



Ambrosia Infotech

"Synergising Minds"

The Client

A 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. Wippit has a peer-to-peer application as well as a standard web interface to distribute music to users. Wippit integrate with various music labels for getting the content for their system.

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The Client



Overview

The client required an IT development partner who could design and architect the entire online platform. They wanted to partner with an IT development, which had expertise in creating online solutions and understood the e-commerce model.

Ambrosia with its vast experience in creating e-commerce solutions and with its cost-effective delivery model was chosen as the ideal partner.

Some broad functions required for the system were:

- Product Catalogue
- Product and Product Attribute definition
- Shopping Basket
- Multiple payment channels
- Order History
- Account Management
- Multiple Billing Models
- Ring tone Download
- License based download
- Secure download
- Extensive reporting system
- Audit Trail
- Extensive logs
- Desktop Client
- Admin Back Office Module

Overview

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Challenges

The project involved designing and architecting the complete product.

The key challenges of the project were:

- Define a online e-commerce platform which supports variable category depth
- Multiple attributes could be define for a product
- Implementing Digital Rights Management
- Integration of multiple payments channels
- Highly Scalable

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Challenges



Solution

Ambrosia used its expertise in Microsoft and .NET technologies to develop the system in defined timeframes. Ambrosia's extensive knowledge of Internet technologies resulted in a world-class solution for its client.

The main highlights of the system were:

- Ability to define product category tree. This provided flexibility in defining product sub categories.
- Ability to define complex product attributes
- Ability for end customers to provide reviews
- Multiple Payment Channel integrated World pay, Pay pal, and credit card.
- Multiple Billing models like Subscription and transaction
- Ring tone downloads
- Import and Export bulk music content
- N-tier distributed architecture
- Highly configurable business logic layer.
- Core engine based on an event action model
- Extensive Logs
- Extensive Audit trails
- System can be clustered

Solution



Benefits

Some key benefits of the engagement for the client:

- Access to a team with rich experience in development high end online systems
- Cost-effective solution
- Committed deliveries
- Weekly Project Status reports
- High standards of delivery
- High Focus on Quality

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Benefits



Approach

The Ambrosia delivery model ensured a timely delivery of phases and ensured highly scalable and robust system.

Key features of our approach were:

- Focus on designing a very robust and scalable system
- Detailed low level design ensured faster development phase
- Use RAD tools
- Complemented through recruitment of highly skilled and qualified staff
- Comprehensive testing plan ensured a high quality system

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Approach

