



Ambrosia Infotech

"Synergising Minds"

The Client

The client is a leading international online music trading company. The aim of the project was to develop an online platform that would provide its users accurate information on the various releases of music. Through this platform the client intends to create virtual selling market of music by facilitating the trade of music releases between its users.

The client also intended to provide its distributors facility to host their own market places powered by this application's Core-Engine. Distributors could customize the complete look and feel of how their version of application will look.

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The Client



The client required a vendor who could not only design this innovative system, but also someone who follows best in class methodologies and processes for project development and deployment. Ambrosia with its cost-effective delivery model, experience and a proven development methodology was chosen as the ideal partner.

Some broad functions required for this system were:

- Application to be run on an ASP model
- GUI (Graphical User Interface) should be completely configurable
- The workflows for individual distributors should also be completely customizable
- Capability in the system to define various businesses rules for the system
- Capability in the system for users to maintain their collections and rate them
- Capability for users to provide reviews on music
- Capability for distributors to push notifications for various events to its users
- Provision of a message board for users to exchange views
- Extensive Product Catalogue which has ability to define category tier
- Data Processing Module
- E-commerce components like shopping basket, wish list, want list, my top 10 etc.



Ambrosia – Challenges

The biggest complexity in the Online Music Trading system arose because of the requirement of the client to run this system in an ASP model. There was a requirement to develop a system, which is completely configurable, which must also be easy to use for distributors who use this system.

The key issues faced by the client were:

- Creating a generalized framework
- Ability to create multiple e-commerce stores with different look and feel
- Complex Data Processing Module
- Creation of a feature which takes care of duplicities and authenticity of the data based on pattern matching
- Creating a generalized OCR (Optical Character Recognition) and processing system, which the music distributors (using this system) can utilize to upload data from scanned images

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Challenges



The system was developed on a three-tier architecture with Weblogic 6.1 as the application server and Oracle 8i as the database. The middle tier was further divided into multiple layers with the core engine at the center providing the business logic interpretation and definition. The core engine routes requests to various business objects depending on the request parameters and the business rules associated.

Key features of the solution were

- GUI completely configurable
- The system takes care of duplicities and authenticity of the data by using various pattern-matching algorithms
- It also exposes various web-services for various resellers and big music companies for them to understand the market
- An OCR processing tool to parse the data from scanned images, which make data searchable through artist/album/track/label and also barcode information
- Ability to define shop fronts on top of the platform.
- Integration to online payment Channels
- Pattern Matching Algorithms to identify duplicity of data.
- Ecommerce Platform (Buy Offer, Sell Offer, Deal Close, Online Basket, Product Catalog, Extensive Product Search)



Ambrosia – Benefits

Some key benefits of the engagement for the client:

- Access to an experienced team of technology professionals
- Cost-effective solution
- Committed deliveries
- Weekly Project Status reports
- Proper risk evaluation and mitigation process
- High standards of delivery and quality

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Benefits



Ambrosia – 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:

- Worked closely with the client to ensure strong security and confidentiality across the processes
- Complemented through recruitment of highly skilled and qualified staff
- All target dates for the live processes were met on time or ahead of time
- Ensured seamless transition from legacy to live system with thorough hand-holding at go-live stage and proper documentation of the system
- Following defined Project Management methodology resulted in phase wise rollout of the system.

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Approach

