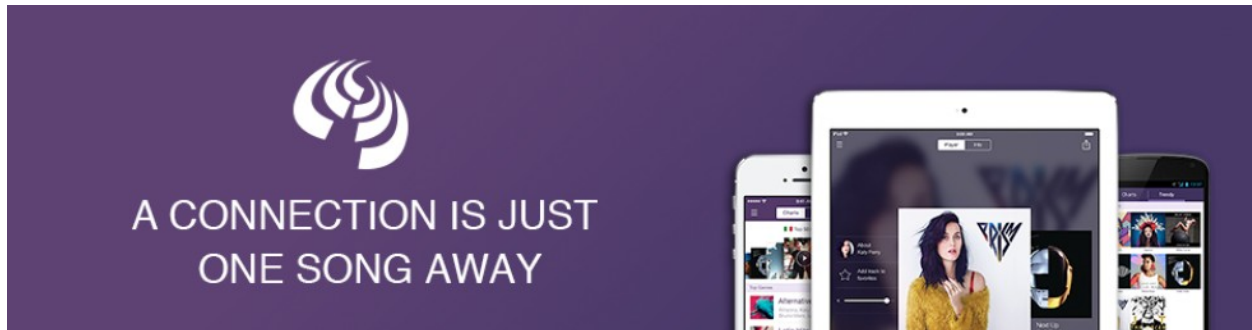


# Soundtracker



## About Soundtracker

Soundtracker is a social music network that offers its users a unique geo-localized music discovery and enjoyment experience. The system streams its 32 million tracks to millions of active users around the world on a daily basis, generating a huge number of data points indicative of where, when, by whom music has been listened to, on which devices, and on which wireless networks.

Soundtracker is available worldwide on the following platforms: iOS, Android, Web, Windows Phone, Windows 8, Nokia Java, Symbian, MeeGo, BB10, Tizen, Bada, Google TV, Amazon Store, Samsung Apps, Nook, Opera, Google Glass, Google Chromecast, and Samsung TV. Work is underway in the Automotive and Health & Fitness spaces.

Drawing from this huge catalog, users can create geo-localized music stations featuring their favorite artists, and then listen to them with their friends in real time. Additionally, users are able to discover new music and new people through GPS technology. Soundtracker's social features also offer users the opportunity to chat with each other, share stations via Facebook, Twitter and Email, and geo-tag music on Facebook, Twitter, Google+, and Foursquare.

*"Data is constantly shaping the way in which Soundtracker's business is evolving. We needed a constantly updated, dynamic, and cost effective way to normalize and analyze the mobile device data generated by Soundtracker users. ScientiaMobile with its InSight platform provides Soundtracker with this capability."*

*Daniele Calabrese  
CEO of Soundtracker*

## The Challenge

Businesses continue to increase the amount of data they collect about how end users use their products and services in the field. In fact, business intelligence has become one of the most valuable tools that top companies use as they seek to gain competitive advantage.

With over 350 million location data points, the Soundtracker team collects and integrates this location data from all operational sources

into a multi-dimensional data warehouse. After processing massive amounts of data on the usage of music, Soundtracker serves this information to a set of interactive HTML5 OLAP Dashboards. These dashboards are targeted at industry verticals interested in exploring, aggregating, and filtering Soundtracker’s data without pre-determined constraints.

Soundtracker makes many parameters available for analysis including:

- location (e.g., continent, nation, region, city)
- device (e.g., tablet/smartphone, operating system, model)
- wireless network(s)
- music descriptors (e.g., label, genre, artist, album, song)
- measurements like the number of songs listened to, revenue generated, and the number of clicks/views by a user

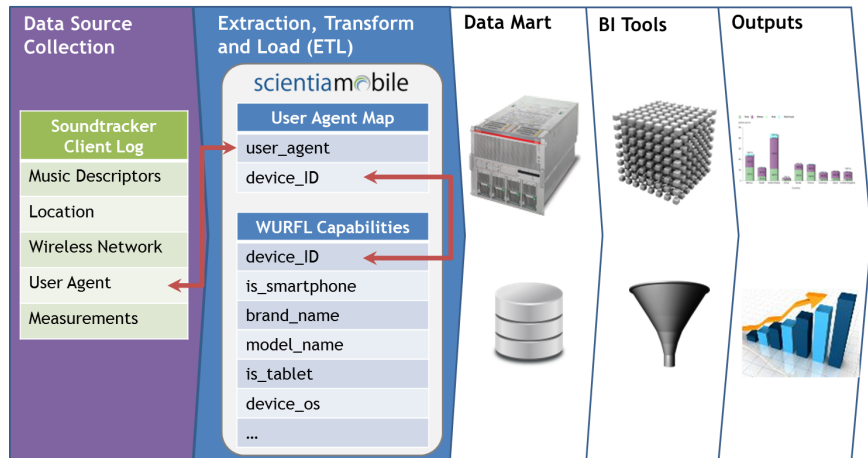
### The WURFL InSight Solution

Extracting relevant information from Soundtracker’s raw data requires serious attention during all steps of the business intelligence life cycle. Soundtracker captures data from users and combines it with other data sources to generate enriched information. This information is then retrieved and filtered by business intelligence tools.

*"What we like most about WURFL InSight is the cost effectiveness of this solution. We were already tracking the user agent for each client involved, but we truly wanted to take the most out of this precious information."*

Daniele Calabrese  
CEO of Soundtracker

**Table Joins Between WURFL InSight and Soundtracker Logs**

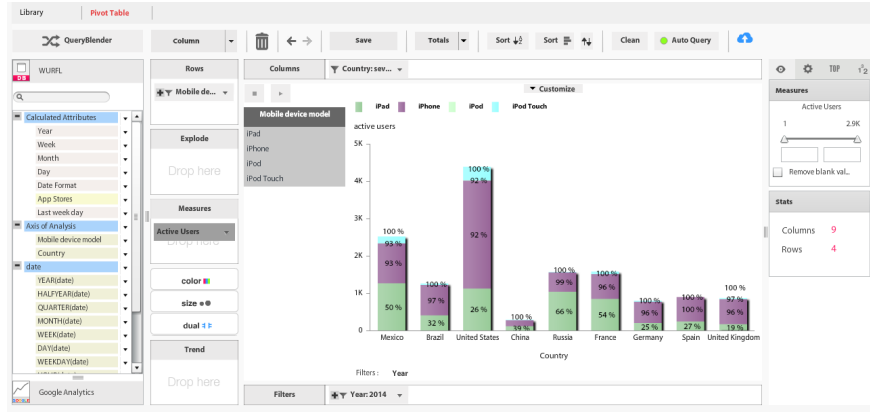


When a Soundtracker user plays a station, this event is recorded in an internal client log. Soundtracker also captures a key piece of data, the User Agent (UA), in this client log. During the Extraction, Transformation, and Loading phase (ETL), Soundtracker can use this data to join:

- Soundtracker’s core business information (plays, news, social interactions, etc.)
- The client log user agent
- WURFL InSight’s device capabilities and descriptions

With this enriched, multi-dimensional information, Soundtracker can offer unique data intelligence about music usage and users to their data customers.

### Soundtracker OLAP Dashboard



Soundtracker selected ScientiaMobile’s WURFL InSight solution to help enrich its data by supplying device model, descriptions, and capabilities. WURFL Insight provides a table-driven approach that is simple to integrate and met Soundtracker’s needs perfectly. As a data service, WURFL InSight constantly updates its tables so that Soundtracker stays up to date on the latest devices. Tracking the hottest devices among users and understanding their capabilities can lead to critical insights for Soundtracker’s data customers.



### **WURFL InSight's Key Benefits for Soundtracker**

- Enriches data by adding device information and capabilities
- Easy to integrate
- Always up to date
- Low cost integration and maintenance

### **Results**

By leveraging WURFL's InSight, Soundtracker was able to bring their data to a whole new level of enrichment. After setting up WURFL InSight to feed into the data warehouse, Soundtracker is now able to instantly characterize, create distinct views, and analyze common patterns in their OLAP Dashboards.

WURFL InSight is now an integral part of Soundtracker's multi-dimensional star schema. With this information architecture, Soundtracker provides updated and accurate device dimensional information in relation to the usage of the Soundtracker platform, for both internal use and for Soundtracker's partners.

