

Musicload Following the Customers

The Musicload Internet download site of Deutsche Telekom AG is one of the most famous online services for music, videos, and audio books in Germany. Its success is not least the result of "Markis" - the marketing information system of the operator. By means of "Markis", Deutsche Telekom AG receives valuable information for a customer-oriented development of their portfolio.

Five years ago, the emerging legal online music services changed the purchase behaviour in the world of music. The favourite song or the latest album of the favourite band is now for the end consumer only one mouse-click away. Payment can be easily made, e.g. via the telephone bill or credit card. An Internet access with the appropriate broadband provides the desired product within minutes – in marketing slang: Entertainment on demand.

In October 2003, Deutsche Telekom AG launched the Musicload Internet platform which has become the most popular music download platform in Germany, with more than 3.7 million registered customers. Devoteam was from the very beginning significantly involved in the realisation of the project. "Devoteam advised us on the development of the technology for the Content Delivery Platform (CDP) and facilitated its implementation", says Joachim Franz, Vice President of Musicload. Moreover, Devoteam provided consulting services for the system architecture and requirement specifications for Musicload.

Deploying Customer Knowledge

Upon the successful launch of the music download platform, it should be marketed more efficiently through targeted CRM and promotion measures. "Markis" – a marketing information system – was chosen as tool for launching selected marketing campaigns, tailored to the different customer groups. "The speciality of this software is its high flexibility", explains Jürgen Przygodda, Account Manager at Devoteam. It allows, for example, setting the sales figures in the pop genre in relation to the customer segmentation into age classes.

When developing the marketing information system, the challenge was the organisation of the components, because the database and the analysis tools were delivered by different suppliers. The Oracle database, the ETL Tool Informatica, and the Business Objects tool already existed. "It was necessary to align the different processes and tools, thus allowing a smooth process", remembers Przygodda.

"Its success demonstrates that this task was accomplished. Devoteam facilitated Markis during its entire lifecycle – from the design to the system integration, the creation of a data security concept and its further development to the operation and maintenance of the system", summarises Joachim Franz, Head of Musicload. "Markis sustainably contributes to a volume increase per basket". With Markis, cross and up-selling potential could be explored.



Customer Management

Deployment of Markis

With Markis, download figures can be determined. Moreover, it is possible to gather information on how to scale the system in order to guarantee a good download performance for each user. The main focus of the application is the marketing. Markis allows for a flexible customer segmentation, thus enabling the development of appropriate marketing campaigns that are geared towards those registered users that agreed to the email communication by means of which they are notified via email about new offers, current charts or about music that matches their preferences.



Finding the best music with Musicload comfortably and fast.

About Musicload

Musicload was launched on October 10, 2003. With more than 3.7 million registered customers and an aided awareness of 79 percent, the music platform is one of the leading providers for legal music download in Germany. Since June 2008, Musicload is also represented in Austria and Switzerland. The portfolio comprises music, music videos, and audio books. With about 6.5 million songs, Musicload is especially successful in the area of top-ten single charts. The download shop cooperates with all major record labels as well as with independent labels.

About Devoteam

Devoteam is an award winning EMEA leader in Connecting Business & Technology, specializing in information system infrastructures and telecommunications. Headquartered in France with 5,000 employees in 25 countries across EMEA, it achieved a 2010 turnover of €0.5 billion. Combining consulting and technology solutions enables Devoteam to provide its customers with independent advice and effective solutions that meet their strategic objectives. Our Consulting services range from idea and high level business advice through choice of technology solutions to organisational IT centric transformation implementations and change in large & complex IT projects. Our Solutions teams have the skills, experience and methodologies to deliver large and complex IT implementations across a range of technologies. Our Expertise of IT specialists are available for hire on-demand, accessible through a consulting service, providing our clients with highly specialised subject matter experts both locally and across EMEA.

info@devoteam.com
www.devoteam.com

DEVOTEAM
Consulting • Solutions • Expertise