



## SOLUTION BRIEF

### Customer Profile

Slicethepie enables artists to raise money directly from their fans, to professionally record and release an album, by turning music fans into a record label.

### Business Situation

A start up company, Slicethepie needed an end-to-end business technology solution that would grow with the company.

### Solution

- > Microsoft Dynamics GP
- > Microsoft Dynamics CRM
- > Microsoft Office 2007
- > Microsoft SQL Server
- > c360

### Benefits

- > Working effectively from day 1 of website launch and interaction with 25,000+ registrants
- > Users are happy with familiar Microsoft interface
- > Easy implementation and integration with website
- > HTML e-mails from Dynamics CRM reinforce brand imaging
- > Already receiving positive feedback on the level of service offered with support by Dynamics CRM

### Industry

Business Services: Music Industry

## ePartners Success Story

# Slicethepie Digs into a Slice of Microsoft Dynamics with ePartners



It's apparent when you visit Slicethepie.com that you are visiting a site created by music lovers. Music starts up. You're asked if you are a music fan, an unsigned artist or band, or if you want to finance or trade artists and bands. You register, and before you know it, you have your slice of the music pie.

Slicethepie is more than just a cool website though – it's a way for artists to raise money to put out an album. After being up for only four and a half months, Slicethepie has already exceeded its year-end goal of 25,000 members worldwide (6,000 of which are artists), and has notable success stories. One is Gillkicker, a UK-based Indie rock band. The band raised \$30,000 in just one week through Slicethepie.com, and has attracted a record label.

It's hard to believe that the concept was first conceived only two years ago. What began as a simple question: "If artists are unable to make a decent living, will music inevitably decline in quality?" has quickly become a full-blown company. The group quickly began its quest for an integrated ERP/CRM system. "We knew that from day-one of the website launch, we needed to be able to operate efficiently and effectively with all of our systems and processes running smoothly," says Operations Manager Steve Cox. "We were looking for a system that would sustain our growth over the next several years, but wouldn't involve a half a million pound investment."

Slicethepie looked to ePartners to provide a recommendation, and, after comparing several vendors, chose Microsoft Dynamics GP and CRM. "The fantastic thing about ePartners is that they sit down with us regularly and look at what we need both now and in the future," says Cox. "They keep us well-informed of all of our options."

Slicethepie selected Dynamics CRM to manage the vast amount of data gathered on the website, to move members down the Slicethepie path, and to offer excellent customer service. Dynamics CRM, along with c360, manage each site registrant through the process from someone listening to music in a scout room, to becoming a 5-star rated scout, to a financial investor if that's the path they will choose. "We know that not everyone who is a music lover will become a music investor or trader," says Cox. "It takes different personalities to fill those different roles. But we give everyone the opportunity to decide how they want to participate."

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Each message sent to Slicethepie members through Dynamics CRM is in HTML, reflecting the color scheme of the website and reinforcing brand imaging. "We have received positive feedback already on the level of service we are able to offer because of Dynamics CRM," comments Cox. Slicethepie is using the sales and marketing functions within Dynamics CRM as well. "Dynamics CRM was the logical choice for us, and it has already proven itself."

To manage its financials, Slicethepie selected Microsoft GP because of its flexibility and ease of integration with the site (as well as Dynamics CRM). "I have used Dynamics GP extensively in the past and I'm looking forward to enjoying the benefits and full impact of the integrated system," says Lisa Enright, Management Accountant for Slicethepie. "Our team feel comfortable using the familiar Microsoft interface, and Microsoft affords us a lot of options for the future."

Dynamics GP needed to work well with the company's complex website schema and unusual chart of accounts. "The ePartners consultant was first class. He came in, and within two hours, understood the fundamentals of our very complex business logic and what he needed to do to make GP work in our environment," says Cox.

### Future Plans

Slicethepie is looking at Microsoft Office SharePoint Server and Vista Gadgets as potential next steps. "This is exactly why we chose ePartners as our Microsoft provider," says Cox. "They are looking into the future for us and will help us determine what's coming next."

### This is how Slicethepie works:

1. Artists sign up, upload their profile and join an Arena.
2. When the Arena is full (up to 1,000 Artists) the Scout Room opens.
3. Music fans earn money rating tracks and writing detailed reviews.
4. Each track receives at least 20 reviews.
5. The 20 highest rated artists from the Scout Room go forward to the Showcase.
6. Music fans vote for their favourite Artists within the Showcase.
7. The Artist who gains the most support receives £15,000 (\$30,000).
8. Fans can then finance Showcase Artists by buying Backstage Passes.
9. Backstage Passes give fans exclusive access to the artist, participation in the recording process, a free copy of the album and exclusive rights to buy Contracts in the artist at a discount.
10. Fans buy Contracts that entitle them to a return based on the number of albums sold by the Artist over a 2 year period
11. The Artist receives the money (non-recoupable) and goes off to record the album, keeping in close contact with Backstage Pass holders in a private part of the site.
12. The Contracts become fully tradable on the Slicethepie Exchange, fluctuating in value depending on the anticipated prospects for the album.
13. The album is released and Slicethepie receives £2 royalty on every album sale.
14. The Artist keeps all their copyright and publishing rights and remains free to sign a record deal at any time.



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