



Company Name: Musinc

Funding Source and Value: Innovation Voucher 5,000 Euro.

Company Profile:

Musinc is a global online audio production library supplying the best compositions to the film, television, and advertising industries.

Problem to be solved:

Our primary issue currently is the amount of content that we are able to offer our potential clients. The industry feedback has been extremely positive with regards to our business model, industry positioning, and company ethos. The consistent and only criticism has been that we do not have enough digital content online. Our frustration is that we do have large volumes of content to provide to our potential customers but we do not have a process in place to expedite this service offering. A further extension to this problem is in improving the customer experience in finding and matching content to their needs.

How TSSG delivered the Solution for Industry:

Having liaised with Ben, we scoped and prepared a specification which would allow a system integrator implement with confidence. As part of this report, TSSG conducted a code-review of the existing Musinc code-based and associated infrastructure. On the results of this review and bearing the proposed innovation in mind, a number of recommendations for operation of future development activities were made. A state of the art analysis of audio metadata tools, cloud processing architectures, transcoding pipelines and basic search infrastructure was added to provide deep understanding of the implementation issues and solutions for not just Musinc but any related stakeholder involved.

Extensions to the existing system were designed and user interface wireframes created based on collaborative design with Musinc. The report also identifies the need for structured user trials and feedback in later iterations in order to provide data-driven design decisions. As a result, the feasibility of migrating not just the proposed solution but the entire Musinc infrastructure to Amazon Web Services (AWS) is being seriously considered.

WHAT OUR CUSTOMERS SAY

“ The Innovation voucher report prepared by Eamonn and his team at the TSSG was pivotal in the progression and development of our business model. We have been able to explore the potential that exists around various technical components and infrastructure to the extent that we have assessed with confidence that this is an innovative solution worth progressing. As such we have agreed to work together on a feasibility study that will ultimately lead into an Innovation partnership. We found that the TSSG technical expertise, research, and ability to convey and articulate both their findings and recommendations have been defining factors in our conviction to pursue this venture further with Eamonn and his team.

- Ben Wainwright, Musinc Ltd.

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