warner | music | group

Warner Music Group, Corp.
New York, NY
www.wmg.com

Industry:
Consumer Products

Annual Revenue:
$3.5 billion

Oracle Products & Services:

Oracle Database
Oracle XML DB
Oracle SQL*Loader

"Implementing Oracle Database 10*g* allowed Warner Music Group to load, validate, and consolidate mass amounts of digitally formatted information in an expeditious and secure manner." – Don Janik, Senior Technical Manager, Warner Music Group

Warner Music Group Streamlines Management and Storage of Digitally Formatted Data

With its broad roster of new stars and legendary artists, Warner Music Group (WMG) is home to a collection of the best-known record labels in the music industry including Asylum, Atlantic, Bad Boy, Cordless, East West, Elektra, Lava, Maverick, Nonesuch, Reprise, Rhino, Sire, Warner Bros. and Word. Warner Music International, a leading company in national and international repertoire, operates through numerous international affiliates and licensees in more than 50 countries. Warner Music Group also includes Warner/Chappell Music, one of the world's leading music publishers.

Challenges

- Replace WMG's existing data infrastructure, which lacked the flexibility needed to handle new and standardized XML based data
- Prepare for compliance with anticipated Recording Industry Association of America (RIAA) standards for electronic messages

Solution

- Implemented Oracle Database 10*g* Release 2 to streamline collection, consolidation, verification, and mining of critical data
- Gained the ability to collect, validate, and track information from a variety of business partners, preparing WMG to comply with an anticipated RIAA initiative to standardize electronic messages and data in the recording industry
- Enabled expedited loading and validation of digital information
- Used Oracle Database 10*g* to process 20 megabytes of information and more than 6,000 transactions within minutes

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