

Beon Music Store by Sanborns, Telmex

The first online music store in Latin America

Customer: Sanborns
Industry: Retail

Customer Profile

Sanborns is the largest CD retailer and one of the largest overall retail companies in Mexico, operating over 150 department stores, 34 cafés, 65 music stores, and more than 150 supermarkets.

Business Situation

Sanborns required a reliable and flexible system that would enable them to distribute digital music via the Internet, as well as through online kiosks in more than 300 stores around the country.

Solution

Sanborns chose LabOne Systems and the Media-iBox platform to help them create their digital music store.

Founded in 1928, Sanborns is the largest CD retailer and one of the largest overall retail companies in Mexico, operating over 150 department stores, 34 cafés, 65 music stores, and more than 150 supermarkets.

BUSINESS SITUATION

Sanborns, in an effort to develop a more robust online presence, created Beon, an online music portal and store. They required a reliable and flexible system that would enable them to distribute digital music via the Internet, as well as through online kiosks in more than 300 stores around the country. They recognized they were losing competitive advantage every day, so implementation had to be quick.



Beon Music Store homepage

SOLUTION

After a market study and strong recommendations from Microsoft, Sanborns chose LabOne Systems and the Media-iBox platform to help them create their digital music store. As an encore, kiosks were installed in selected brick-and-mortar locations around the country. The solution, deployed within 90 days, provided adequate response to Sanborns' desire to address new markets and protect its business from other digital movers. LabOne's Media-iBox technology was pervasively applied, from website and kiosk front-end construction to network distribution and in-store online radio.

FOR FURTHER INFORMATION:

<http://www.labone.net/success/beonsanborns>



Shopping cart screen and personalized content pages