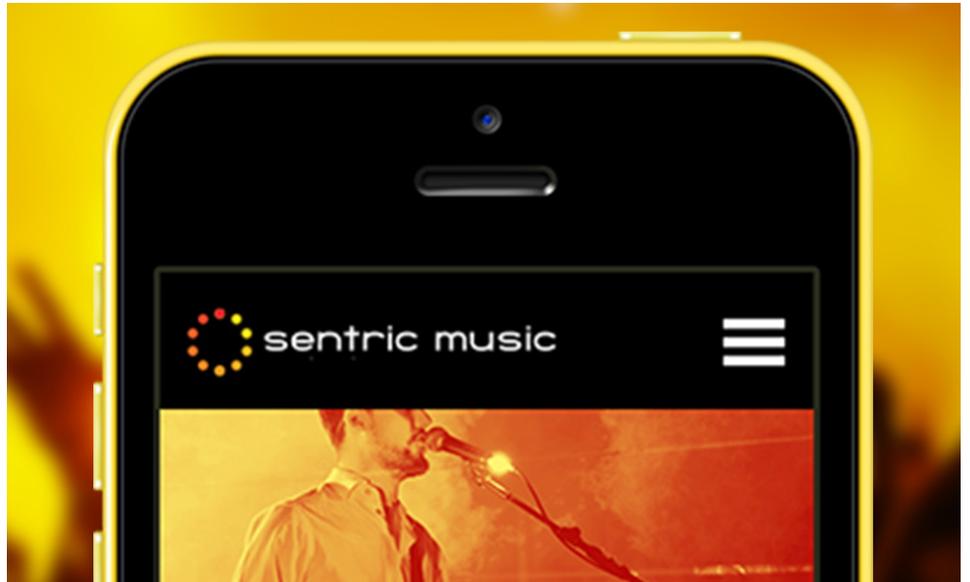




GALVANIZE
DIGITALSOLUTIONS

SENTRIC MUSIC





SENTRIC MUSIC



The Client

Sentric Music offer music publishing for performing artists and songwriters. Their services include registering music with performance rights organisations, royalty collections and synchronisation opportunities. The Services offered by Sentric are completely internet based and their rights management platform has to fully integrate with their web based service. This process automation provide Sentric with tremendous cost savings and is powering them to become one of the fastest growing publishers in the world, currently representing the rights of over 50,000 writers.

Problem/Opportunity

Sentric Music are developing their software infrastructure in order to provide their customers with new services, manage customer data and to support the growth of the business in to international territories. This has meant advancing all aspects of the system from improving user flows on their website to creating new software services to support international publishing processes. The main challenge is maintaining the current system whilst simultaneously introducing new features and large structural changes with minimal impact to the business. Music publishing is complicated however the self-service nature of the Sentric rights management portal mean that the User Experience for the customer needs to hide that complexity behind a simple set of User Journeys with a fantastic looking User Interface. The business also has an ambitious service roadmap and with numerous stakeholders it is challenging to manage conflicting priorities.

The Solution

The approach we took was to embed the Sentric Product Owner into our Scrum team. We worked with the Product Manager using our Agile tool set to gather as many known requirements up front that make up a backlog of issues which are then prioritised to suit the clients most immediate business needs. We are in constant communication with the client to make sure that this backlog is maintained. Requirements are then pulled from the backlog in to short development 'sprints' where the solution is



designed, built and implemented. We have also taken a modular service driven approach to developing new or enhancing existing functionality; In order to reduce the impact of changes, where possible the new requirements are delivered using service modules that can be introduced without affecting the current business processes. The platform is hosted using Amazon Web Services, this gives the flexibility to scale up as more customers use the site, gives redundancy in the event of a server failure and by locating application servers in different geographic regions, speeds up the end user experience for customers located all over the world.



SERVICES



DIGITAL STRATEGY



DIGITAL COMMUNICATION



BUILD & INTEGRATE



IMPLEMENT & MANAGE



BRAND & CREATIVE

TECHNOLOGY

