ASCAP Migrates to the Cloud and Builds AWS-Native Applications

Executive Summary

Every second of the day, tens of thousands of songs begin to play in every corner of the world, creating trillions of performance transactions each year. Most songs have multiple rights owners of composers, writers, lyricists, and publishers (many of whom are members of ASCAP), each with their specific complex ownership percentages, payment instructions, and tax distribution details. ASCAP is the world leader in performance royalties, advocacy, and service for music creators.

> *"Domestic revenue collected by ASCAP in 2019 was $945 million, up $39 million over the prior year, driven in part by an increase in audio streaming which increased 16%.*
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> *ASCAP continued its track record of innovation, with investments in state-of-the-art technology systems to process trillions of performances annually. We also completed a project that moved ASCAP's survey and distribution systems into the cloud, making them more efficient and cost-effective in the distribution of over $1 billion annually to ASCAP rightsholders."* - 2019 ASCAP Annual Report

To be truly successful in their mission, ASCAP must also succeed in advancing their agile development processes, modern cloud architecture, development techniques, continuous integration, continuous delivery tooling, robust security-first mindset, automated testing, strong cloud economics, and a sophisticated DevOps culture.

Customer Challenge

Data volume grows by 5-10% every quarter with the increase in affordable consumer bandwidth availability from mobile broadband and video streaming services. This rise in digital consumption placed tremendous strain on ASCAP's data center with finite processing capacity. As a result, ASCAP decided to embark on their cloud journey to achieve necessary agility, scalability, and economy.

About ASCAP

Founded in 1914, the American Society of Composers, Authors and Publishers (ASCAP) is a Performance Rights Organization (PRO) of 800,000+ songwriters, composers, and music publishers.

ASCAP is the only PRO in the US owned and run by its members, as well as the world leader in performance royalties. As such, ASCAP enjoys reciprocated collaboration with hundreds of foreign PROs and societies in the collection of over $300 million in international royalties.

ASCAP licenses over 11.5 million songs & scores to the businesses that play them publicly. They distribute the money as royalties and use cutting-edge technology to process over one trillion performances every year, more than any PRO in the world.

ASCAP needed a capable trusted partner to help them navigate the ever-increasing complexities of performance rights licensing, rapid digital transformation, diversification of distribution channels, proliferation of intermediaries, and disruption of new competitors.

Converge Solution

In March 2017, Converge worked with ASCAP to build a "Cloud-Native Matching Engine" proof of technology (PoT). This produced an impressive Python application, showcasing the enormous potential of AWS.

In September 2017, Converge kicked off the successful development of ASCAP's first cloud-native International Distribution Application (IDA) to process hundreds of millions of payment records for $300M+ of revenue from around the world.

With these and other successes, Converge completed an Enterprise Cloud Advisory and Migration Strategy Project with recommendations approved by the Board of ASCAP to adopt the All-In-Cloud strategy. This began a three-year effort to completely leave ASCAP's data centers.

In 2019 and 2020, Converge helped revitalize the agile application development processes at ASCAP and led many AWS-native application development projects, including:

- Online Member Enrollment
- Cloud-Based Payment Gateway
- Cue Sheet Processing System
- Enterprise Authentication, Authorization, & Auditing with Cognito
- Enterprise ElasticSearch Services
- Member Access Portal Modernization WebSphere WAS to AWS
- Enterprise DevOps Center of Excellence & Platform Engineering
- QA Automated Testing

In 2021, ASCAP will complete its All-In-Cloud journey on schedule.

Results & Benefits

ASCAP found the right partner in Converge as they embarked on their digital transformation. Their goal was not only to migrate to the cloud, but also to build modern AWS-native applications. ASCAP is succeeding in advancing their agile development processes, modern development techniques, continuous integration & deployment tooling, security, automated testing, strong cloud economics, and sophisticated DevOps culture.

Our consulting services mega-account program management approach turned an emergent client into a true mega-account. As a consulting service provider, Converge has become a trusted advisor for ASCAP. Therefore, the we are their first call for most of their software/hardware purchase considerations.