



Ambrosia Infotech

"Synergising Minds"

# Case – Marketing and Promotion Platform for Product Launches

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## 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 customers (primarily music labels) a system to push its latest music releases to the top DJ's of the country.

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## The Client



# Overview

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## Overview

The client wanted viral marketing concept to be the basis of the system. In this type of marketing the user can recommend its group (network) of friends/relatives for any particular product. The more people from one's network buy the recommended products the more points the person can accumulate, which can later be redeemed for other products being offered on the site.

Main client's clients were the music labels who wanted to sell their new releases to different customers, mainly DJs. The client through the viral component intended to add on end-users (DJs) in the system, and divide them based on their fame/reach.

As this was a totally online solution, the client wanted an IT vendor who specializes in online technologies like the J2EE stack, and one who has worked on multi-channel content delivery.

Ambrosia was chosen not just for its expertise in technology and its understanding of functionality, but also because it had best in class model for project development and deployment.

Some broad functions required for this system were:

- Feature for label managers to add new releases/tracks
- Provide on-screen flexibility to label managers for them to choose the number of tracks they want to add per release
- Capability in the system to enable label managers to choose their target audience based on their preferred style of music, their grade (top 50, 100, etc) and their name
- Capability for label managers to push their releases to their selected target audience
- As the system is based on the concept of viral marketing, different users (DJs) can be interested in buying new tracks/releases. For all those users



# Overview

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who are interested in buying certain tracks the label manager can decide to grant them permission to download tracks. A different flow needed to be created for label managers to manage their labels.

- Client Administration module to ensure that only the entrusted users could add users (DJs) or labels.
- Automated Emails
- A user details module need to be created where users can modify their style preferences, personal information, etc.

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## Overview



# Challenges

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The key challenges of the project were:

- Making a very impressive GUI which would attract many potential customers
- Creating a secured environment of data interchange
- Integration with billing gateways
- Very tight deadlines
- Creating intelligent reporting for administrators to keep track of their system
- Trigger Emails to Administrators, and/or label managers/users
- Advanced search option to look for specific style, grade, artist, label, and release
- Inbound Email required Pattern matching

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## Challenges



# Solution

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The system was developed on 3-tier architecture using the J2EE stack of technologies.

Ambrosia implemented a three-tier system with the following highlights:

- Ease of use for end users
- Provision for label managers to manage content of their labels and add new releases
- Provision for label managers to set target market by defining its target population based on different criteria
- Automatic trigger emails to end-customers/label managers/administrators
- Integrating the portal with online payment gateways
- Setting high security rules
- Impressive GUI

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# Solution



# Benefits

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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



# Approach

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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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