



Case Study

Music Streaming Platform



ABOUT US

BlueArc Technologies is a leading provider of AI-driven business process automation, empowering organizations worldwide to achieve operational excellence.

We help businesses turn inefficiencies into growth opportunities, driving innovation through tailored, transparent automation solutions that deliver measurable results and sustainable impact.

CHALLENGE

The client aimed to build a subscription-based music streaming platform that helps independent artists monetize their work and connect with fans. The solution needed to unify content management, subscriptions, and engagement, ensure secure payments with transparent revenue tracking, deliver personalized recommendations at scale, and provide an intuitive interface for both artists and listeners.

COST OF NOT CHANGING

- Revenue loss: Artists lacked direct monetization channels.
- Poor engagement: Listeners struggled to discover new artists and curated playlists.
- Operational complexity: Fragmented tools for content and subscription management.
- Competitive disadvantage: Without personalization and analytics, user retention drops.

SOLUTIONS

We developed a cross-platform music streaming ecosystem featuring an artist dashboard for content management and revenue tracking, a listener app with personalized playlists and curated recommendations, secure multi-currency payment integration, real-time analytics for engagement insights, and a scalable architecture built to support thousands of artists and millions of listeners.

OUTCOME

We empowered over 1,000 artists to monetize through subscriptions and engaged 2,800+ listeners with curated playlists and exclusive content. Personalized recommendations boosted retention, transparent revenue tracking built trust, and a scalable solution launched successfully within six months.



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