



Ambrosia Infotech

"Synergising Minds"

## The Client

The client is leader in provide online music downloads and sells music for more than 400 record labels with other entertainment products being added very soon. The client has a peer-to-peer application as well as a standard web interface to distribute music to users. The client integrates with various music labels for getting the content for their system. The client wanted to build a digital media exchange (DMX) that would enable a common generic platform to exchange digital content. This would enable the online content companies integrate with various content generators by just integrating with the DMX platform

# Ambrosia

## The Client



# Overview

---

The client required an IT solutions partner who could design and architect the entire platform and suggest innovative methods to make it generic. The wanted a partner who has extensive product development experience

Ambrosia with its cost-effective delivery model, product development experience and a proven history of delivery innovative products was chosen.

Some broad functions required for the system were:

- Integration with multiple content generator like Sony, BMG
- Ability to parse multiple content upload formats
- Ability to parse multiple content upload format type like XML, text, excel
- Ability to tag raw content files like MP3 with meta information like artist name
- Ability to generate online content company specific content upload formats
- Support for multiple types of raw content like MP3, MPEG, and WAV.
- Easily add a new content generator format in the system
- Consolidation of payments
- Extensive reporting system
- Data Encryption and Compression mechanisms
- Ability to provide transaction reports in multiple formats.
- Extensive data import and export features
- Audit Trail
- Extensive logs

## Overview



# Challenges

---

The project involved designing and architecting the complete product.

The key challenges of the project were:

- Designing a content parsing engine, which understands different format types and formats?
- Ability to generate a content details dump required in any format
- Ability to sustain Very High peak loads
- Very generic integration interface enabling integration to various content providers and content generators.
- Design a platform which would enable the content generators to dump content and content providers with appropriate access to this content import it in their system sell it and then provide a transaction dump to DMX from where the content generator can pick the details of the transaction and bill accordingly.
- Protection of digital rights.

Ambrosia

## Challenges



# Solution

---

Ambrosia used its expertise in .NET technologies combined with its ability to develop complex products and delivered the system in defined timeframes.

The system now is integrated with various content generators like Sony, BMG, and supports various format types like XML, Excel, text, html, access etc.

The main highlights of the product were:

- The system has Content Format Definition language using which many complex content formats can be configured in the system
- The content engine uses this language to understand the content format and converts into a standard format.
- The standard format is then converted into the formats various online content providers.
- The content is then pushed into their systems using various interfaces like XML-RPC, SOAP, FTP, and HTML etc.
- Implementation of Microsoft DRM to protect digital piracy.
- Back end administration module
- Escalation of events based on the defined triggers
- N-tier distributed architecture
- Highly configurable business logic layer.
- Core engine based on a event action model
- Extensive Audit trails enabling to track any transaction/event in the system

# Solution



# Benefits

---

Some key benefits of the engagement for the client:

- Access to a team with experience in .NET platforms
- Access to team, which has through understanding of media protocols.
- Access to a team with experience in complex product development
- Cost-effective solution
- Involved development
- Committed deliveries
- High standards of delivery
- High Focus on Quality

Ambro

## Benefits



# Approach

---

The Ambrosia delivery model ensured a seamless transition of processes without any disruption to the existing operations – including a phased transition of operations.

Key features of our approach were:

- Focus on designing a very robust and scalable system
- Out of box approach resulted in new ideas and better solutions to
- Spiral development approach ensured constant improvement of the end product.
- Built a prototype as proof of concept
- Following defined Product development methodology resulted in timely rollout of the system.

# Ambrosia

## Approach

