



# What's wrong with traditional CLMs? Ovation TV explains why their enterprise runs best on Contract Wrangler

## Introduction

Julie Moskovitz, the Contract Manager at Ovation TV, speaks about how and why Ovation TV replaced their CLM with Contract Wrangler, improving revenue capture across teams and significantly decreasing human error and manual data entry. Ovation TV programs feature arts content with a global perspective, including documentaries, films, series, specials, and original productions. Current and past programming includes Antiques Roadshow, Riviera, Frankie Drake, and Anthony Bourdain: No Reservations. Founded in 1996, Ovation TV's product suite includes a cable channel, several apps, web content, and more with over 50 million subscribers.

## Pre-CLM Challenges

For years, Ovation TV used a shared drive to manage their 9000+ agreements, but finding documents was a task unto itself - there were no naming conventions, no consistency, and file types ranged between Word, Google Docs, PDF, and even TIF files. Julie, Ovation TV's Contract Manager, handles agreements across the enterprise, from licensing film rights to vendor contracts and NDA's. She and her team spent hours every day searching through PDFs or laboring through the process of creating and assigning manual tags. As Ovation TV began to expand its product suite, it became clear that something needed to change.

## Making the Switch Away from a Traditional CLM

**“The CLM we used was basically just a glorified search engine. It took a lot of babysitting and manual work for it to be functional.”**

Ovation TV began using a traditional CLM to help them manage their contracts, but it came with its own problems. Their previous CLM required several hours of training to learn how to use and tedious tagging of any relevant detail to use it effectively - time that most teams didn't have. Furthermore, the platform struggled to search PDF files, often mislabeling vital information and requiring hours of manual verification and correction, rendering the system practically unfunctional for the company.

For an enterprise such as Ovation TV, there's no product without contracts, and their CLM only made contract management more complicated. Offering very few options for customization, a time-consuming onboarding process, and few automated features, a traditional CLM could not keep up with Ovation TV's needs.

## Industry

TV and Entertainment Programming

## Headquarters

Los Angeles, California

## The Numbers

75 employees

50 million subscribers

9000+ contracts

## Customer Objectives

- » Free up the legal team to focus on specialized tasks
- » Empower teams across the company with powerful contract management self-service tools
- » Find an effective alternative to a traditional CLM platform



## Why Contract Wrangler was the Perfect Solution

After considering several other products, Ovation TV signed on with Contract Wrangler, and everything changed. Once Ovation TV's 9000+ agreements were uploaded to the platform, the AI + ML data extraction process began, providing the Ovation team with a complete central repository of accurate contract data. The company is now able to utilize the contract repository with Unlimited User Seat Access allowing users to search terms and apply labels independently while also receiving smart notifications regarding key renewals and contract terminations. Contract Wrangler's reliable search functionality also meant that teams didn't need to change their workflows or naming conventions, making the transition seamless.



Before Contract Wrangler, our CLM system was too difficult to use. After months of tagging a few agreements once in a while, and occasionally searching for a missing document, the CLM was gathering dust. What was supposed to make our lives easier was just a source of frustration. Once we implemented Contract Wrangler, everything changed. It's fast, it's easy, and it's accurate and it immediately frees up time and allows me to focus on the more specialized parts of my job."



Contract Wrangler is a fun system to use and it really came in at the right time. The unlimited seats ensured I was not a bottleneck for any contract related requests. After a quick onboarding, anyone with CW access is able to find the answers they need in minutes."



## Results

- Contract Wrangler's AI and attorneys-in-the-loop extraction and labeling of key terms **saves the Ovation TV legal team at least two hours a day of work related to contract management.**
- Smart notifications prompted the Ovation TV team to renegotiate multiple agreements and **terminate a vendor contract renewal resulting in \$50,000 of savings**, justifying the cost of Contract Wrangler and its immediate 6x ROI.
- The Ovation TV team implemented Contract Wrangler immediately and became **fully operational a week after onboarding**, a process that usually takes months with traditional CLMs.