



How Can A Musician Become a Star, When Distribution Comes To a Screeching Halt?

In the e-Music Business, They Needed to Automate, Transform and Integrate Their Flows.

Customer Challenge

Business Need

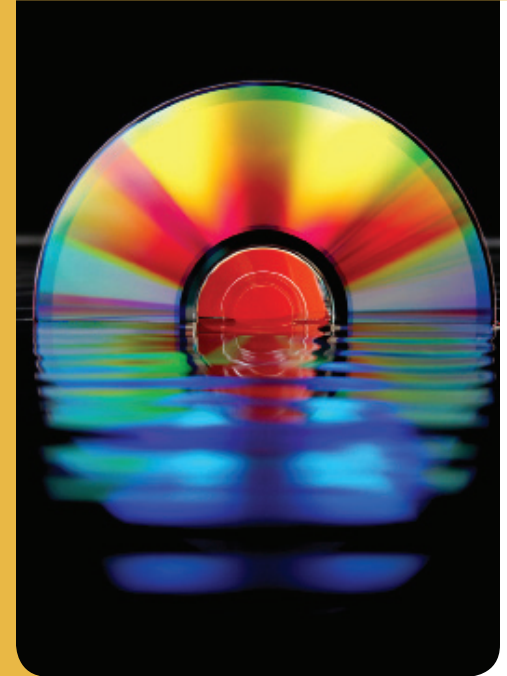
Artists and music labels provide audio and video content to this major promoter and distributor of e-music, who distributes the information to online retail outlets. These outlets have different requirements for receiving and processing the information. Managing the large volume of data through manual and disparate processes was time-consuming and left too much room for error. They needed an easy-to-use, automated solution for streamlining their business process.

IT Issue

Managing incoming and outgoing audio and artwork data files was handled through a combination of manual and partially automated applications. The bandwidth required to store and process the files, as well as handle the metadata related to artists, stores and labels was limited. With multiple applications used to gather and store information and rapidly changing data, they needed to consolidate and automate workflows.

Cleo Solution

Rather than embarking on a costly and time-consuming custom coded solution, this major promoter and distributor of e-music chose Cleo's Integration Advantage to integrate data and automate business processes quickly, which was something other vendors were unable to do. Additional tools evaluated were found to require custom coding to fully automate data flows and were lacking a process-centric approach. Cleo provides the ability to manage processes as a whole, fulfilling all data transformation requirements. Integration Advantage uses a code-free, graphical interface allowing the major promoter and distributor to manage these automated flows in an easy and cost effective manner. All information is received by uploading to a website or through automated XML import, and is automatically stored. Retailers request information and Integration Advantage processes and delivers their request. Integration Advantage offers an easy to deploy and cost-effective solution for integrating data with various applications and allowed this major promoter and distributor of e-music to maximize the value of their Cleo investment within days.



Success Snapshot

Size: More Than 10 Million Song Tracks

Profile: In Business for 10+ years

Software and Services:
Integration Advantage

Vertical Industries:
Media & Entertainment: e-Music

Country/Region: Global

Business Need:
Streamline Business Processes

IT Issue: Consolidate Applications
& Manage Bandwidth

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