



Modernizing Royalty Management for a Global Music & Entertainment Leader for 3x Improved Performance

Building a Transparent, Scalable, and AI-Ready Royalty Platform on AWS



As one of the world's largest and most influential music and entertainment corporations, this organization operates across recorded music, music publishing, and merchandising. With a vast catalog of iconic IP, a deep roster of global artists, and operations spanning more than 60 countries, the company plays a defining role in shaping modern music culture.

A Royalty Ecosystem Under Pressure

The royalty landscape had grown increasingly demanding as digital consumption expanded and global distribution models became more complex. Tracking how royalties were earned, processed, and paid required visibility across multiple channels, territories, and systems, yet reporting cycles remained difficult to manage and often lacked the transparency artists expected.

As consumption models evolved, organizations relied on a broader range of partners and platforms, creating additional dependencies that made it harder to deliver timely, clear, and reliable royalty information. These pressures highlighted the need for royalty operations that could scale with global demand while offering greater clarity and confidence to artists and internal stakeholders.

Complex value chains, opaque reporting, and evolving consumption models demanded a new foundation.

Fragmented Systems and Limited Transparency

The client's royalty operations were supported by legacy platforms, making it increasingly difficult to maintain consistency or provide artists with clear insight into their earnings. The use of multiple systems limited visibility across processes, slowed internal workflows, and required significant manual effort to manage reporting and reconciliation.

As the organization expanded across more than 40 territories, the existing systems struggled to accommodate diverse market requirements, accessibility needs, and multilingual support. Performance limitations created delays in how royalty information was processed and shared, while the underlying architecture made it challenging to introduce new features or adapt to evolving business expectations. These constraints prevented the organization from delivering the

level of transparency, responsiveness, and trust that artists and partners expected, underscoring the need for a modernized and scalable royalty platform.

With a proven ability to combine AI-native engineering, industry-specific expertise, and a platform-led delivery approach centered on ADAM, Brillio's Agentic Data & Application Management platform, Brillio was selected as the partner of choice. The client also recognized Brillio's deep understanding of media, entertainment, and digital content ecosystems, along with its ability to tailor solutions to the unique complexities of royalty processes. Brillio's agile execution model and strong partnership with AWS further strengthened its position to lead the transformation.

Legacy royalty processes stood in the way of scale, accuracy, and artist trust.

A Modern, AWS-Powered Royalty Platform Built for the Future

Brillio designed and implemented a modern royalty platform by completely re-architecting the client's legacy systems on a cloud-native foundation. The new architecture was built on AWS using a serverless, microservices-driven approach that enabled rapid scaling, stronger reliability, and seamless global deployment. The technology stack embraced an API-first model, ensuring interoperability and simplifying integration across business units and third-party systems.

A modern user interface was introduced to provide artists and internal stakeholders with a simplified, device-agnostic experience. This interface supported multilingual environments, improved accessibility, and delivered clear, intuitive pathways to payment information, statements, and analytics. The UI improvements were complemented by a robust data model built on Amazon Redshift, enabling faster data access, improved reporting consistency, and streamlined performance across territories.

Machine learning models were incorporated to produce more accurate royalty forecasts and deliver actionable insights. This provided both artists and business teams with forward-looking visibility into revenue patterns and content performance. The modernization extended to performance optimization across the edge, application, and database layers, ensuring that ingestion pipelines, processing engines, and reporting systems operated with greater speed and stability.

The delivery process was supported by a product-centric model that utilized autonomous PODs capable of scaling rapidly as the program expanded. This approach ensured continuous development and deployment, reduced time-to-market for new features, and reinforced platform resilience through standardized DevOps practices.

Rebuilding the ecosystem with cloud-native architecture, automation, and ML-driven intelligence.

From Weeks to Minutes

The transformation was carried out through a highly collaborative process involving joint workshops, assessments, and co-innovation sessions with stakeholders across business, architecture, and security functions. These sessions were used to define platform requirements, automation patterns, and governance models that aligned with the enterprise's operating standards.

Pilot implementations were conducted to validate the platform's design before scaling to all territories. This allowed Brillio and the client to confirm architectural decisions, optimize service configurations, and ensure the new platform met performance and usability expectations.

Kubernetes-based deployment models were adopted through Amazon EKS, with GitHub Actions, Flyway, and Istio Service Mesh orchestrating microservice delivery and environment provisioning.

This standardized, cloud-native approach enabled new environments to be provisioned within minutes, ensuring consistent operational behavior across business units. As the implementation expanded, the teams maintained a close partnership to ensure alignment with global standards, accelerating adoption and ensuring a seamless transition across regions.

Collaborative
design, iterative
validation, and
standardized
cloud-native
delivery

Transparent, Scalable, and Future-Ready Royalty Operations

The new royalty platform delivered improvements in performance, scalability, and transparency. Processing speeds increased significantly, with the platform achieving an estimated threefold improvement in overall performance. Operational efficiency improved as automated provisioning and cost management capabilities provided complete visibility into spending and resource allocation.

The modernization initiative led to lower total cost of ownership by leveraging cloud automation, global delivery models, and optimized infrastructure usage. Engineering teams gained the ability to deploy environments rapidly, enabling faster innovation cycles and reducing delays associated with manual provisioning. Governance and security isolation improved across regions, while automated cleanup

processes supported the organization's sustainability goals by optimizing resource usage.

By leveraging AWS-native services and a scalable, modern architecture, the client now operates a future-ready royalty platform capable of supporting evolving business models, increasing transparency for artists, and adapting to the fast-paced transformations reshaping the music industry.

- **3x expected improvement in overall platform performance.**
- **Lower total cost of ownership through automation and a global delivery model.**
- **Cost savings while ensuring high-paced engineering**
- **AWS-powered native services**
- **Scalable and future-proof architecture**

Sharper visibility.
Faster delivery.
Stronger trust.



ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



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