



Smart Media Ltd

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Project Overview

Background

Smart Media Ltd is a media licensing firm, operating from the UK and managing the licensing of media on a global scale. Smart Media Ltd work closely with both international record companies, performing bands, and individual performers to correctly reimburse them for media played on a multitude of platforms: TV and radio channels, online streaming services and a multitude of pubs, shops and other smaller businesses in the UK. Smart Media Ltd act on behalf of their members, to collect money from the platforms of distribution, identify the associated media items which have been played, and correctly reimburse the members providing revenue for the recording companies and individual performers.

Business Case

In order to support efficiency and growth, Smart Media Ltd needed to revolutionise their business processes and IT systems to correctly and speedily reimburse their associated members. In 2008, Smart Media Ltd engaged with Deloitte for this undertaking, forming a combined team to support the delivery of this project.

During the initial Solution Definition phase, Deloitte designed the future solution for the business, covering both the business processes and the supporting technology, and defined an approach to achieve the target benefits in a phased implementation programme. The Solution Definition phase was completed in the given timeframes, and work is now underway to deliver the supporting systems.

Supporting Work-streams

The solution can be divided up into supporting work-streams, each responsible for delivering a key component supporting the business processes:

Member Management: Responsible for allowing performers and record companies to register their details with the system, and specify the type of membership they wish to hold with Smart Media Ltd.

Media Database: A structured database containing media information and corresponding metadata for UK and international audio and video recordings.

Usage & Matching: A system to capture and track the distribution of media, and match incoming playback information to recording items held in the media database.

Media Search Portal: A web based portal enabling internal users and members to search through the media database and identify their respective recordings. The users will also use this portal to add new recording information to media database.

Rights & Distribution Management: To determine the rights held on recordings by individual members and record companies, and manage the distribution of revenue to these members.

Time & Budget

Deloitte has been allocated a budget of £5 million for successful completion of this project within a 3 year time-frame. The client has agreed for a phased roll-out and part payments will occur upon successful delivery of key components of the system. Non-delivery within the agreed timeframes will trigger penalty clauses hence it is crucial that proposed project milestones are met.

Project Objectives

As a project management team, you have been tasked with taking ownership of the delivery of the **Member Management** work-stream on this project. A 12 month delivery timeframe has been allocated to this work-stream and you will be responsible for delivering a system to satisfy the following business requirements:

1. Enable new and existing members to register their details with Smart Media Ltd.
2. Provide an interface to the Media Search Portal enabling members to make claims on the recordings to which they have associated rights.
3. Provide internal users with a system to view and process incoming claims, and manage the claims workflow from creation and assignment through to verification and completion.

A detailed requirements document has been provided, containing the functional and non-functional requirements that are to be implemented, and the respective business rules which are to be applied.

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