

## Dauntless Solutions Enables SacredSheetMusic.com to Upload E-Products to Their Site 1,500% Faster

### Sacred SheetMusic.com

- Online venue where Christian composers publish their works
- Lack of site usability turned it into a dead-end business
- Tedious music upload process resulted in a multi-year backlog
- Incompetent developer crashed the site, rendering it useless
- Hired Dauntless Solutions to rebuild their website and automate their systems
- Resulting in advanced catalog search capabilities
- Vender portal with automated product upload
- Instant e-product delivery with automatic royalty calculations
- Foundation for indefinite business growth



### BACKGROUND

SacredSheetMusic.com (SSM) is a conservative Christian music publisher. They were founded in 1986 by Dr. David Parker who is professor of music at BJU. The company is devoted to providing vocal and instrument sheet music to talented musicians. To that end they teamed up with many accomplished composers, publishing a total of thirty-three volumes, and selling tens of thousands of copies over a period of twenty years.

Industry shifts led Dr. Parker to take the company online in 2007. This resulted in the eventual phase-out of their published books as they changed to electronic delivery through pdf download.

### CHALLENGE

#### Website Usability Problems

The move online enabled SSM to position themselves as a venue for private composers. This added volume served to magnify the site's lack of usability as Dr. Parker struggled to post everyone's music online.

"From the very onset I felt the limitations of the site," said Dr. Parker. "It was a convoluted, difficult process, taking an extreme amount of time to put up just one piece of music." Despite this challenge, vender momentum built. By the end of 2013 SSM had two years of backlogged music submissions waiting to be posted.

"The demand it put on me to get the music to the site was so tedious it wore me out," said Dr. Parker. "The site was depressing me; it was definitely a dead end as far as my time and how it could grow. Naturally that robbed me of wanting to put more music up even if I had the time."

#### An Incompetent Developer

From the very start SSM used the same developer. According to Dr. Parker, "He was extremely difficult to work with, to the point where just about every question I asked I would not get a response. It could take up to two weeks; in that time I would ask him four or five times. I would be wondering, 'Where is this person?' When he would finally weigh in he would scold me. It was not a pleasant working environment at all and I kept wondering, 'how can I get out of this?' I was afraid to take the music somewhere else, because the developer had led me to believe that the site would probably break. I really felt trapped."

Then during the strongest selling time of the year, SSM started getting customer emails saying the site was dead. "I didn't even realize it had gone down. So I contacted the developer and it turns out he had moved it to a whole new server that was not compatible. When I asked him about it, all he did was scold me for not keeping the software up to date."

The momentum SSM had worked so hard to build came crashing down as

customer after customer was turned away. Meanwhile the developer either could not or would not fix the site.

## SOLUTION

All hesitancy to leave their current developer dissolved; the only question remaining was where to go. The solution arrived unexpectedly when a talented young composer, Matt Bennett, who was also a developer at Dauntless Solutions, decided to submit several of his piano solos to SSM. Hoping his pieces would be up by Christmas 2013 he was concerned to find the site down.

As a business consultancy, Dauntless Solutions realized the repercussions of leaving the site down over Christmas and so, as a good will gesture, offered to bring the old site back on line. "All I can say is that this was God's providence working in our ministry," said Dr. Parker.

"From the outset I felt like God was orchestrating the entire process of saving and rebuilding my website. I was so relieved to be out from under my former developer, but at the same time I was scared about completely rebuilding my site from scratch – and if it would ever really be very good."

"The Dauntless team treated me with gracious respect and professionalism from the very onset," continued Dr. Parker. "They were very knowledgeable in all aspects of web commerce including legal issues, architecture and the process itself. It was so refreshing to have someone that promptly communicated with me no matter what my questions were. If I had to go through this process again I would absolutely hire the Dauntless team. They have my highest recommendation."

With a competent team at his disposal, it was not long before Dr. Parker decided to move forward with a completely new site. "Conceptually we built the website much different than originally," he said. "It isn't just a new face to the old process,

it's what I could only dream it could become."

The project started with the exploration of where the company was headed. This enabled Matt, the project developer, to lay a foundation that could handle exponential growth. "It was the process of Matt and me going back and forth and coming up with the best solution," said Dr. Parker. "His talents and gifts combined with my abilities, resulting in the best solutions – it's been fantastic."

The plan was for a royalty site where vendors could log in, post music for sale themselves, and be paid quarterly, all through automated systems. It included a catalog with extensive search capabilities and automatic digital delivery of products. Once implementation started things moved steadily. There were a few bumps along the way, recalls Dr. Parker, but they were fixed quickly, with turnaround time being surprisingly fast.

## RESULTS

### Time Savings

Having an automated system is an amazing time saver. "The value is so great it is almost hard to quantify because I look at this as so many light-years beyond what we had before," said Dr. Parker. "As this picks up momentum again on the web I think it has the potential to grow exponentially."

According to Dr. Parker the results were immediately evident. Instead of taking thirty minutes to upload one piece of music it now takes only two minutes. That is a 1,500% increase in time productivity.

Dr. Parker tells of one vendor that had seventy instrumental pieces tied up in the backlog. "Last week I got those all up in less than a day!"

It gets even better. On the old site it would have taken at least thirty-five hours to post those seventy pieces. With the new system it will only take two and a half hours and for the first time in SSM history that is now done by the indi-

vidual vendors. This means Dr. Parker no longer has to upload music to the site – each individual uploads their own music so the time savings for Dr. Parker is actually infinite!

### Energy to Grow

"The new site does so much more of the work for me," said Dr. Parker. For the first time in years he is excited about where SSM is going. This new energy has already resulted in some fantastic steps forward. "I never had time to track down the pdf download permissions for the pieces [in the 33 volumes] that we didn't own. Well, this summer with a little more time I tackled this situation. We are down from between 30-40 numbers that did not belong to us to now I have permissions for all of them but two." This is just the beginning of the new progress!

### Larger Orders

"One of the unexpected benefits of the new site is that people are generally buying more things per order than they were before," said Dr. Parker. "I have to think that is because of the design and layout, the tremendous search process that we now have."

### Finding Solutions Together

Working with his developer has changed drastically too. "Matt has been one of the most delightful people to work with," said Dr. Parker. "He never shows any irritation at my constant barrage of emails. What's been so great about this working relationship is that I throw everything at him, even if I don't know how to implement it. Often he has better ideas and he presents them to me and they make absolute sense; together we come up with the best solution. It could not be a better working relationship. I look forward to working together for a long time to come."

If you are interested in learning how your company can start automating its business systems for greater time efficiency, check us out at <http://Dauntless.Solutions> and schedule a time with us for a consultation call.

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Dr. David Parker  
Owner of SacredSheetMusic.com

