



Ambrosia Infotech

"Synergising Minds"

The Client

MyMusicSite.com helps music lovers discover new and hidden talent. Users of this free site can search for music through genre, artist name, album name, etc. You can preview music as well as see how others have rated the material.

MyMusicSite.com helps the independent artist sell your own music. The artist can sell individual songs, albums or even have your fans, friends and family be able to instantly create ringtones for your original music. MyMusicSite.com is a website for musicians and artists to sell their own independent music online via downloads and ringtones.

MyMusicSite.com enables producers to sell their own music tracks. Tracks can be licensed for use (non exclusive – other people can purchase and use the same track) or purchased for exclusive rights (only one purchaser – track cannot be resold by producer). Producers set their own sales price based on what they feel the value of the track is.

The Client



Overview

The client required an IT solutions partner who could provide product development services. They wanted a team, which could define the technical roadmap of the product this required that the team be aware of the latest Web 2.0 technologies and could rapidly build teams to work on niche technologies.

Ambrosia with its cost-effective delivery model, product development experience and a proven history of delivery innovative products was chosen. Ambrosia was the right choice for the client with its rich expertise in product engineering.

Some broad functions required for the system were:

- Ajax based RIA for music lovers
- Ability for artists, labels, producers to upload their music content and sell it
- Content Management
- Ringtone Creation through music clips
- Artist micro site
- Blogs and Forums

Ambrosia

Overview



Challenges

The project involved designing and architecting the complete product.

The key challenges of the project were:

- Implementation of a Ringtone cutter.
- Conversion of audio files.
- Quality of Service.
- Reliability / availability.
- Auto-configuration

Ambrosia

Challenges



Solution

Ambrosia used its expertise in Web 2.0 technologies, and knowledge of the media and entertainment industry implemented the next generation music community for the client.

The main highlights of the product were:

- Artist Micro sites
- Artist Blogs and Comments
- Shopping Catalogue
- Ajax based rich UI
- Widgets
- Ringtone Creation

Ambrosia

Ambrosia Infotech

Solution



Benefits

Some key benefits of the engagement for the client:

- Access to vast knowledge of media and entertainment domain
- Access to high-end technical team.
- Extensive Web 2.0 development experience
- Ambrosia's could Rapidly Scale up the team size.
- Extensive Product Development expertise
- Expertise in defining the product technical roadmap and provide high end product consulting

Ambrosia

Benefits



Approach

Key features of our approach were:

- Focus on innovation
- Build a scalable and robust system
- Spiral development approach ensured constant improvement of the end product.
- Detailed designing phase resulted in streamlined development.
- Deployed teams with research background and having expertise in delivering high end products

Ambro

Ambrosia Infotech

Approach

