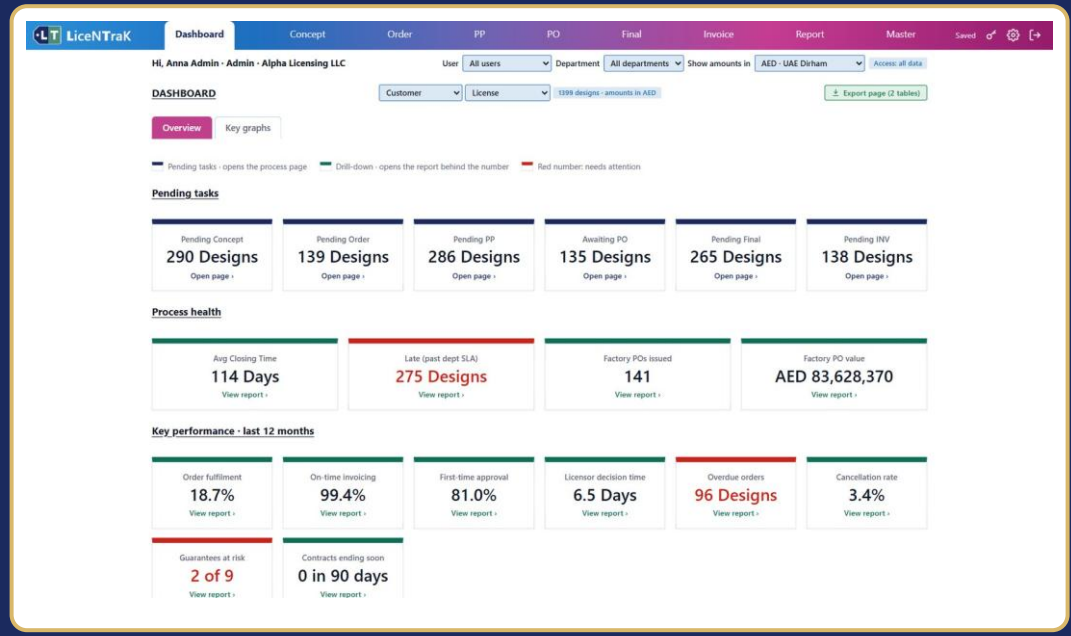
LiceNTraK

LICENSING & ROYALTY SOLUTION

From idea to royalty, in one place.



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THE PROBLEM

Licensing still runs on e-mail and spreadsheets

Approvals lost in e-mail

Concept, PP and final approvals are scattered across inboxes, with no record of who approved what, and when.

Royalties built by hand

Statements are rebuilt every quarter from ERP exports, with errors in rates, channels and currencies.

Guarantees and expiry missed

Minimum guarantees, contract end dates and sell-off periods live in someone's head.

No single view

Nobody can see in one place what is in development, ordered, produced, sold and owed.

WHY IT MATTERS

What these gaps cost a licensee

Slower to market

Samples wait while approvals are chased by e-mail, and seasons are missed.

Royalty audit findings

Wrong rates or missed lines surface in licensor audits, with back-payments and strained relationships.

Guarantee shortfalls

A shortfall on a minimum guarantee is discovered after the contract year ends, when it is too late to act.

Decisions without data

Owners cannot see which licences, customers or factories make money and which hold the business back.

THE SOLUTION

One platform follows every product through ten stages



White boxes are licensor approvals: each round is recorded with decision, reference, comments, pictures sent and waiting days, by portal or by e-mail.

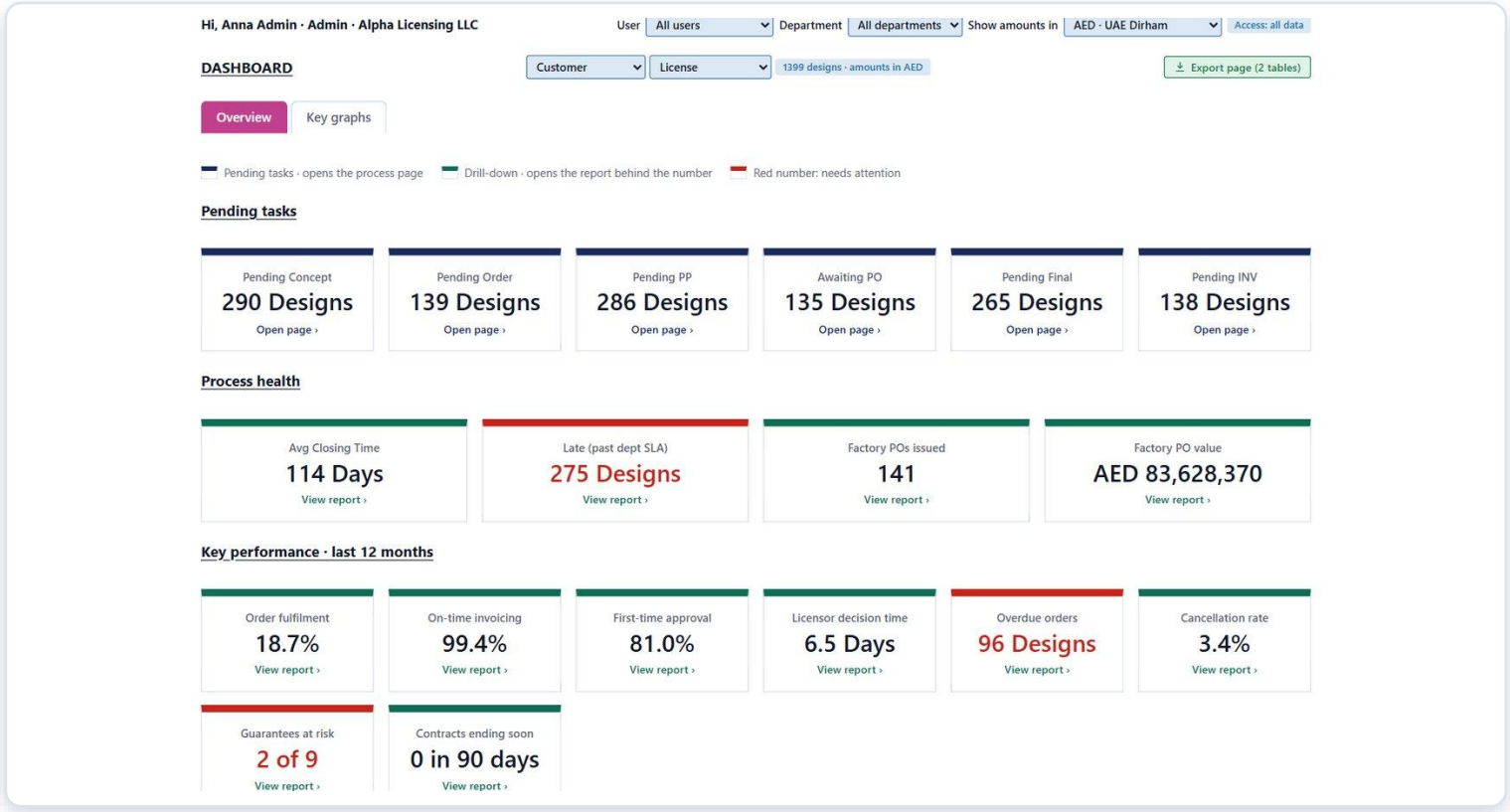
BEFORE AND AFTER

Every pain has an answer

WITHOUT LICENTRAK	WITH LICENTRAK
Approvals chased in e-mail	**Every round recorded on the design, with portal or e-mail proof attached**
Royalty statements rebuilt by hand	**Royalty and commission calculated on every invoice line, ready in the licensor's template**
Guarantees checked once a year	**A live tracker warns when a guarantee is behind the contract calendar**
Factories chosen by memory	**Only licensor-authorised factories with a valid audit can receive a PO**
Numbers spread over many files	**One dashboard; every number opens the report behind it**

MANAGEMENT VIEW

See the whole business, then click into any number



Pending tasks

Each stage shows its open designs; one click opens the page where the work is done.

Drill-down numbers

Every figure opens the report behind it, with your filters carried over.

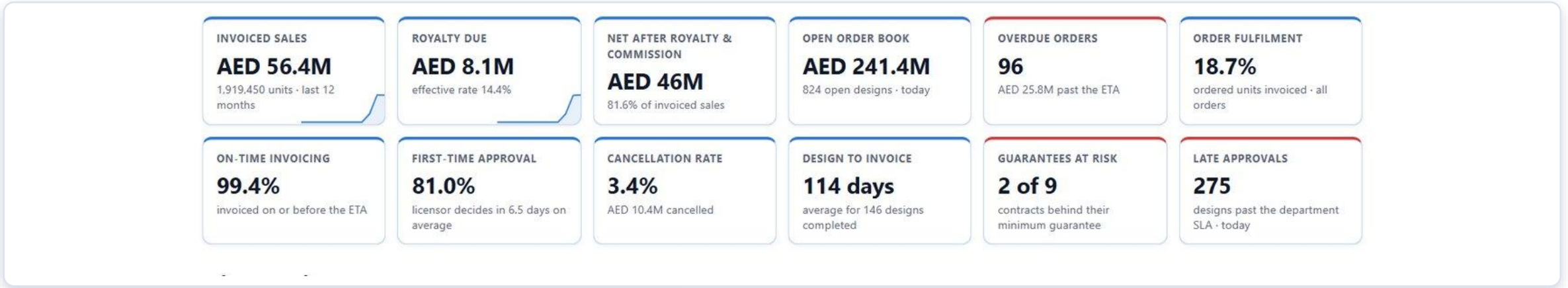
Red means act now

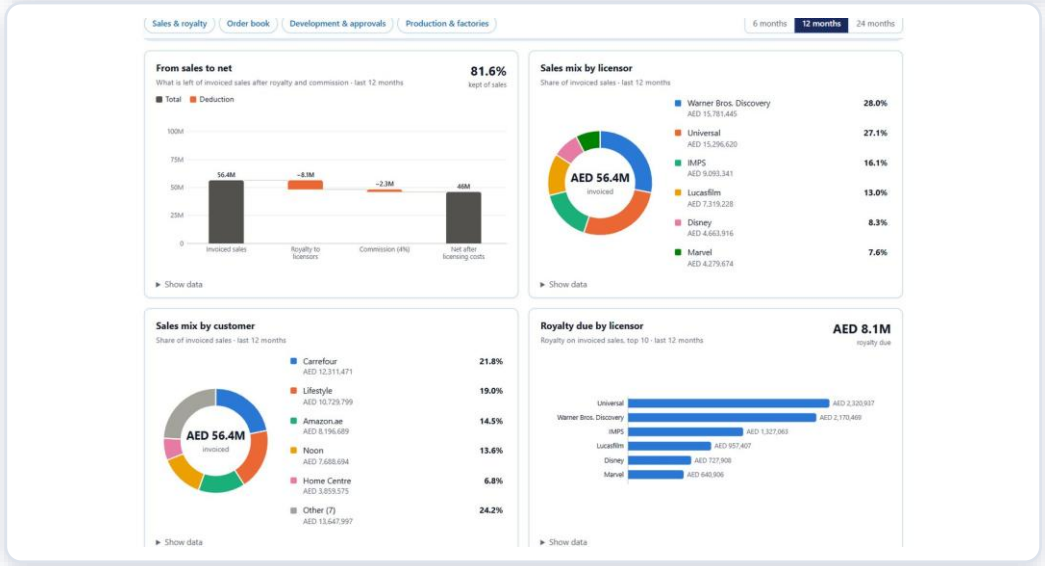
Late approvals, overdue orders and guarantees at risk stand out.

Solves: no single view — owners and managers see the same live picture.

INSIGHT

12 KPIs and 21 graphs, in any currency





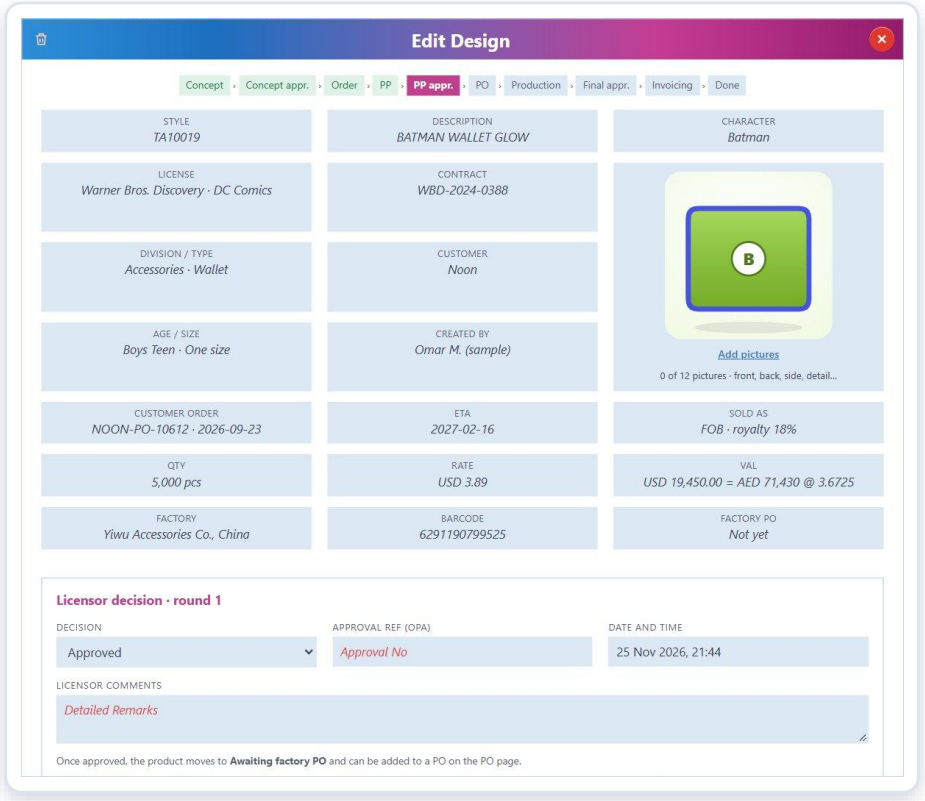
Know what is working

Sales and royalty mix, order book, approval speed, development funnel and factory deliveries.

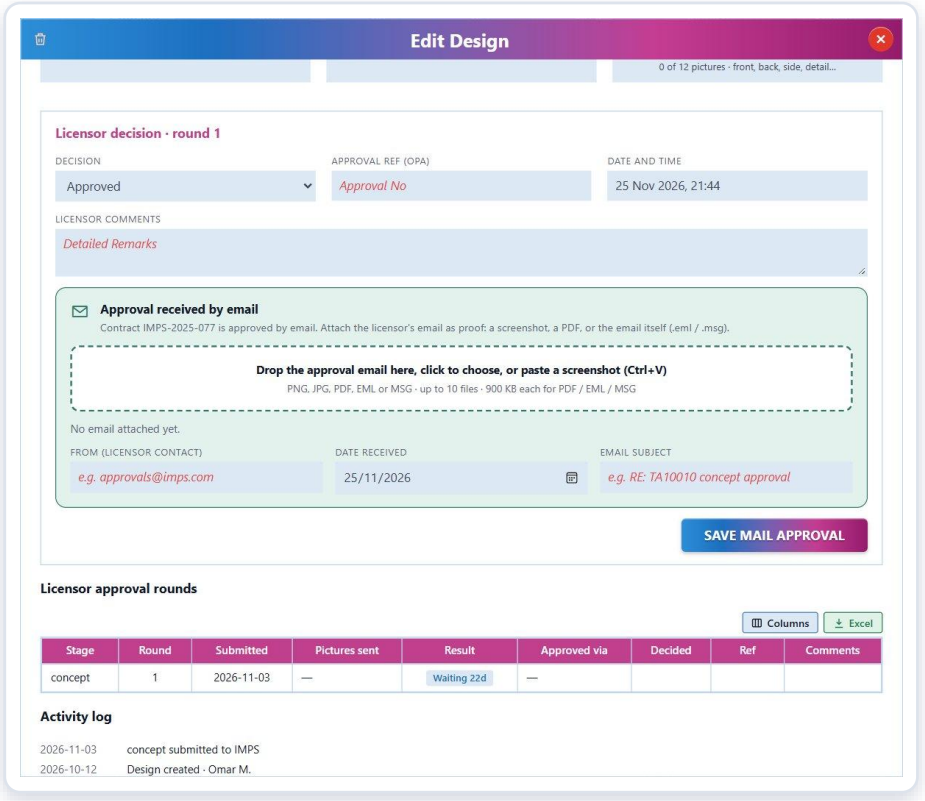
Compare periods

6, 12 or 24 months, each KPI against the period before.

Every approval recorded — by portal or by e-mail



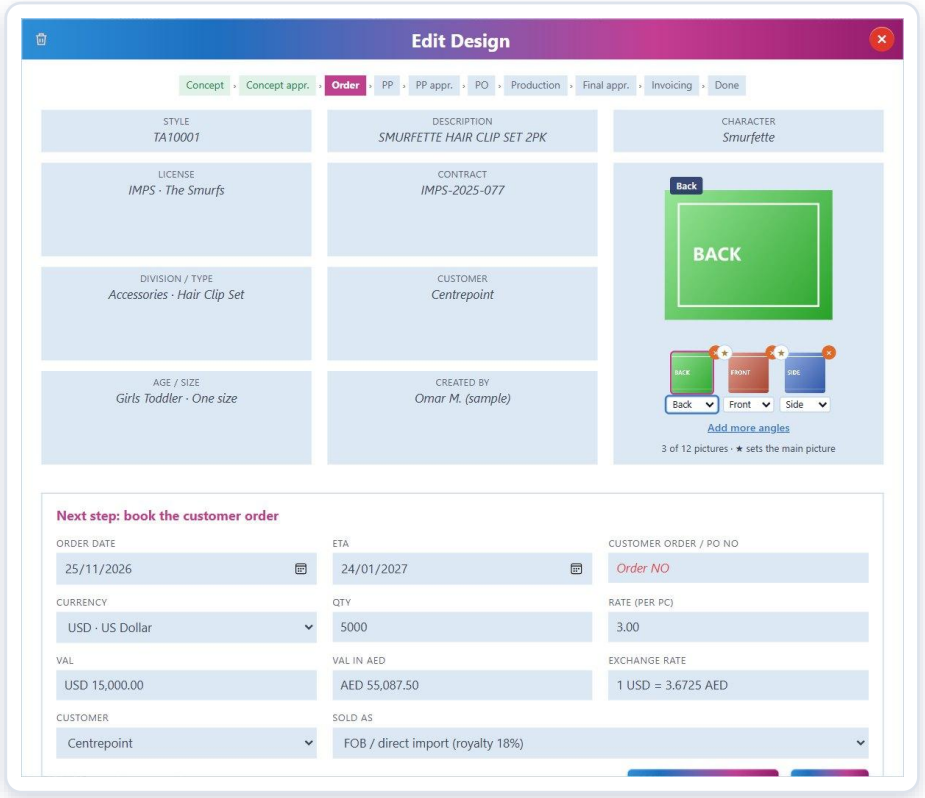
Stage bar, licensor rounds, pictures sent and a full activity log on every design



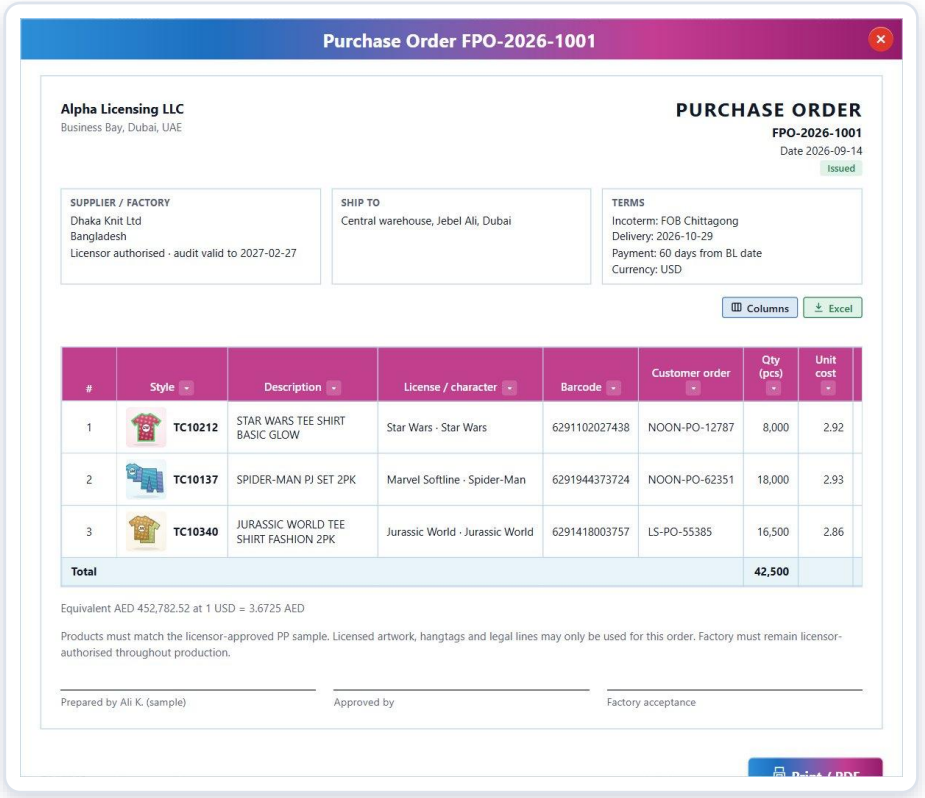
Drop the licensor's e-mail, a PDF or a screenshot — kept as audit proof

Solves: approvals lost in e-mail — nothing moves forward without a recorded decision.

Every order and PO follows the contract rules



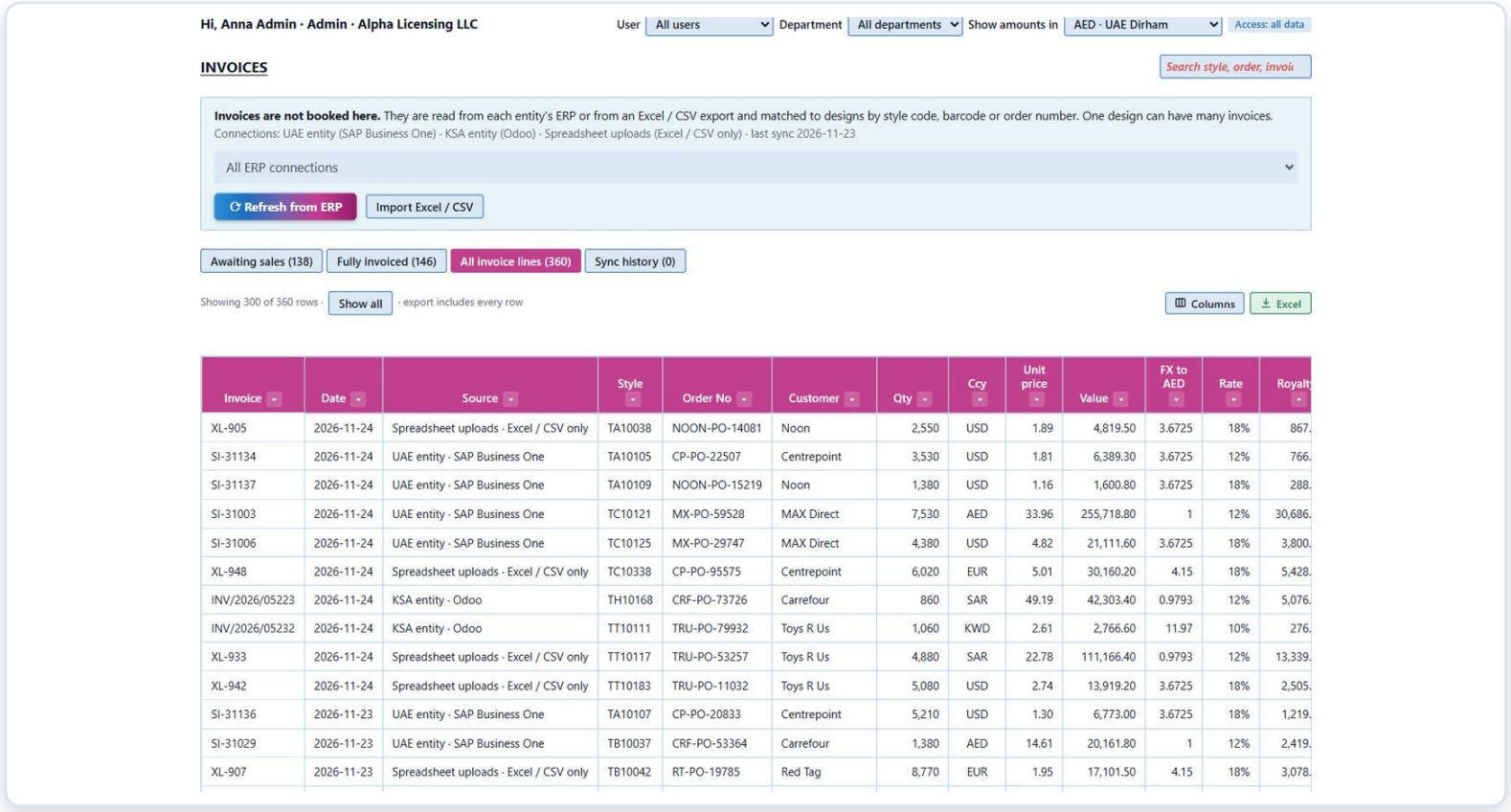
Any currency, rate locked on the day; FOB or wholesale picks the contract royalty rate



PP-approved products only; unauthorised factories and expired audits are blocked

Solves: wrong rates and non-compliant factories — the rules of each contract are applied for you.

Sales read from the ERP, royalty calculated line by line



Hi, Anna Admin · Admin · Alpha Licensing LLC

User: All users | Department: All departments | Show amounts in: AED · UAE Dirham | Access: all data

INVOICES

Search style, order, invoi

Invoices are not booked here. They are read from each entity's ERP or from an Excel / CSV export and matched to designs by style code, barcode or order number. One design can have many invoices.

Connections: UAE entity (SAP Business One) · KSA entity (Odoo) · Spreadsheet uploads (Excel / CSV only) · last sync 2026-11-23

All ERP connections

Refresh from ERP | Import Excel / CSV

Awaiting sales (138) | Fully invoiced (146) | All invoice lines (360) | Sync history (0)

Showing 300 of 360 rows · Show all · export includes every row

Columns | Excel

Invoice	Date	Source	Style	Order No	Customer	Qty	Ccy	Unit price	Value	FX to AED	Rate	Royalt
XL-905	2026-11-24	Spreadsheet uploads · Excel / CSV only	TA10038	NOON-PO-14081	Noon	2,550	USD	1.89	4,819.50	3.6725	18%	867.
SI-31134	2026-11-24	UAE entity · SAP Business One	TA10105	CP-PO-22507	Centrepoint	3,530	USD	1.81	6,389.30	3.6725	12%	766.
SI-31137	2026-11-24	UAE entity · SAP Business One	TA10109	NOON-PO-15219	Noon	1,380	USD	1.16	1,600.80	3.6725	18%	288.
SI-31003	2026-11-24	UAE entity · SAP Business One	TC10121	MX-PO-59528	MAX Direct	7,530	AED	33.96	255,718.80	1	12%	30,686.
SI-31006	2026-11-24	UAE entity · SAP Business One	TC10125	MX-PO-29747	MAX Direct	4,380	USD	4.82	21,111.60	3.6725	18%	3,800.
XL-948	2026-11-24	Spreadsheet uploads · Excel / CSV only	TC10338	CP-PO-95575	Centrepoint	6,020	EUR	5.01	30,160.20	4.15	18%	5,428.
INV/2026/05223	2026-11-24	KSA entity · Odoo	TH10168	CRF-PO-73726	Carrefour	860	SAR	49.19	42,303.40	0.9793	12%	5,076.
INV/2026/05232	2026-11-24	KSA entity · Odoo	TT10111	TRU-PO-79932	Toys R Us	1,060	KWD	2.61	2,766.60	11.97	10%	276.
XL-933	2026-11-24	Spreadsheet uploads · Excel / CSV only	TT10117	TRU-PO-53257	Toys R Us	4,880	SAR	22.78	111,166.40	0.9793	12%	13,339.
XL-942	2026-11-24	Spreadsheet uploads · Excel / CSV only	TT10183	TRU-PO-11032	Toys R Us	5,080	USD	2.74	13,919.20	3.6725	18%	2,505.
SI-31136	2026-11-23	UAE entity · SAP Business One	TA10107	CP-PO-20833	Centrepoint	5,210	USD	1.30	6,773.00	3.6725	18%	1,219.
SI-31029	2026-11-23	UAE entity · SAP Business One	TB10037	CRF-PO-53364	Carrefour	1,380	AED	14.61	20,161.80	1	12%	2,419.
XL-907	2026-11-23	Spreadsheet uploads · Excel / CSV only	TB10042	RT-PO-19785	Red Tag	8,770	EUR	1.95	17,101.50	4.15	18%	3,078.

SAP B1 · Odoo · Excel

Invoices read from each entity's ERP or a file, never typed twice

Style · barcode · order

Every line matched to its design automatically

Rate by channel

Contract royalty and commission on every line

Solves: royalties built by hand — statements are ready the day the period closes.

25 ready-made reports, all exportable to Excel

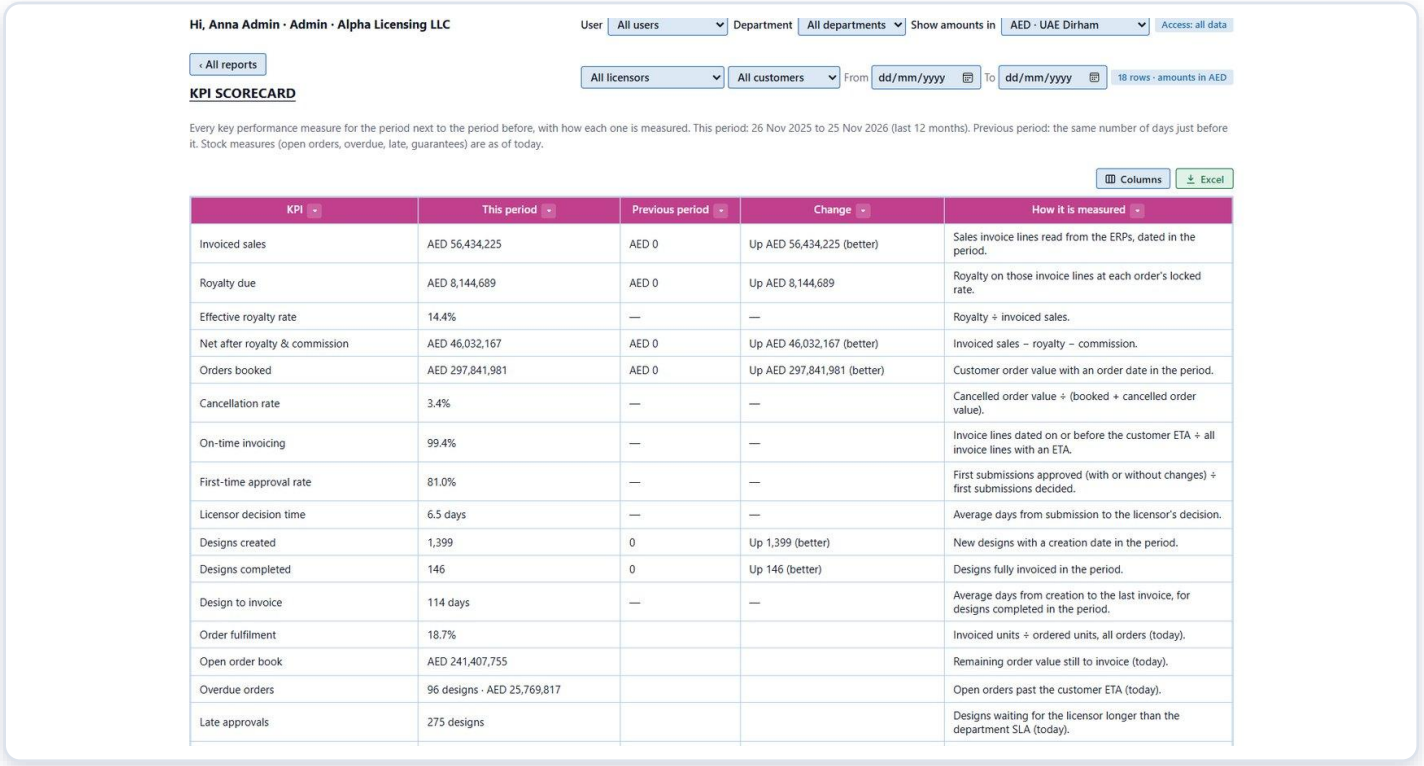
3 **Performance (KPIs)**
KPI scorecard, monthly trend, development funnel

6 **Royalty & licensing**
Royalty due, statements, guarantees, expiry, rates

7 **Sales & orders**
Invoices, customers, open order ageing, cancellations

4 **Production**
PO register, deliveries, factory compliance

5 **Development**
Pipeline, late and e-mail approvals, turnaround



Hi, Anna Admin · Admin · Alpha Licensing LLC

User: All users | Department: All departments | Show amounts in: AED · UAE Dirham | Access: all data

‹ All reports

All licensors | All customers | From dd/mm/yyyy | To dd/mm/yyyy | 18 rows · amounts in AED

KPI SCORECARD

Every key performance measure for the period next to the period before, with how each one is measured. This period: 26 Nov 2025 to 25 Nov 2026 (last 12 months). Previous period: the same number of days just before it. Stock measures (open orders, overdue, late, guarantees) are as of today.

Columns | Excel

KPI	This period	Previous period	Change	How it is measured
Invoiced sales	AED 56,434,225	AED 0	Up AED 56,434,225 (better)	Sales invoice lines read from the ERPs, dated in the period.
Royalty due	AED 8,144,689	AED 0	Up AED 8,144,689	Royalty on those invoice lines at each order's locked rate.
Effective royalty rate	14.4%	—	—	Royalty ÷ invoiced sales.
Net after royalty & commission	AED 46,032,167	AED 0	Up AED 46,032,167 (better)	Invoiced sales − royalty − commission.
Orders booked	AED 297,841,981	AED 0	Up AED 297,841,981 (better)	Customer order value with an order date in the period.
Cancellation rate	3.4%	—	—	Cancelled order value ÷ (booked + cancelled order value).
On-time invoicing	99.4%	—	—	Invoice lines dated on or before the customer ETA ÷ all invoice lines with an ETA.
First-time approval rate	81.0%	—	—	First submissions approved (with or without changes) ÷ first submissions decided.
Licensor decision time	6.5 days	—	—	Average days from submission to the licensor's decision.
Designs created	1,399	0	Up 1,399 (better)	New designs with a creation date in the period.
Designs completed	146	0	Up 146 (better)	Designs fully invoiced in the period.
Design to invoice	114 days	—	—	Average days from creation to the last invoice, for designs completed in the period.
Order fulfilment	18.7%			Invoiced units ÷ ordered units, all orders (today).
Open order book	AED 241,407,755			Remaining order value still to invoice (today).
Overdue orders	96 designs · AED 25,769,817			Open orders past the customer ETA (today).
Late approvals	275 designs			Designs waiting for the licensor longer than the department SLA (today).

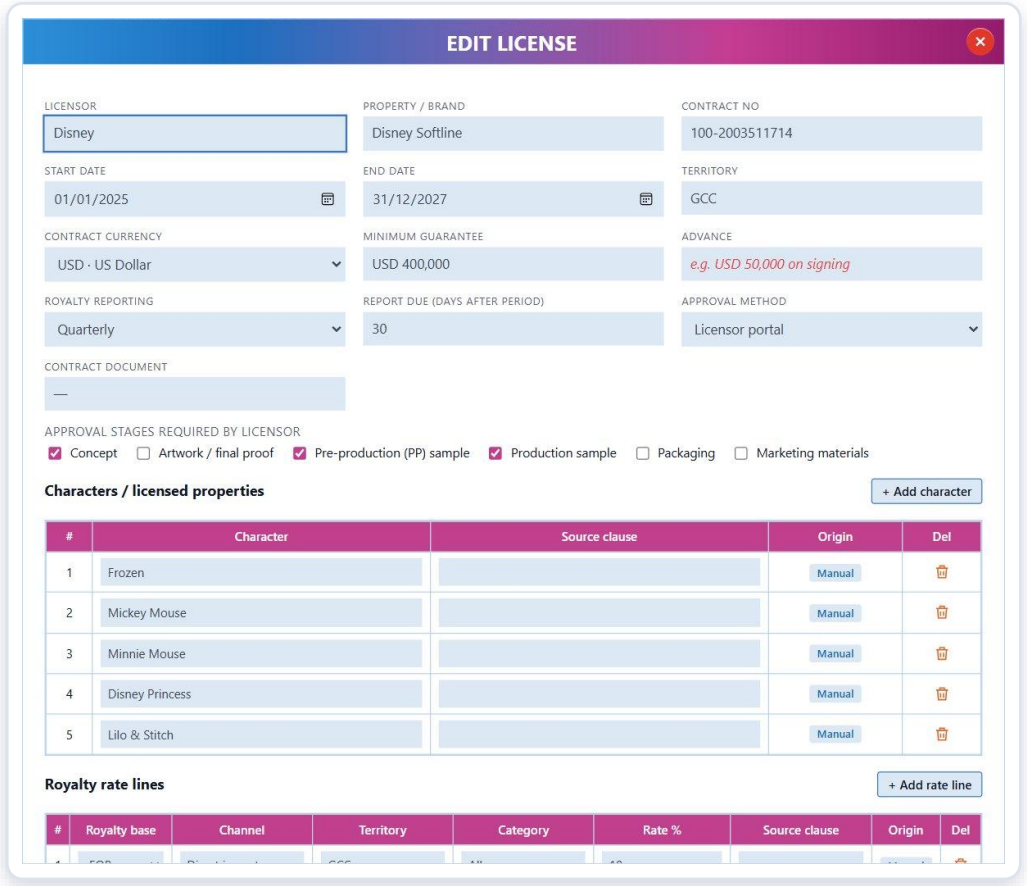
Solves: guarantees and expiry missed — the tracker and scorecard flag risks while there is still time.

ARTIFICIAL INTELLIGENCE

AI reads the licence agreement for you

Upload the PDF or Word agreement. AI fills in:

- Licensor, property, contract number and territory
- Dates, currency, minimum guarantee and advance
- Approval stages and approval method
- Every character and royalty rate, with its source clause



Human in control
Every field is reviewed before saving.

Solves: hours of contract reading — set up a new licence in minutes, with every rate traceable to its clause.

BENEFITS

Something for everyone on the team



Owners & managers

- One live picture of the business
- KPIs against the period before
- Risks flagged in red



Licensing team

- Every approval round on record
- Guarantees and expiry tracked
- Statements in the licensor's format



Merchandisers & designers

- Clear next step on every design
- Pictures and history in one card
- No more chasing by e-mail



Finance

- Royalty on every invoice line
- Any currency, rate locked
- Excel export of every table

TRUST

Secure by design, nothing to install

Company isolation
Each client company sees only its own data, checked on every request.

Roles and scopes
Six roles; data scope by own work, department or all.

Strong sign-in
Hashed passwords, lockout after 5 attempts, session time-outs.

Security log
Every sign-in and important change is recorded.

Global cloud
Encrypted and served from a fast worldwide network.

Any device
Works in the browser on desktop, tablet and phone.

WHAT CHANGES FOR YOU

From chasing to knowing

10
stages tracked for every design

25
reports ready on day one

12
KPIs with period comparison

0
software to install

- ✓ Approvals that never get lost
- ✓ No surprises on guarantees or contract dates
- ✓ Royalty statements you can trust
- ✓ One live picture for owners and managers

From idea to royalty, in one place.

See it with your own contract and orders: book a 30-minute live demonstration.

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