

Creating a user-friendly musical experience for Barix

CGI created a bespoke online solution to help Barix provide an intuitive, easy-to-use audio management platform to its multinational retail and hospitality clients

Sharing a musical landscape

Barix is a leading audio technology company with a knack for innovation and expertise in developing audio over intellectual property hardware. Its products and support span standard and specialty applications, from broadcast to audio analysis.

One of its key offerings is SoundScape. This complete audio solution delivers pre-planned and live audio to shop floors, lifts and lobbies around the world via Internet of Things (IoT) devices.

Giving clients creative control

With developing the SoundScape concept, Barix wanted to give clients a single, centralised source for content delivery, network-wide monitoring and management.

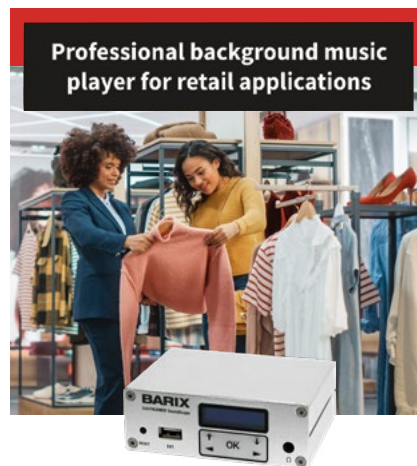
This website or portal needed to be secure, lightweight and user-friendly so clients, like major retailers and global hotel chains, could easily control each of their SoundScape devices around the world - ensuring that every premise was both on-brand and tailored for local customers.

Aware of our expertise when it comes to bespoke software, Barix contacted us directly to ask if we could propose a solution. After a period of consultancy, we did just that – defining the parameters of the solution they needed before building it and going live.



Key benefits:

- A single, central scheduling portal
- Secure access for clients
- Greater flexibility over playlists and locations
- Predictive maintenance capability
- Easy-to-use visual scheduling tools
- Automated update scheduling
- Reduced admin due to licencing logs



Working in parallel

Following the initial consultancy period, it was important that we worked closely alongside Barix as they manufactured the SoundScape devices that our software would ultimately be used on. The process had to be collaborative, with both parties developing the hardware and software in sync.

This required a lot of security discussions between our two teams to make sure the IoT audio devices had a secure API - developed by CGI - which communicated with the website but was also protected against cyber-attack.

These extensive discussions meant that the entire process from consultancy to development, followed by testing and deployment went smoothly.

A visual solution for client audio

SoundScape is a complete solution to manage and distribute audio over IP networks. It offers clients a single, centralised solution for playlist delivery and network monitoring.

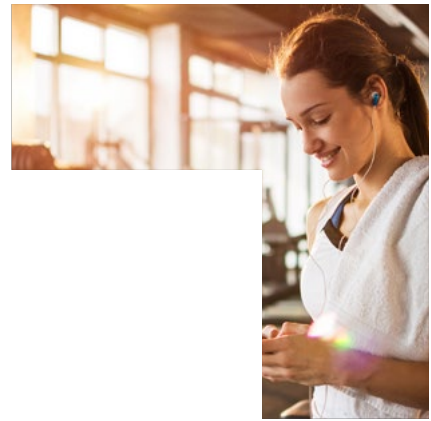
The client-facing website is easy-to-use, with lots of visualisations to guide clients through the extensive scheduling options. The secure portal provides clients with central control over all their devices around the world, so they can schedule playlists, switch between live and stored content, and have flexibility over playout options for specific events and locations.

To keep the music playing, our solution also encompasses fault finding and predictive maintenance. Whenever an audio device goes offline or behaves in a way that's unexpected, the SoundScape portal flags this. To make the process even easier, upgrades are also integrated into the portal so that any updates are clearly flagged in good time, giving clients the ability to strategically plan upgrade rollouts.

What's more, frequently accessed audio is cached on Barix's customer system. This not only reduces the data burden on clients, but also means that SoundScape can log what's been played and create up-to-date records to track licencing costs.

An ear to the future

SoundScape now provides numerous commercial sites across retail and hospitality with a flexible, comprehensive in-store audio solution. Years after our successful partnership began, we continue to support the online portal.



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About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 88,500 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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