



UNIVERSAL MUSIC GROUP

| CASE STUDY

INTRODUCTION

Universal Music Group (also known in the United States as UMG Recordings, Inc. and abbreviated as UMG) is an American global music corporation that is a subsidiary of the French media conglomerate Vivendi. UMG's global corporate headquarters are located in Santa Monica, California. It is considered one of the "Big Three" record labels, along with Sony Music and Warner Music Group.

THE CHALLENGE

Universal Music Group has over 500 music labels under its belt. That attributes to millions of songs and artists across the globe. With this huge list of attributes to manage and address the complex needs of their growing business, UMG needed efficient means to understand the profitable sections of business. & identify sections of the industry on which they can focus on.

THE SOLUTION

To meet these goals, an easy-to-use real time integrated ETL solution was needed. Additionally, it was necessary that the real-time data adheres to all other parallel industries working and their real time product acceptance in common mass/users. Architects from EWD listed down all major competitors of UMG, aka Sony, Warner etc, to track down different music sources. Also considered end-user platforms like shazm, itunes etc. The next step was to track down 300 RSS sources of auto published real-time feeds per second.

This raw data needed to be cleansed. Special BI tool was developed to handle more than 50K data per second and then individual data was segregated on the basis of BPM. Software was initially broken in 3 different modules and staged in 3 different servers. The result was a system, which could handle around 50,000 newly extracted data cleansing, de-dup and transfer them for further processing within a second! Multiple servers were added, queries were optimized and dynamic data mapping introduced. Once mapping completed, the map was tested for compliance and UMG certification.

BENEFIT REALIZED

The project delivery phase found, our extraction section was able to increase its efficiency from 300 to 500 RSS feeds per second, the transfer and cleansing, de-dup process increased from 50,000 data to 1.08L data records per second and the frontend was capable to deliver data to all the users of the site, from a repository having more than 45,000 static tables and 400 dynamic tables.

