



## **Technical Notes**

E-Partner Scheme System Integration

**Faber Music Ltd**

## **1. E-Partner Scheme Architecture Overview**

The E-Partner Architecture has been designed and implemented to provide our partners with all technology they need to sell fully licensed arrangements as sheet music downloads through their websites and consists on the following main 5 building blocks:

- A. Faber Music Backend System (SQL Database and Copyright App);
- B. E-Partners Store Management Tool (E-Partners App);
- C. E-Commerce Platform (ECF Mediachase G5.1);
- D. 1-N Front-end 'Skinned' stores, for example:
  - o <http://musicradar.epartnershub.com>;
  - o <http://bladmuziekpiano.epartnershub.com>;
  - o <http://jazzwise.epartnershub.com>;
  - o <http://musesheetmusicdownloads.epartnershub.com>;
- E. 3<sup>rd</sup> party Payment System (Secure Hosting).

All E-Partners applications use ASP.NET 3.5 and C# web technologies and SQL Databases.

The E-Partner scheme currently supports the following two types of E-Partners to link with the Faber Music central hub:

- I. Start-up template sites built by Faber Music and using Faber Music's e-commerce platform.
- II. Those with established sites but using Faber Music's e-commerce platform (skinned stores).

## **2. Integrated Solution Overview**

If you have an established website with your own e-commerce solution and you just require access to our contents to re-sell them through your site, we can help you to integrate our central hub with your existing system.

The so called 'Integrated Solution' consists of:

### **a. An E-Partners Store Management tool:**

It's a web application that allows you to log in to your E-Partner account, access and browse the hub, select/deselect contents to sell through your download site, view all the arrangement available to you, send request for new songs/engravings. We will provide you with login credential.

**b. XML data feeds to transfer contents from our hub to your system:**

We use a bespoke export/extract system that generates XML data feeds of our E-Partner's hub contents. The feeds are automatically generated every 24 hours, every day at 2 am and include the latest full set of data selected in your catalogue. The feeds consist on a list of 'engravings' (sheet music scores) and its related metafields (i.e. 'Song Title', 'Artist', 'Composer', 'Copyrights year', 'Price' etc). We will provide you with a FTP client account to access a dedicated folder onto our Web Server where you can retrieve the XML feeds file anytime. Please note that the XML feeds do not include the digital sheet music file. A Public API is provided to accomplish that (see below).

**c. E-Partners Public API to record sales and retrieve digital sheet music files (flash file):**

This is an Application Programming Interface that enables you to record sales of our contents through your site and thereafter retrieve the digital sheet music files. It consists of two main methods:

○ **“record-sales” method:**

A call to the “record-sale” method needs to be done each time one of our contents has been sold through your website. This method returns a SaleID parameter. You will need this parameter in order to call the ‘get-url’ method.

○ **“get-URL” method:**

This method returns the ‘engraving’ location (URL). The digital sheet music is a flash file with an embedded print button. Your customer can print the download simply clicking on the ‘print’ icon; therefore you will need to display the flash content on your front end store. We currently use a fairly easy method to embed flash content into our websites, called ‘SWFOBJECT’. You can find full documentation at

<http://code.google.com/p/swfobject/wiki/documentation>.

For security reason the URL returned by the ‘get-url’ method is unique and it's valid for only one access; the URL is dynamically auto generated each time the method “get-URL” is called. Within 7 days of the order date the method “get-URL” can be called as many times as you want, after 7 days the user won't be able to get the URL anymore. You must consider this aspect when implementing your custom order history and delivery engraving widgets.

For a more detailed description on the Public APIs please refer to the “E-Partner API Step by Step Explanation” document.

### In nutshell you will have to:

- Retrieve and parse the XML feeds to embed our metadata in your e-commerce system; you'll need to perform this process in a regular basis (at least weekly) to ensure you are selling up to date contents.
- Make use of your basket widgets such as "add to basket", checkout process and payment functionalities;
- Incorporate customer and account management widgets such as registration/login, order history and delivery of digital downloads;
- Adapt and optimize your catalogue widgets to allow search, browse and product details & previews of digital sheet music.
- Interface your transaction handling with our Public APIs to record sales and retrieve the digital sheet music download (flash file).
- Embed the flash contents on your website.