

CASE STUDY – SONY MUSIC INDIA (E-Commerce Solution)

Company : Sony Music India (now known as SONY BMG Music India)

Website : www.sonymusicindia.com

Profile :

Sony Music India (SMI), a wholly owned subsidiary of Sony Music Entertainment started operations in India in 1996-97 to market both national and international titles in India. SMI is one of the most progressive music companies in India using state-of-the-art technologies and constantly endeavoring to provide value added services to its customers

Solution Overview :

The rapid development of technology in India and the increasing penetration of internet had increased channels of selling and had given a boost to E-commerce in India. The need for the music industry was to be as omnipresent to its customers, and to entice them with a variety of choices that were packaged innovatively and with value added services.

In order to bring efficiencies to its business processes and add value to its relationships with its trade partners and customers, Sony Music India embarked on this e-initiative.

- The solution enabled music lovers and other users visiting the site www.sonymusicindia.com to access information, interact and buy music online
- It enabled Sony Music India personnel to administer the cyber mall through a web based administration module.

The e-Commerce application developed for Sony Music India has been architected to provide a scalable, reliable and completely automated system for order processing using Microsoft Commerce Server 2000. The architecture incorporates the 'n-tier' technology which enables the system to seamlessly integrate and interoperate between heterogeneous systems.

Some of the features of the e-Commerce initiative are as below -

- **Secured Online Buying :** The site provides an secured online credit card payment system through integration with a payment gateway.
- **Order management and processing :** The site integrates with a third party agency for order fulfillment. All orders placed on the web site are routed to the order fulfillment agency and once the orders have been dispatched the same is updated on the website.
- **Catalog management :** The dynamic catalog management system enables Sony Music personnel to update the catalog on a regular basis. Moreover the web based interface allows anytime – any where update of the catalog. The catalog management system also allows Sony Music to update information relating to the availability of inventory through a easy batch upload of a flat file.
- **Site administration :** The entire process right from updating the stock availability status up to the order processing and tracking is managed through this Administration Module. This module also adds dynamism to the information layout of sonymusicindia.com, for instance, the albums that should be displayed on the Home Page and the priority of these items, the banners that should be displayed, etc,
- **Listening post :** The listening post on the site gives the users a chance to listen to their favourite music online – both hindi as well as international. At the same time it protects the interest of Sony Music and does not allow the users to download the music, thus preventing piracy of music.

Technology used :

- Microsoft Commerce Server 2000
- ASP with SQL server 2000