

Alfresco Case Study: DMI Music & Media Networks

DMI Music & Media Networks, formerly Private Label Radio, is a leading North American service provider of In-Store and alternative Out-Of-Home media networks with an unmatched combination of innovative technologies and experienced creative talent. DMI creates unique, brand-specific audio and video programs for Fortune 1,000 brands including Kohl's, Build-A-Bear Workshop, Fossil, Baja Fresh and Subway. For more information, visit: www.dmimusic.com

Growing a Business Through Technology Investments

One of the services DMI provides is an In-Store radio station that is custom designed around a brand's specific demographics and clientele. These stations play music, in-store messaging and advertising. DMI's In-Store offering includes both the creation of audio content as well as the installation of DMI's soundDNA player at each retail location. Custom music playlists, retailer messaging and advertisements are distributed to the players via the Internet.

The content platform DMI was using for its In-Store offering was limited and could not scale easily in its datacenter. This meant that DMI could not grow its service offering to meet the needs of large national and global retailers. As a result, the company needed a new content platform that could scale to meet its growing needs, store multiple content types, integrate with its existing and new distribution platforms and be cost effective.

Why Alfresco Was Chosen

There were a number of enterprise content management (ECM) systems that DMI evaluated. What drew them to Alfresco was its openness, flexibility and scalability. As an open source technology, DMI's Java programmers could easily work with the technology and integrate it into their existing environment or substitute different programs as needed.

Alfresco provided DMI with a high performance ECM system that could grow with the company as it expanded the In-Store offering. Alfresco's support for complex workflows allowed DMI to create content rules as simply as email rules. They could automate their content creation process by starting a workflow, converting content into another format, moving it to another folder, notifying a set of users and even extracting the key properties.

"Alfresco offered us a feature-rich content platform that allowed us to automate our workflow processes, and easily integrate with other open source and Microsoft technologies at a fraction of the cost of other systems. Alfresco was an important decision for us and one we have been very happy with."

Jeff Korn, Director, Technical Services, DMI

The Solution

DMI has been using Alfresco internally for the past three years. The company has on average between 2,500 and 4,000 players in the field for its In-Store offering. All of the content distributed to these players is managed through Alfresco.



DMI implemented Alfresco in its remote datacenter along with its CRM system, SugarCRM, and content distribution platform, XMPS. This allows content to be distributed quickly. DMI runs Alfresco on a Linux system with MySQL while the company's distribution system runs on Tomcat and Apache servers. Alfresco content is shared with a MySQL database that integrates with the distribution system for delivery over the Internet to the DMI players in each retail location.

DMI integrated Alfresco with AudioVAULT by Broadcast Electronics, which is used for local storage while the company is getting content ready for the field. Content is uploaded from AudioVAULT into Alfresco where it is worked on remotely to finalize for distribution to DMI's soundDNA players.

DMI leverages the workflows in Alfresco for the ingestion of content into the system and to help move content through the process from finalization to delivery. By integrating Alfresco workflows with third party tools, DMI can optimize the editing process. For example, Alfresco workflows help DMI with the normalization of audio content by trimming out any 'dead' air between songs and making volume adjustments to the audio content. The content is then compressed using Windows Media. Alfresco feeds the content through Windows Media and uses an Alfresco drop zone to import it back. This encodes the content with the correct parameters for the Alfresco interface, freeing up DMI audio technicians' and developers' time. Once the content is finalized in Alfresco it is sent through DMI's distribution platform and SugarCRM to the players.

"We have been able to integrate Alfresco with our editing tools and incorporate third party tools into Alfresco's workflow. By optimizing and automating this process, we have a seamless workflow that minimizes the number of times content is accessed and edited. Ultimately this saves us valuable time and resources."

Jeff Korn, Director, Technical Services, DMI

DMI's Alfresco repository has anywhere from 500 to 1,000 Windows Media or MP3 files in use monthly with a content repository of over 15,000 songs. The company also manages thousands of radio playlists in Alfresco. DMI uses MD5 encryption along with Alfresco security features to ensure that the data is only accessed by the appropriate individuals and devices.

Benefits of Using Alfresco

For DMI, the Alfresco solution has been an important component that allowed the company to expand its In-Store soundDNA offering threefold in the past three years. DMI can now offer companies a truly national or global in-store radio solution without being limited by technology.

"The ability to grow our business is the single biggest benefit from our Alfresco implementation. Not only was Alfresco extremely cost effective, but we now benefit from significant scalability and automation of a number of key processes. Alfresco has been easy to use, integrate and surpassed our stringent, initial requirements."

Jeff Korn, Director, Technical Services, DMI

With Alfresco, DMI has a professional system for creating and distributing content versus an unstructured environment that is hard to track. As a result, DMI has saved valuable resources and helped eliminate manual errors. This allows the company to produce audio content more quickly and with fewer revisions.

DMI plans to continue expanding its use of Alfresco by upgrading to the latest version of Alfresco Enterprise and evaluating Alfresco Cloud Computing offerings in the coming calendar year.



Alfresco Software,
Suite 700,
2839 Paces Ferry Rd SE,
Atlanta, GA 30339, USA.
Telephone: 877-238-4651

Alfresco Software,
The Place, Bridge Avenue,
Maidenhead, SL6 1AF, UK
Tel: +44 (0) 1628 876 500
Fax: +44 1628 876 501

info@alfresco.com
www.alfresco.com

DMI 1010