



Case Study

Anthem Entertainment



Company Overview

Anthem Entertainment is a Toronto-based music publishing, licensing and production company, and a leader in the field of audio-visual secondary rights. It operates offices in New York, Los Angeles, London, Nashville, as well as Toronto, and employs about 200 people. Anthem supports artists, creates content and provides entertainment services around the world.

The Challenge

When Anthem acquired Cavendish Music, the UK's largest independent production music publisher with a catalogue of more than 100,000 tracks, that boosted the number of payments being made by Anthem in a foreign currency – the British pound – to roughly 800 per annum from virtually nothing. It found that it needed a company with foreign exchange and payments expertise to help it deal with the challenges created by the sudden surge of cross-currency payments.

A Corpay Payments Customer for Over A Year

Why Corpay

Anthem was impressed with Corpay Cross-Border's strong international payments capabilities when first introduced to the company, and its experience has been so positive it has not considered working with any other companies in that space. In particular, Anthem's staff appreciates the high level of service they receive from their account manager, Corpay's strong grasp of their business and the challenges it was facing, and its willingness to work with them to identify and implement a solution that effectively automated their payments process, saving them time and money.

The Solution

Anthem initially began using Corpay's services in addition to its internal payments issuance process to minimize the complications ensuing from the surge in payments in the pound, which Anthem wasn't equipped to handle.

At first, payment information was forwarded to Corpay where it would be inputted by an employee, a process that took roughly two weeks' work on the part of both companies. It was difficult to keep track of data, including critical payment information. Corpay then created a custom-made automation solution for Anthem which sharply reduced the amount of time required, taking it from two weeks to a few days. Confidence in the process was greatly enhanced by the fact Anthem personnel retained complete control of the data throughout.

Automation greatly improved and simplified the process, but Anthem staff still find that someone at Corpay is always available to provide help when required and is highly responsive to its needs. They found that Corpay's capacity for a closely collaborative "high touch" relationship and its aptitude at high tech – both those things in tandem – made the experience easier, faster, more efficient and less stressful in general.

“We were feeling pretty overwhelmed at Anthem when we went from zero to 800 cross-currency payments after acquiring a UK-based firm, but Corpay has been instrumental in helping us deal with that effectively. The tailormade automation solution they are now providing has greatly improved the efficiency and accuracy of the process, and always having access to a real live human being at Corpay whenever we need one provides peace of mind. It's a great combination of deep technical expertise with a helpful, human touch.”

Yasmin Mostafa
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