



LOUDtunes puts heart and soul into online music store.

Application	Online music store
Business Benefits	100% payback projected in 12 months; delivered world-class site in under three months; saved 90% in development costs by developing site internally
Software	IBM WebSphere™ Application Server, Standard Edition IBM DB2® Universal Database™ for Windows NT®
Hardware	IBM Netfinity®

Do you remember your first double LP? The smell of the cardboard, the paper sleeves, the oily-black vinyl of the record that you handled so carefully — maybe you sat on your bed reading the liner notes and looking at photos of your favorite musical artists. Today, digital music has revolutionized the way we store and access our music collections. The transition from LPs to digital music formats reflects the changes in our busy lifestyles: we want more information, faster.

“WebSphere Application Server enables LOUDtunes to deliver a competitive product and maintain an enormous volume of data with minimal staff.”

—Marguerite Mcleod, Chief Executive Officer and Co-founder, LOUDtunes



LOUDtunes offers Web users a backstage pass for all their favorite music with WebSphere Application Server and DB2.

Now, a new online music store, LOUDtunes, has devised a way to meet these demands while preserving the fun of record collecting. With the launch of its new Web site, www.loudtunes.com, LOUDtunes allows users to browse its online record "bins," listening, learning and linking across musical genres with the click of a mouse.

To create this global record store with the feel of a local record shop, co-founder and veteran audiophile Dee Baptiste chose IBM WebSphere Application Server, Standard Edition, Version 2.02 and IBM DB2 Universal Database for Windows NT.

"WebSphere Application Server enables LOUDtunes to deliver a competitive product and maintain an enormous volume of data with minimal staff," says LOUDtunes Chief Executive Officer and co-founder Marguerite Mcleod. "We expect to achieve 100 percent payback in 12 months.

From living room to livelihood

The idea for the store came about as an extension of Baptiste's personal interests. "I worked as a disc jockey, and friends would often ask me to compile music for them," he explains. "It seemed only natural to extend that ability to the Web." With the increased popularity of online shopping, Baptiste knew the market was ready for his vision. "The Web is the perfect medium for illuminating the connections between musical performers and their influences," notes Baptiste.

LOUDtunes does this by consolidating information in a DB2 database residing on an IBM Netfinity server. After performing a search by artist or musical genre, customers can view a list of albums featuring that artist, in addition to links for "followers," "collaborators," "roots and influences," "similar artists" and more.

WebSphere and DB2 drum up sound results

In choosing a database to store all this information, LOUDtunes evaluated products from IBM, Oracle, Sybase and Microsoft. "We sought a solution with the scalability to support the growth of our business. With DB2, we found a database that allows us to start out small, on a Microsoft® Windows NT system, and grow to an IBM RS/6000® server or even an IBM S/390® server."

As for WebSphere Application Server, Baptiste cites its native Java™ capability and support for Java Server Pages as decisive factors. "WebSphere enabled us to develop a world-class site in less than three months with a small team of internal staff," adds Baptiste. "We estimate we saved about 90 percent over the cost of using an outside solution provider."

Design your own jukebox

Launched earlier this year, LOUDtunes is focusing its efforts on developing site content, providing background information, biographies and audio clips of big-name artists and local favorites. Soon, LOUDtunes will allow customers to choose individual songs from a variety of artists. These can then be compiled on a personalized compact disc to be delivered by mail or downloaded directly to a hard disk. "These functions are the future of online music shopping," Baptiste says enthusiastically. "The consumers get just the songs they want to hear."

With all the music and information available on the site, LOUDtunes is making shopping for music fun again. "The Web provides a wonderful opportunity to present information in new ways," quips Baptiste. "Using WebSphere Application Server and DB2 Universal Database, we can capitalize on that potential."

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