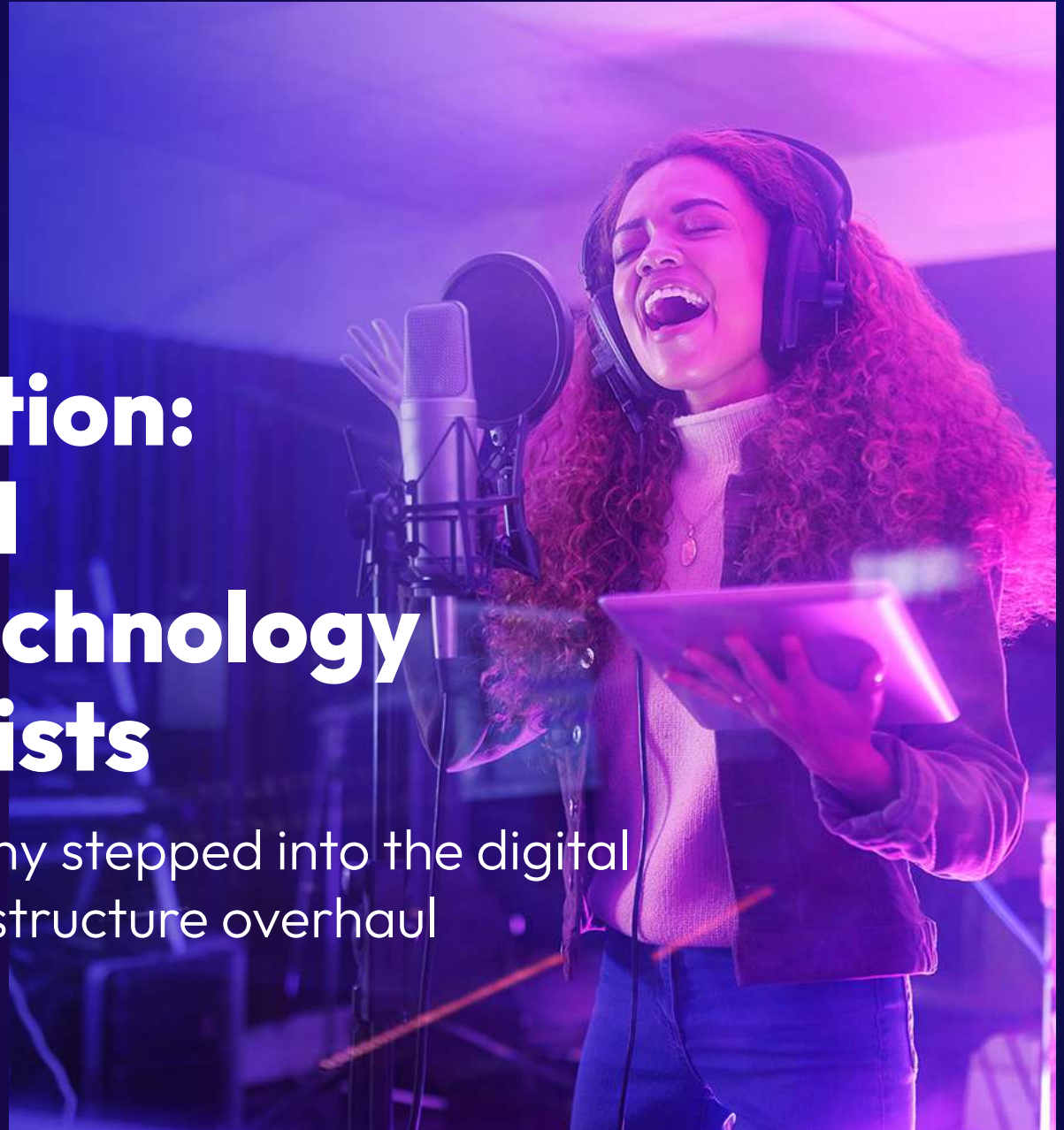# brillio

Notes of Innovation: Bridging Art and Cutting-Edge Technology to Empower Artists

A leading record label company stepped into the digital age through a complete infrastructure overhaul

Enabling artists to ride next-level music trends through next-gen disruptive technology.

With offices in over 60 territories, a global workforce of more than 10,000 employees, owning and managing some of the most iconic labels and artists in the music industry, this client is one of the largest music companies in the world, and it is set to making substantial ongoing investments in their royalty reporting systems. Through this commitment, they aim to empower artists with immediate access to royalty-related information anywhere & any time while staying at the forefront of technological advancements to ensure musicians have readily available insights into their capabilities and performance.

However, the leading record label was operating on two legacy applications developed on outdated platforms and technologies and suffered from performance issues. Trusting the success recipe centered on adopting a product-oriented mindset, agile execution methodologies, and KPI-driven program governance, the record label turned to Brillio to modernize its applications, develop advanced visualization capabilities & dashboards, and build a robust, scalable, and future-proof architecture.

Together, it was strategically decided to build a next-gen Royalty Portal that enhances artists' experience, enabling advanced analytics capabilities and providing compelling visualizations, a solution suggested by Brillio that echoed the client's customer-centric values.

Brillio's extensive industry expertise, proven capabilities in app modernization, data modeling and ETL, supported by highly skilled workforce and strong hyper-scaler partnership, made Brillio the partner of choice.

Creating a future-proof design by grasping the intricacies of the present

The client embarked on a transformative journey, completely overhauling its infrastructure by consolidating legacy applications and harnessing cutting-edge technologies to establish a high-performing ecosystem. Brillio played a pivotal role in this endeavor, ensuring device-independent user interfaces and executing the transition towards an API-driven economy while facilitating tech stack modernization and enhancing accessibility and compliance.

With every successful milestone powered by a well-defined strategy, the planning and design phase was the first in line, grasping the client's technology & infrastructure landscape and existing architecture, data models, ETL design & user personas. Following this comprehensive analysis, the team proceeded to identify risks, dependencies, and reusable components to facilitate swift development while mapping the key stakeholders & SMEs who would play pivotal roles in driving the client's journey toward success.

Subsequently followed the creation of a high-level design for the finalized Technical Architecture and Data Profile and crafting a comprehensive set of program success factors, a robust technical execution risk mitigation strategy, and a detailed sprint-level execution plan.

During the sprint execution phase, Brillio seamlessly advanced through design, coding, and rigorous unit testing, encompassing crucial tasks such as data migration, data model setup, web application construction, and the development of visualization dashboards. Henceforth, functional, automation, and performance testing to ensure code integrity and system capabilities effectiveness were diligently conducted. This phase also involved generating exhaustive test and defect reports, which helped identify areas for further enhancement. Support into the User Acceptance Testing (UAT) go-live process was extended by Brillio, continuing to provide post-production assistance to further augment customer value.

Building a music legacy: From legacy infrastructure to a world-class ecosystem to support musicians

In the ever-evolving realm of music, staying ahead of disruptive trends is essential, not just for artists, but for all stakeholders. The record label had its infrastructure propelled into the digital age through a serverless & microservices-driven architecture, with cloud-native service adoption and a tech stack aligned with the overarching objectives.

To establish a future-proof ecosystem, the client's platform was built by Brillio using cutting-edge technologies and incorporated actionable BI tools, hosting the platform on AWS for optimal performance and scalability.

The music group experienced a significant boost in performance through a multi-tiered approach. This entailed technical enhancements at various layers, including edge, application, and database. Additionally, logical improvements were made by optimizing the fact and dimension data models through Redshift, ensuring swifter data retrieval, and facilitating direct API access to dimension tables.

Powered by state-of-the-art Machine Learning (ML) models, the Royalty forecast solution enhanced decision-making processes, offering multilingual support and ensuring accessibility compliance.

Improving performance threefold to create unforgettable experiences

By embracing Brillio's product-centric delivery approach and implementing autonomous and self-organized PODs, the record label accelerated its Time to Market (TTM), ensuring a consistent and swift delivery process. This approach delivered superior quality and unmatched speed while maintaining active engagement with key stakeholders throughout the development lifecycle.

- Achieved a remarkable 3X improvement in performance, surpassing expectations.

- Reduced Total Cost of Ownership (TCO) through the strategic utilization of tools, automation, and a global delivery model.

- Realized cost savings while maintaining a high-paced engineering environment.

- Harnessed the power of AWS native services to enable a wide array of functionalities.

- Crafted a scalable and future-proof architecture to support long-term growth and evolution.

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ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.

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