



Dance-Tunes B.V.  
Amsterdam, The Netherlands  
[www.dance-tunes.com](http://www.dance-tunes.com)

#### Industry:

Retail

#### Employees:

5

#### Oracle Products & Services:

Oracle Database Standard Edition  
Oracle Application Server  
Oracle Developer Suite  
Oracle Reports

#### Oracle Partner:



Itium  
[www.itium.nl](http://www.itium.nl)

**“By using Oracle Application Express as a development tool we have a system that makes us operate like a full-fledged digital music download store, with all the business processes fully integrated into a single database.”** – Denis Doeland, General Manager, Dance-Tunes B.V.

### Dance-Tunes B.V. Launches Online Store on Highly Scalable, Reliable Data and Application Infrastructure

Dance-Tunes is an online store for electronic dance music (MP3s) for DJs and dance fans. Dance-Tunes.com provides its customers with access to a legal, secure library of more than 300,000 tracks from more than 6,500 independent, global dance labels. The library is growing by more than 10,000 tracks every week. In addition, Dance-Tunes offers more than 5,000 albums, compilations, and DJ mixes, as well as free podcasts of dance events and DJs. Customers can purchase music downloads on a per-track basis or based on a special-offer bundle.

#### Challenges

- Create a chargeable online download platform for music to counter illegal downloads
- Prepare for the future increase in the number of users, in line with Dance-Tunes' global ambitions
- Guarantee the security and manageability of music and downloads

#### Solution

- Worked with Itium, an Oracle Partner, to develop a content management system using Oracle Application Express, Oracle Developer Suite including Oracle Designer, and Oracle Reports
- Ensured that the music and all other content can be stored securely and managed in one Oracle Database
- Achieved integration with the online payment systems Bibit Global Payment Systems and DocData Payment Solutions, enabling seamless transactions
- Ensured scalability and reduced hardware costs by running Oracle on Linux
- Created, in a relatively short time, a complex data and application infrastructure designed to help Dance-Tunes run its entire business