

# PIAS

## Strengthening Analytical Platforms with Automation

DIGITAL TRANSFORMATION SPECIALISTS

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# Success story

### The Challenge

PIAS, a leading global music label management company, supporting independent music worldwide, needed to modernise its legacy portal to stay ahead in an increasingly competitive digital landscape.

The company manages over 4 billion rows of streaming data, sourced from platforms like Spotify, Apple Music, and Amazon Music. Their existing system, built on PHP with embedded Tableau reports, had become slow, outdated, and challenging to use.

The system's limitations hindered label managers, artists, and labels from accessing the actionable insights required to compete effectively in today's market.

## The Solution

- Creation of a PoC: to demonstrate capabilities to integrate third party software and role-based user permissions through active directory
- Development of query builder and checker applications: to simplify the creation of data queries within a user-friendly interface capable of handling over 41,000 query permutations
- Collaboration and agile development: Working with in-house design teams using service design and event storming to align on requirements
- Modularised application build: focusing on visual, graphic charts for complex music data, user access controls and enhanced security and modular system to empower the users with a united interface.

## The Results

- Faster Time-to-Market: The PoC and subsequent builds showcased the power of OutSystems to accelerate development cycles
- Data visualisation excellence: The portal provided engaging, branded dashboards and real-time insights, exceeding expectations
- Enhanced UX: Features like onboarding modals, a notification engine, and a simplified navigation for boosted user engagement
- Streamlined development: The Query Builder and Checker tools enabled efficient query validation, saving significant development time
- Empowered users: users gained digital capabilities to use in live conversations with their clients, improving service quality




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**Big enough to deliver**
**Small enough to care**

### Elevate Your Quality Assurance with bespoke Testing Strategies

Transform your platforms with bespoke testing frameworks that address complex architectures and evolving needs.

**Contact us today to learn how we can enhance your testing processes.**