



Marvel Entertainment, Inc.
New York, New York
www.marvel.com

Industry:

Media & Entertainment

Annual Revenue:

\$400 million

Employees:

253

Oracle Products & Services:

Oracle Financials
Oracle Order Management
Oracle Discrete Manufacturing
Oracle Purchasing
Oracle Proposals
Oracle Quoting
Oracle Marketing and Sales
Oracle Service Contracts
Oracle Incentive Compensation
Oracle Manufacturing Scheduling
Oracle Inventory Management
Oracle Daily Business Intelligence
Oracle Self-Service HR
Oracle DBI for Human Resources
Oracle Configurator
Oracle Application Server
Oracle Database

“A fully integrated Oracle system gave us visibility we never had before into how our businesses are performing and where we need to focus our efforts.” – Glenn Magala, Chief Information Officer, Marvel Entertainment, Inc.

Marvel Entertainment Streamlines Management of Key Strategic Business Processes

Marvel Entertainment, Inc. is one of the world’s leading comic book publishers and creator of internationally adored and recognized superheroes and heroines. Marvel licenses its more than 5,000 characters—which include Iron Man, Spider-Man, the Incredible Hulk, and X-Men—to makers of movies, TV shows, clothing, video games, and other products.

Challenges

- Eliminate elaborate manual processes for tracking earnings and licensing data of its characters
- Standardize its entire enterprise on a single platform for greater overall efficiency
- Build a forward-looking platform that helps Marvel expand its leadership position and launch characters worldwide

Solution

- Implemented an array of customer relationship management, supply chain, and HR modules from Oracle E-Business Suite, eliminating multiple homegrown applications and integrating operations enterprisewide
- Eliminated cumbersome manual processes used to track earnings and licensing data on characters, providing management and licensing partners with access to timelier, more detailed information
- Enabled the company to build on and leverage its previous investment in Oracle Financials
- Increased visibility into performance, enabling the company to evaluate new directions and opportunities and jettison under-performing projects and designs
- Used Oracle Manufacturing Scheduling to streamline and automate the design, manufacturing, and distribution process
- Gave managers the ability to automatically track which characters and licensing categories are being capitalized effectively and the precise amount each is generating