



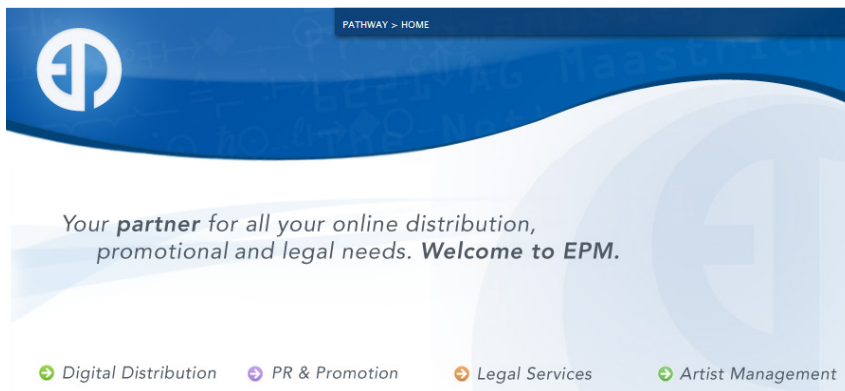
CASE STUDY

EPM automates Content Aggregation and Distribution using Adeptia

Adeptia means business for EPM. Managing the delivery processes, including handling all types of content, is done quick and simple without outside consultancy.



EPM



EPM (www.epm-music.com) located in The Netherlands promotes, markets, and distributes electronic music around the world. EPM digitally distributes content from artist and labels to hundreds of stores across the globe. EPM is perfectly placed to help labels and artists maximize their digital revenue potential. Established in 2004, EPM has created a solid footprint in the digital content industry and has been the hub of media campaigns (both print and online), radio promotion and club promotions for many of the biggest names in electronic music.

“Adeptia has helped us to scale the company to next level in terms of service and throughput.”

***Melle Boels,
Content and Delivery Manager at EPM***



CASE STUDY

The Challenge

Artists and music labels deliver content to EPM and EPM distributes this content (be it video or audio) to online retail outlets. These outlets all have different specifications for ingesting content and its associated meta data. The key requirements for an automated solution are therefore:

- Automation of data transformation and consolidation.
- Gathering content from different applications.
- Easy to use and maintainable solution for managing a large number of quickly-changing data flows.
- Remove manual data entry process that is time consuming and error prone.

The core functional requirements consisted of the following items:

- Data files (audio/artwork) stored on a network file system.
- Metadata (about the audio, artists, stores, labels, etc.) stored in a large relational Oracle database.
- The process flow steps :
 - Intake:
 - Customers (artists, labels representing artists) can provide new content to EPM by uploading this to a website or through automated XML import.
 - This data is then automatically stored.
 - Outgoing:
 - Stores that want to sell music can request content from EPM to be sent to them in a specified audio format with a custom XML schema for the metadata.
 - EPM specifies the content that needs to be delivered in a web interface.
 - The web interface saves this information in the database and adds a trigger in the database that will start the main Adeptia process.
 - Adeptia reads the database, finds out what files it has to process, uses specific settings based on what store the data is for, and then runs the following steps for every track or release:
 - Locate audio, copy it into a directory that is being polled by an Audio Conversion tool. Provide an XML with store-specific settings for the conversion if necessary.
 - Poll the directory where the new file will be dropped.
 - Pick up the file once it is done and move it to the final location
 - Do a checksum on the file and store that information so the target party can ensure the file is correct.
 - Convert any associated artwork into the appropriate format and include it in the target files.
 - Once all the audio conversions are ready, prepare an XML file containing the metadata of all included audio files (as well as checksums) based on information in the database.
 - Send notifications by e-mail.

“Adeptia executes the core business process of the customer and has enabled us to scale up our capacity.”

Melle Boels, Content and Delivery Manager, EPM



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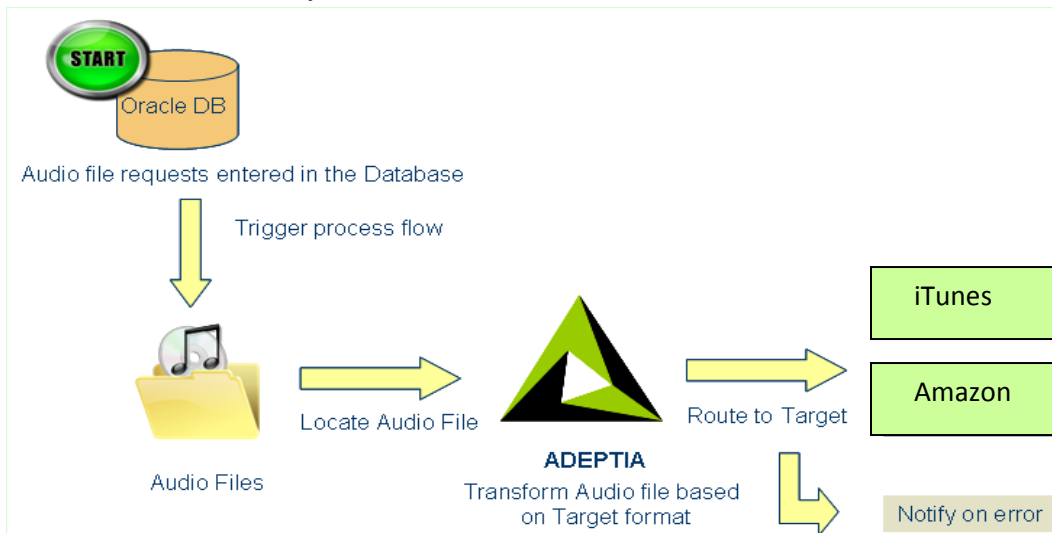
The Solution

Rather than embarking on a costly and time-consuming custom coded solution, EPM sought a third-party solution that would allow them to automate content aggregation and distribution and be able to add and manage this process themselves. With the requirements in place, EPM found a solution in Adeptia's Integration Server. It can integrate data and automate business processes quickly within days, which was something other vendors were unable to do.

Competing technologies that were analyzed and rejected included:

- Custom Code: Minimal IT staff available. Lack of integration knowledge.
- Alternatives considered were Altova MapForce and Allora. EPM found that these tools are primarily design environments only and require custom coding to fully automate data flows. They also lacked process-centric approach.

Adeptia reached much further in its offering by providing the ability to manage process as a whole and was able to fulfill all data transformation requirements. Adeptia's Integration Server is built using a code-free, graphical interface allowing organizations to manage these automated flows in an easy and cost effective manner.



As an example, the diagram above shows how Adeptia integrates XML based audio files with external systems.

EPM runs Adeptia on Linux platform (CentOS 5.1) and uses an Oracle Database as its main backend, both for Adeptia and the actual process. All the information about the available audio files, customers, stores, etc. is stored in a large relational database consisting of over 50 different tables.

Adeptia covers the following business functions:

- Global process management
- Looking up information in the database
- Dropping audio files in the polling directory and then polling the output directory
- Execute command-line commands and process the output
- Calculate and verify checksums of files
- Create XML files containing the collective metadata
- Notifications



CASE STUDY

EPM's Rapid Timeline to Automation

Adeptia offered an easy to deploy and cost-effective solution for integrating data with various applications and allowed EPM to maximize the value of their Adeptia investment within days.

Adeptia's technology has helped to:

- Increase the speed and volume of content distribution to the various online stores.
- Reduce the number of mistakes and errors through automation.
- Easily manage and maintain the solution.
- Business users at EPM are able to manage and change the automated processes.

Key results derived from the Adeptia product:

- Adeptia has helped to increase the speed and volume of content distribution to the various online stores.
- Also the number of mistakes and errors is minimized through the automation.
- This solution is easy to manage and maintain. After a short learning curve, the customer is able to manage and change the automated processes.

Adeptia facilitates future business needs of the organization and has helped to standardize processes and make them both more manageable and more flexible at the same time. After becoming more aware of the capabilities of the product, EPM sees more and more use cases for Adeptia. Conversion needs are everywhere and process automation can add value at various points in the organization.

“Adeptia has proved to be a robust and versatile solution that we continue to integrate with different aspects of our business. Pricing was an important aspect of this investment and Adeptia exceeded our expectations in both performance and value for money.” - Sander van Loosbroek (CTO), EPM.

About Adeptia

Adeptia offers a comprehensive and proven Process-centric, SOA-based approach to integration. It leverages new technologies and approaches to provide a Web-based, graphical, code-free, easy to deploy solution that delivers an unmatched low cost of ownership.

Data conversion needs are everywhere and Adeptia's process automation can add value at various points in the organization.

For more information on Adeptia and its solutions, contact sales@adeptia.com or call 312-229-1727

www.adeptia.com