administration, product development and approval, and digital asset 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. Simply, Workspace is the most secure, full-featured option for all sectors in the licensing industry. For more information and to contact us directly, visit [www.westendsoftware.com](http://www.westendsoftware.com).

### **About Funko Inc.**

Headquartered in Everett, Washington, Funko is a leading pop culture consumer products company. Funko designs, sources and distributes licensed pop culture products across multiple categories, including vinyl figures, action toys, plush, apparel, housewares and accessories for consumers who seek tangible ways to connect with their favorite pop culture brands and characters. Learn more at <https://funko.com/>, and follow us on Twitter (@OriginalFunko) and Instagram (@OriginalFunko).