The music that moves millions

The story in brief

Starting the day with a song on your lips – that's how it should be. When you hear your favorite music, it puts you straight in a good mood. And you want to hear it again and again. When an artist goes on tour, the fans in every city often want to purchase CDs, DVDs, videos, or merchandising items for their stars right before or after the concert. Nothing is more irritating than finding that the items have sold out, or only part of the product line is available.

Anyone who buys from the Universal Music Group, though, won't face empty shelves. Because the global market leader in the music business has relied on Consist to build a highly modern sales software package. Universal Music staff can use it to order video and audio media in advance for the markets in the concert region. They receive automated recommendations from the system, check them, and approve them – quickly, easily, and in high quality. And it all happens in the browser. The result is sheer satisfaction: for the fans, for the store, and for Universal Music.

Customer quote

"We would like to thank our partners at Consist, whose support helped us set new standards in performance, user friendliness and flexibility with our Vendor Managed Inventory System. The fast and high level of acceptance amongst staff was achieved by the user-focused development and large benefit for the users."
Ernst Röntgen, Head of IT, Universal Music Group Deutschland

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UNIVERSAL MUSIC GROUP

About the Universal Music Group

The Universal Music Group is a global market leader in the music business. The Universal Music Group sells many well-known labels, such as Deutsche Grammophon and Motown Records, and has the largest music catalog in the world.

The tasks

♦ Modernization of the sales software for Universal Music
♦ Objective: Replace the existing Windows software with a modern web-based application

The challenge

♦ Being able to process up to 8 million records in the browser without loss of performance
♦ Special feature: The underlying Oracle database was previously not designed for this size of data operations in the online environment
♦ Feasibility of short-term change requests from users

The solution with Consist

♦ Proof of concept by Consist and SieGer Consulting
♦ Project team with internal specialists (project management, service-oriented development of the back end) and external experts from Consist (front end, interface to the back end, database connection and optimization)
♦ Development of a modern web application in Microsoft C#/ASP. NET within three months
♦ Can be used in all newer versions of current browsers
♦ High level of user acceptance

Functionality of the web application

♦ Orders can be viewed, selected, and modified in a web front end for different stores and client accounts and according to different criteria
♦ Mass updates possible in list views
♦ Up to 8 million records can be edited at the same time, and if necessary they can also be processed by a batch process
♦ Parallel editing of up to 25,000 list entries possible without interruptions
♦ Easy-to-understand statistical reports (articles, delivery volumes, sell-outs, inventory)

Particular strengths of Consist

♦ Strong Oracle expertise
♦ Methodology of agile software development
♦ Good knowledge of the existing application and the contacts at Universal due to many years of collaboration on various IT projects and application management

Customer advantages

♦ Modern, high-performance web application
♦ Flexibility
♦ Rapid internal implementation of user requests possible
♦ Cost savings
♦ Maintenance costs for AS/400 computer eliminated
♦ Infrastructure: state of the art

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Business Information Technology

We do IT for you.

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