



THE SAVVYTUNES WHITE PAPER

www.savvytunes.com.au

Client : Savvy Tunes

Project: Build the new "Savvy Tunes" white label music store.

About: This document provides a summary of all the features, functions, design, graphics, systems, Google Analytics, Logo, Comp Cards, and general digital media that we created and managed for the client.





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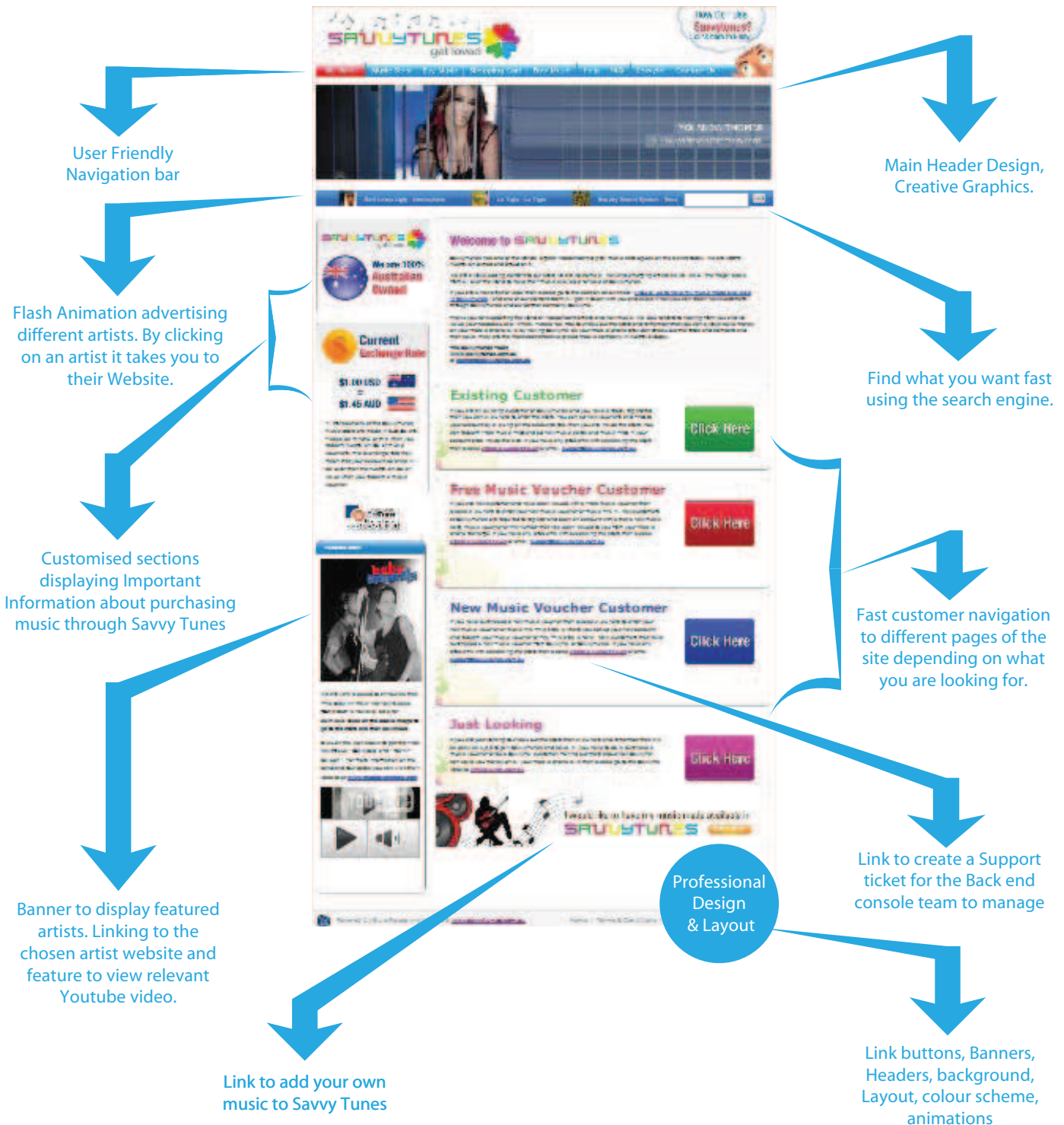
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- HOME PAGE

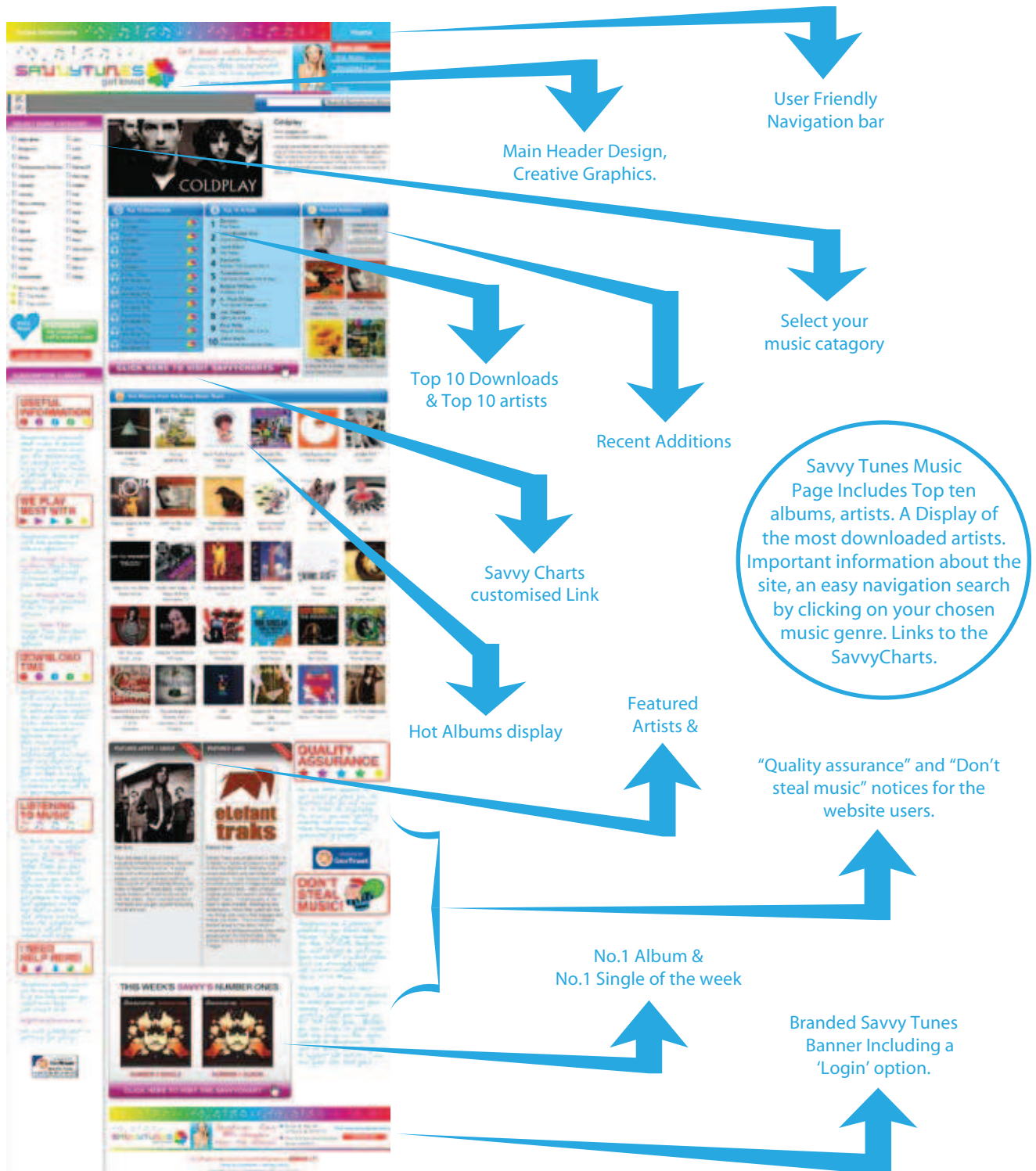




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- MUSIC PAGE





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-BUY MUSIC PAGE



"Buy Music" In the navigation bar on the home page links to <http://www.savvytel.com.au/music.aspx> for you to purchase your Music online.





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- SHOPPING CART



Your Wish List, shows the Artist you have chosen, a short description, Duration, the price, & Credits.

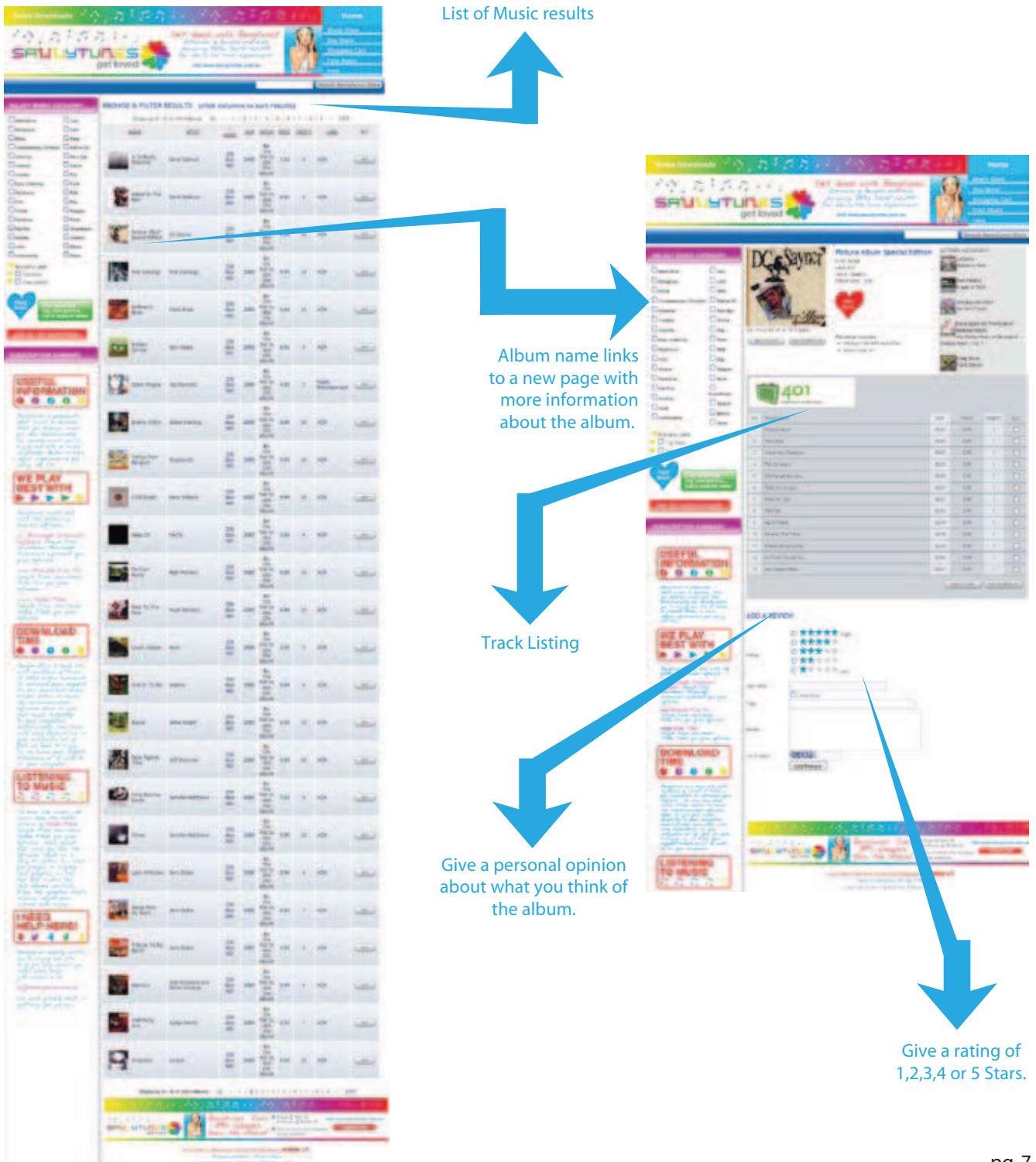
Your Cart, shows the Artist you have chosen, a short description, Duration, the price, & Credits.



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- FREE MUSIC PAGE





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- HELP PAGE



"How can we help you?" a short overview of the help section.

How to search for a song, album or artist.
How to buy a song or an album.
Downloading a song or an album.

Easy steps helping you get started with SavvyTunes.

Steps about your account information.

Contact and email information, displayed in a designed and slightly animated section.

Top asked customer questions and answers.



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- FAQ PAGE



About content and the catalogue

About Savvycharts & other information about the site

How to find free bonus music



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- SAVVYTEL PAGE



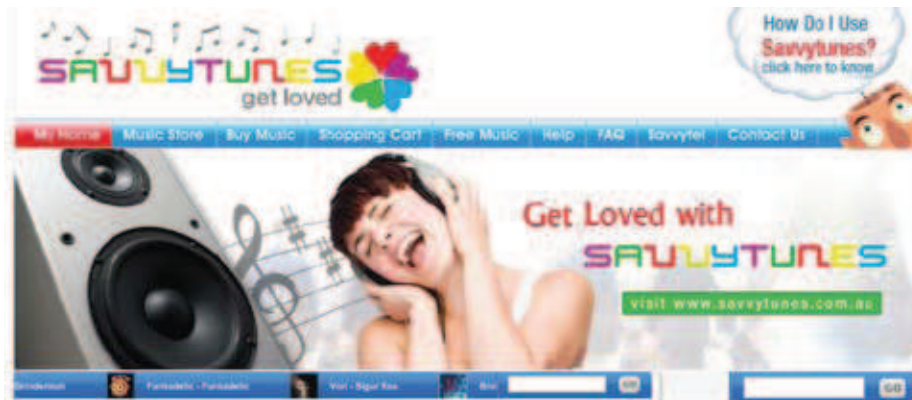
The Savvytel button in the main navigation bar, links to the Savvytel website.



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- CONTACT PAGE



This page shows all contact details as well as a link which goes to Google maps





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- GLOBAL HELP DESK & SUPPORT SYSTEM - LOGIN

The screenshot shows the login interface for the 'CUSTOMER SUPPORT ADMIN' of SavvyTunes. At the top is the SavvyTunes logo. Below it, the text 'Authentication Required' is displayed in a green, bold font. There are two input fields: 'Username:' with the value 'michelle' and 'Password:' with a masked password represented by ten dots. A blue 'Login' button is positioned below the password field. At the bottom of the login area, the text 'Copyright © SavvyTunes' is visible.

Above shows the login page for the back end console of the Savvytunes website.



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- GLOBAL HELP DESK & SUPPORT SYSTEM -TICKETS

SAVVYTUNES CUSTOMER SUPPORT

Welcome back, **michelle** | Staff Panel | My Preference | Log Out

Tickets Knowledge Base Directory My Account

Tickets New Ticket

Query: Search [Advanced]

Open Tickets View Open View Closed Refresh

Ticket	Date	Subject	Department	Priority	From
Query returned 0 results.					

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The Ticket sections purpose is for any problems users have with the website, they can get a ticket, explaining their query or problem and it will be sent here.

SAVVYTUNES CUSTOMER SUPPORT

Welcome back, **michelle** | Staff Panel | My Preference | Log Out

Tickets Knowledge Base Directory My Account

Tickets New Ticket

Query: Dept: All Departments Status: Any status

Date Span: From To

Sort by: Date Descending Results Per Page: 15 Search [Basic]

Open Tickets View Open View Closed Refresh

Ticket	Date	Subject	Department	Priority	From
Query returned 0 results.					

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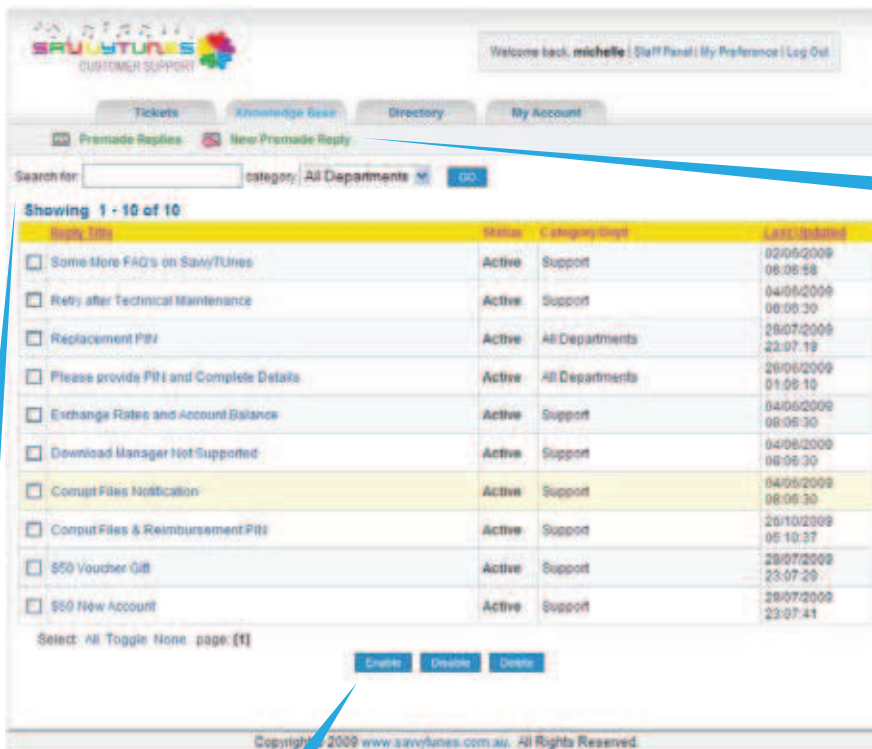
By clicking on advanced we have control over filtering search engine which makes it easier to look for a specific Ticket.



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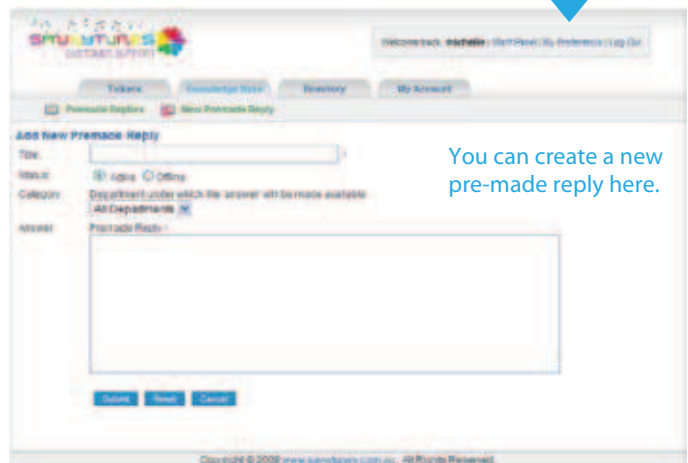
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- GLOBAL HELP DESK & SUPPORT SYSTEM - KNOWLEDGE BASE



Search engine to find content fast in this section.

Enable a reply, Disable a reply & Delete a reply.





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- GLOBAL HELP DESK & SUPPORT SYSTEM - DIRECTORY

SAVVYTUNES CUSTOMER SUPPORT

Welcome back, **Michelle** | [Staff Panel](#) | [My Preference](#) | [Log Out](#)

[Tickets](#) | [Knowledge Base](#) | [Directory](#) | [My Account](#)

[Staff Members](#)

Search for : Dept: **All Department**

Name	Dept	Email	Phone	Mobile
Kyle Atkins	Support	kyle@sawytel.com.au	+61-2-9906-7213	+61-420-352-755
Michelle Liebenberg	Support	michelle@bluepie.com.au		
Damien Keilly	Support	damien@bluepie.com.au		+61-422-997-760
Rufus Shrestha	Support	rufus@bluepie.com.au	+61-2-9310-0155	+61-404-105-570
Hellmut Wolf	Support	hellmut@bluepie.com.au		+61-416-898-171

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Directory is a list of the staff members who are working on the website. It shows each members contact details.



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- GLOBAL HELP DESK & SUPPORT SYSTEM - MY ACCOUNT

SAVVYTUNES
CUSTOMER SUPPORT

Welcome back, **michelle** | [Staff Panel](#) | [My Preference](#) | [Log Out](#)

[Tickets](#) [Knowledge Base](#) [Directory](#) [My Account](#)

[My Profile](#) [Preferences](#) [Change Password](#)

My Profile Info

Username: michelle

First Name:

Last Name:

Email Address:

Office Phone: Ext

Cell Phone:

Signature:

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My account manages the profile information, options to change password, and preferences of your account.



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- MUSIC STORE MANAGEMENT CONSOLE - HOME PAGE

The screenshot shows the SAVVYTUNES.COM.AU Database Management Dashboard. The interface includes a top navigation bar with the logo and a date/time stamp. The main content area is divided into several sections:

- Control Panel:** A sidebar on the left with a '1. Day to Day' section containing links like Home Page, Tasks and Issues, P2P, Referrals, etc., and a '2. The Music' section with links for Customers and Referrals.
- QUICK LINKS:** A central hub with links to TRANSACTIONS, SETTINGS, RAISED TPN, USERS, P2P, SUPPORT, NOTES, STATS, SEO, ISSUES, ALBUMS, and TRACKS.
- Server Statistics:** A section showing Date and Time (Thursday 30th of November 2009 01:15:29 PM), Server (b0p0v001.savvytunes.com.au), and Server Status (ONLINE - 100% Uptime).
- Store Statistics:** A section showing Registered Customers (1110), P2P Referrals (2322), and Customer Downloads (6124), each with a 'STATS' link.
- Catalogue Information:** A table showing various metrics: Albums (20875), Free Albums (19964), Tracks (2292214), Free Tracks (210030), Customer Reviews (9329), Labels (14223), and Album Label Count (1/000).
- Task Management:** A section with a list of tasks and a 'View All tasks' link.
- Store Statistics:** A section with a large empty box and an 'ADVANCED REPORTS' link.
- Active Stores:** A section on the right with links to My Bluepie Music Store, Audiotachbox, and Winesent.

Arrows from the right side of the image point to the following sections:

- Quick Links
- Server statistics
- Store Statistics
- Catalogue Info
- Admin logs
- Active users



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- MUSIC STORE MANAGEMENT CONSOLE - TASKS & ISSUES

Thursday 9th of November 2009 01:51:23 PM
Database Management Dashboard

Welcome refus@bluepie.com.au

Control Panel:

- 1. Day to Day
 - Home Page
 - Tasks and Issues
 - PIN Redemptions
 - PIN Redemption Summary
 - PIN Numbers
 - User Downloads
 - Sales Report
- 2. The Music
- 3. Customers
- 4. Maintenance

Day to Day > Tasks

Create a new task

Search For: Search

☐ Exact phrase ☐ All words ☐ Any word Search Filter

ID	userid	taskdescription	startdate	startdate	priority	status	actions
1	Sevvytel	update my banner	2008/12/17		High	Open	Edit Delete
2	Sevvytel		2008/12/16		Medium	Open	Edit Delete
10	Winacolo	456789123456789123456789	2009/01/06		High	Open	Edit Delete
6	Sevvytel	Code entry - Tamar	2008/12/18		Low	Open	Edit Delete
7	Winacolo	2313422223344545234	2008/01/00		High	Open	Edit Delete
8	ALB	212112	2008/01/18		Medium	Open	Edit Delete
11	Sevvytel	212121	2008/01/12		Medium	Open	Edit Delete
12	Sevvytel	standard header after.php include 'header.php'			High	Open	Edit Delete
13	Sevvytel	header for user page			Medium	Open	Edit Delete
14	Sevvytel	excessive message code for all god console pages			Medium	Open	Edit Delete
15	Sevvytel	User reporting from Wikipebia, the free encyclopedia			Medium	Open	Edit Delete
16	Sevvytel	update Advanced Search Code			Medium	Open	Edit Delete

Page 1 of 1
Records 1 to 16 of 16

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Create a new task


Search for a task


Tasks


View edit or delete


Next Page


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[Welcome rufus@bluewin.com.au](#)



[Log Out](#)



Control Panel:


Day to Day

- [Home Page](#)
- [Tasks and Issues](#)
- [PIN Refutations Summary](#)
- [PIN Numbers](#)
- [User Downloads](#)
- [Sales Report](#)

- [The Music](#)
- [Customers](#)
- [Maintenance](#)


Day to Day > Customer Pin Redemptions


[Screen & Print](#)
[Print](#)

Search For: **Search**

☒ Exact phrase
 ☐ All words
 ☐ Any word
 [Reset Filter](#)

1 2 3 4 5 6 7 8 9 10 11 12

[Next](#)
[Previous](#)

[Customer Pin Page](#)

Records 2 to 20 of 2045

ID#	Pin#	Email	Redemption Date	Pin ID#	Serial ID#	Pin#
2391	2212 1222 8312	Anthony@emmett.org.au	2009/10/08	130123	1272	210,233,166,126
2390	2637 1305 1673	rocha_7@yahoo.com	2009/10/08	170540	1007	124,165,57,123
2389	1479 4008 4837	rsagarta-wf88@yahoo.com.au	2009/10/08	273401	1871	121,91,77,210
2388	1251 3267 4433	qjmcduagh@qjmc.com.au	2009/10/08	236230	1274	205,67,73,87
2387	0477 8140 7358	qjmcduagh@qjmc.com.au	2009/10/08	274263	1870	202,67,73,87
2386	1252 2352 8323	rochamaya@yahoo.com	2009/10/07	130726	1260	142,167,63,48
2385	1331 1821 4007	Roche@vni.net.au	2009/10/04	200769	1569	203,204,203,148
2384	1284 3740 5315	Roche@vni.net.au	2009/10/04	238503	1581	203,204,203,148
2383	1341 1207 7181	Roche@vni.net.au	2009/10/03	204761	1268	203,209,203,148
2382	1210 8420 2372	Roche@vni.net.au	2009/10/03	252280	1561	203,204,203,148
2381	1351 8788 6323	rocha@intermediac.net	2009/09/26	235613	1563	121,44,38,62
2380	1214 2104 5009	Neerim@expm.net.au	2009/09/21	130074	888	120,708,174,167
2379	2352 6828 7672	rochaf@rochaf.com.au	2009/09/19	130118	1214	210,90,43,20
2378	1245 4282 4307	jmc2001@gmail.com	2009/09/17	130121	1204	120,108,52,10
2377	1468 1212 2435	rochamaya@gmail.com	2009/09/13	370465	1563	203,44,133
2376	1423 2177 1087	rochahinger@rochaf.com.au	2009/09/11	272218	1261	203,43,63,50
2375	1244 1176 2966	rochahinger@rochaf.com.au	2009/09/11	130119	1261	203,109,104,21
2374	1278 0748 2708	rochaf@gmail.com	2009/09/10	130115	1189	203,105,214,42
2373	2018 5029 2613	rochaf@rochaf.com	2009/09/10	170128	1269	203,42,50,4
2372	1363 2672 6872	rochaf@rochaf.com.au	2009/09/09	232376	1560	104,148,113,217

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- MUSIC STORE MANAGEMENT CONSOLE - PIN REDEMPTION SUMMARY

The screenshot displays the 'Database Management Dashboard' for SAVVYTUNES. It features a sidebar with navigation links: Home Page, Tracks and Albums, PIN Redemptions, PIN Redeemable, PIN Redeemable, User Redeemable, and Admin Panel. The main content area is divided into two sections: 'Free Pin Redemptions' and 'Paid Pin Redemptions'. Each section contains a table with columns for 'Count', 'Amount', and 'Date'. The 'Free Pin Redemptions' section shows a total count of 200 and a total amount of \$2,000. The 'Paid Pin Redemptions' section shows a total count of 100 and a total amount of \$1,000. Arrows from the text 'Free pin redemptions' and 'Paid pin redemptions' point to their respective sections in the dashboard.

Free pin redemptions

Paid pin redemptions



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- MUSIC STORE MANAGEMENT CONSOLE - PIN NUMBERS

The screenshot displays the 'Database Management Dashboard' for SAVVYTUNES. The interface includes a top navigation bar with the company logo, a date/time stamp (Thursday 5th of November 2009 02:36:00 PM), and a 'Welcome' message. A left sidebar contains a 'Control Panel' with links to 'Home Page', 'Tasks and Issues', 'PIN Redemptions', 'PIN Numbers', 'User Downloads', and 'Sales Report'. The main content area is titled 'Day to Day > Pin Numbers' and features a search bar, a 'Search' button, and a 'Records Per Page' dropdown. Below this is a table listing pin numbers with columns for ID, Serial No., Status, Sales, Status, Insert Date, Activated, and PIN Type. The table contains 20 rows of data. A blue arrow points from the text 'Listing of Pin Numbers' to the table.

ID	Serial No.	Status	Sales	Status	Insert Date	Activated	PIN Type		
110001	2173 0031 5041	72142482	2010/12/31	10	1	2008/07/03	NO	PAID	Copy
110002	2154 8833 5108	92699956	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110003	2127 2402 5126	48259933	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110004	2175 1423 2770	67577407	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110005	2106 7214 8344	87095886	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110006	2127 4615 7648	58856886	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110007	2179 3738 7430	14355863	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110008	2188 0334 8218	33774337	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110009	2117 6037 5501	33292611	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110010	2165 4038 5173	9891788	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110011	2140 8807 0172	28210262	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110012	2135 3408 8436	47728725	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110013	2118 3420 8340	3127713	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110014	2136 0121 7823	74888717	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110015	2130 4722 6417	94407191	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110016	2171 3002 0082	49896148	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110017	2138 2343 8343	49334642	2010/07/14	10	1	2008/07/03	NO	PAID	Copy
110018	2100 5283 0545	88843116	2010/07/14	10	1	2008/07/03	NO	PAID	Copy
110019	2124 2764 8187	9361391	2009/07/14	10	1	2008/07/03	YES	PAID	Copy
110020	2172 1814 8431	63760967	2009/07/14	10	1	2008/07/03	YES	PAID	Copy

Listing of Pin Numbers



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- MUSIC STORE MANAGEMENT CONSOLE - USER DOWNLOADS

SAVVYTUNES get loved

Thursday 5th of November 2009 02:47:00 PM
Database Management Dashboard

Welcome rufus@bluepie.com.au Log Out

Control Panel:

- 1. Day to Day
 - Home Page
 - Tasks and Issues
 - FIN Redemptions
 - FIN Redemption Summary
 - FIN Numbers
 - User Downloads
 - Sales Report
- 2. The Music
- 3. Customers
- 4. Maintenance

Day to Day > Customer Downloads

Create a new Page

Search For: Search

☒ Exact phrase ☐ All words ☐ Any word

Records 1 to 20 of 4221

ID	ASACID	ASASACID	ASACID	ASACID	ASACID	ASACID
1086032	291	0	413056	37981	2008/10/14	
1086033	291	0	413057	37982	2008/10/14	
1086034	291	0	413058	37983	2008/10/14	
1086035	291	0	413059	37984	2008/10/14	
1086036	291	0	413060	37985	2008/10/14	
1086037	291	0	413061	37986	2008/10/14	
1086038	291	0	413062	37987	2008/10/14	
1086039	291	0	413063	37988	2008/10/14	
1086040	291	0	413064	37989	2008/10/14	
1086041	291	0	413065	37990	2008/10/14	
1086042	291	0	413066	37991	2008/10/14	
1086043	291	0	413067	37992	2008/10/14	
1086031	291	0	413068	37993	2008/10/14	
1086044	291	0	413069	37994	2008/10/14	
1086045	291	0	413070	37995	2008/10/14	
1086046	291	0	413071	37996	2008/10/14	
1086047	291	0	413072	37997	2008/10/14	
1086048	291	0	413073	37998	2008/10/14	
1086049	291	0	413074	37999	2008/10/14	
1086050	291	0	413075	38000	2008/10/14	

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Listing of what has been downloaded



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- MUSIC STORE MANAGEMENT CONSOLE - SALES REPORT

The screenshot shows the 'SavvyTunes Sales Report' dashboard. On the left is a 'Control Panel' with sections for '1. Day to Day' (Home Page, Tasks and Issues, PIN Redemptions, PIN Redemptions Summary, PIN Numbers, User Downloads, Sales Report), '2. The Music' (Tracks Management, Labels Management, Album Management, Artist Management, Genre Management), '3. Customers' (Customer Management, Customer Reviews), and '4. Maintenance' (Banned IPs, Admin Management, Edit SavvyTunes Home Page). The main content area is titled 'SavvyTunes Sales Report' and lists numerous sales entries. Each entry includes a date, artist name, track name, and a unique identifier. An arrow points from the 'Sales Report' link in the control panel to the sales list.

Listing of what has been sold



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- MUSIC STORE MANAGEMENT CONSOLE - TRACKS MANAGEMENT

The screenshot shows the 'Database Management Dashboard' for SAVVYTUNES. The left sidebar contains a 'Control Panel' with links to '1. Day to Day', '2. The Music', '3. Customers', and '4. Maintenance'. Under '2. The Music', there are links for 'Tracks Management', 'Label Management', 'Album Management', 'Artist Management', and 'Genre Management'. The main content area is titled 'The Music > Tracks > List Records'. It features a search bar with a 'Search' button and radio buttons for 'Exact phrase', 'All words', and 'Any word'. Below the search bar is a table listing tracks. The table has columns for ID, Album ID, Label Name, Album Name, Track Name, Rank, Price, Genre, Length, and Year. The first 20 tracks are listed, each with a set of icons (search, edit, delete, etc.) in the final column.

ID	Album ID	Label Name	Album Name	Track Name	Rank	Price	Genre	Length	Year
1	1	HotQ Records	Selfmade	Run Johnny Run	1	0.99	1	1:46	2000
2	1	HotQ Records	Selfmade	Hard Day	2	0.99	1	1:04	2000
3	1	HotQ Records	Selfmade	Give 'Em The Best	3	0.99	1	1:20	2000
4	1	HotQ Records	Selfmade	Radio Radio	4	0.99	1	1:34	2000
5	1	HotQ Records	Selfmade	It's Right	5	0.99	1	1:32	2000
6	1	HotQ Records	Selfmade	Boys will be Boys	6	0.99	1	1:14	2000
7	1	HotQ Records	Selfmade	Open Up	7	0.99	1	1:30	2000
8	1	HotQ Records	Selfmade	Smash It Up	8	0.99	1	1:40	2000
9	1	HotQ Records	Selfmade	Search The Clock	9	0.99	1	1:46	2000
10	1	HotQ Records	Selfmade	Get Ready	10	0.99	1	1:20	2000
11	1	HotQ Records	Selfmade	Just Us	11	0.99	1	1:25	2000
12	1	HotQ Records	Selfmade	Breakaway	12	0.99	1	1:27	2000
13	1	HotQ Records	Selfmade	Look At Me	13	0.99	1	1:13	2000
14	1	HotQ Records	Selfmade	New York Belongs To Me	14	0.99	1	1:13	2000
15	2	HotQ Records	Wake Up Screaming	Brand Loyalty	1	0.99	1	1:14	2000
16	2	HotQ Records	Wake Up Screaming	Breaking Blood	1	0.99	1	1:47	2000
17	2	HotQ Records	Wake Up Screaming	Hot That Time	2	0.99	1	1:20	2000
18	2	HotQ Records	Wake Up Screaming	From Here	3	0.99	1	1:47	2000
19	2	HotQ Records	Wake Up Screaming	Wake Up	4	0.99	1	1:05	2000
20	2	HotQ Records	Wake Up Screaming	Water of Suffering	5	0.99	1	2:00	2000

Listing of all track for you to either edit, delete or view details





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- MUSIC STORE MANAGEMENT CONSOLE - LABELS MANAGEMENT

The screenshot shows the 'Database Management Dashboard' for SavvyTunes. The sidebar on the left contains a 'Control Panel' with links to '1. Day to Day' and '2. The Music'. Under '2. The Music', there are links for 'Tracks Management', 'Labels Management', 'Album Management', 'Artist Management', and 'Genre Management'. The main content area is titled 'The Music > Tracks > List Records'. It features a search bar and a table of records. The table has columns for 'Image', 'ID', 'SUBMIT', 'DATE', 'LABEL.COM', and 'LABEL'. The table lists 20 records, each with a unique image and label name. A blue arrow points from the text 'Listing of all labels allowing you to edit, delete, add new, or see details of each label' to the table.

Image	ID	SUBMIT	DATE	LABEL.COM	LABEL
	1	4	0	HotCat Records	HotCat
	2	4	0	Barking Heart	Barking Heart
	3	4	0	Art	Art
	4	0	0	Spray	Spray
	5	0	0	Fat Nation	Fat Nation
	6	0	0	Trashkill	Trashkill
	7	0	0	Vagrant	Vagrant
	8	0	0	Atlanta	Atlanta
	9	0	0	Razor and Tie	Razor and Tie
	10	0	0	Hydromine	Hydromine
	11	00	0	2000 Recordings	2000 Recordings
	12	00	0	Barker's Recordings	Barker's Recordings
	13	00	0	Barker's Recordings	Barker's Recordings
	14	00	0	Barker's Recordings	Barker's Recordings
	15	00	0	Barker's Recordings	Barker's Recordings
	16	00	0	Barker's Recordings	Barker's Recordings
	17	00	0	Barker's Recordings	Barker's Recordings
	18	00	0	Barker's Recordings	Barker's Recordings
	19	00	0	Barker's Recordings	Barker's Recordings
	20	00	0	Barker's Recordings	Barker's Recordings

Listing of all labels allowing you to edit, delete, add new, or see details of each label



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- MUSIC STORE MANAGEMENT CONSOLE - ALBUM MANAGEMENT



Listing of all albums
allowing you to edit,
delete, add new, or see
details of each album



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- MUSIC STORE MANAGEMENT CONSOLE - ARTIST MANAGEMENT

The screenshot displays the 'Database Management Dashboard' for SAVVYTUNES. The interface includes a sidebar with navigation links such as 'Control Panel', '1. Day to Day', '2. The Music', '3. Customers', and '4. Maintenance'. The main content area is titled 'The Music > Artists' and features a search bar, a 'Search' button, and a 'Search Filter: Advanced Search' section with radio buttons for 'Exact phrase', 'All words', and 'Any word'. Below the search area is a table listing artists with columns for ID, Status, Name, and various other details. The table contains 21 rows of data. A blue arrow points from the text 'Listing of all artists allowing you to edit, delete, add new, or see details of each artist' to the table.

ID	Status	Name	Artist Name	Label	Year	Album	Actions
1	0	1	Angie Hest & The Dusters	HotCat Records	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
2	0	1	P-Muse	HotCat Records	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
3	0	1	The Dusters	HotCat Records	2003/10/28	2004/05/27	[Q] [Pencil] [Trash]
4	0	1	Various Artists	Various	2003/10/28	2004/05/28	[Q] [Pencil] [Trash]
5	0	1	Tiger Army	HotCat Records	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
6	0	1	Empire of the Sun	HotCat Records	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
7	0	1	The Dusters	HotCat Records	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
8	0	1	The Dusters	HotCat Records	2003/10/28	2004/05/27	[Q] [Pencil] [Trash]
4790	0	1	Various Artists	Various Artists	2004/05/28	2004/04/10	[Q] [Pencil] [Trash]
11	0	1	HotCat	HotCat Records	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
12	0	1	John	HotCat	2003/10/28	2004/05/27	[Q] [Pencil] [Trash]
13	0	1	Tam	HotCat	2003/10/28	2004/05/27	[Q] [Pencil] [Trash]
14	0	1	HotCat	HotCat	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
15	0	1	HotCat	HotCat	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
16	0	1	HotCat	HotCat	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
17	0	1	HotCat	HotCat	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
18	0	1	HotCat	HotCat	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
19	0	1	HotCat	HotCat	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
20	0	1	HotCat	HotCat Records	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]
21	0	1	HotCat	HotCat	2003/10/28	2003/10/29	[Q] [Pencil] [Trash]

Listing of all artists allowing you to edit, delete, add new, or see details of each artist



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- MUSIC STORE MANAGEMENT CONSOLE - GENRES MANAGEMENT

The screenshot shows the 'Database Management Dashboard' for SAVVYTUNES. The page title is 'The Music > Genres > List All'. The sidebar on the left contains a 'Control Panel' with links to '1. Day to Day', '2. The Music', '3. Customers', and '4. Maintenance'. Under '2. The Music', there are links to 'Tracks Management', 'Labels Management', 'Album Management', 'Artist Management', and 'Genres Management'. The main content area features a search bar with a 'Search' button and a 'Search Filter' section with radio buttons for 'Exact phrase', 'All words', and 'Any word'. Below the search bar is a table listing 21 music genres. Each row in the table includes a genre name, a count, and icons for editing and deleting. A blue arrow points from the text 'Listing of all music genres allowing you to edit, delete, add new, or see details of each genre' to the table.

ID	Genre	Count	Status	Actions
1	Rock	0	1	[Edit] [Delete]
2	Alternative	1	1	[Edit] [Delete]
3	Blues	0	1	[Edit] [Delete]
4	Classical	0	1	[Edit] [Delete]
5	Country	0	1	[Edit] [Delete]
6	Electronic	0	1	[Edit] [Delete]
7	Funk	0	1	[Edit] [Delete]
8	Hardcore	0	1	[Edit] [Delete]
9	Jazz	0	1	[Edit] [Delete]
10	Latin	0	1	[Edit] [Delete]
11	Pop	0	1	[Edit] [Delete]
12	R&B	0	1	[Edit] [Delete]
13	Reggae	0	1	[Edit] [Delete]
14	Rock	0	1	[Edit] [Delete]
15	Soul	0	1	[Edit] [Delete]
16	Surf	0	1	[Edit] [Delete]
17	Trip	0	1	[Edit] [Delete]
18	Urban	0	1	[Edit] [Delete]
19	World	0	1	[Edit] [Delete]
20	Yacht	0	1	[Edit] [Delete]
21	Other	0	1	[Edit] [Delete]

Listing of all music genres allowing you to edit, delete, add new, or see details of each genre



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- MUSIC STORE MANAGEMENT CONSOLE - CUSTOMER MANAGEMENT

The screenshot displays the 'Database Management Dashboard' for SAVVYTUNES. The interface includes a sidebar with navigation links: 'Control Panel', '1. Day to Day', '2. The Music', '3. Customers', 'Customer Management', 'Customer Reviews', and '4. Maintenance'. The main content area is titled 'Users' and features a search bar, a 'Search' button, and a 'Search Filter: Advanced Search' section with radio buttons for 'Exact phrase', 'All words', and 'Any word'. Below the search section is a table listing customers. The table has columns for 'ID', 'Name', 'Email', 'Phone', 'PINN', and 'Status'. The table contains 20 rows of customer data. A blue arrow points from the text 'Listing of all customers allowing you to edit, delete, add new, or see details of each customer' to the table.

ID	Name	Email	Phone	PINN	Status
1	0.00	customer@gmail.com	00.00	Q	PINN
180	0.00	customer70@gmail.com	0.00	Q	PINN
181	0.00	customer71@gmail.com	0.00	Q	PINN
182	0.00	customer72@gmail.com	0.00	Q	PINN
183	0.00	customer73@gmail.com	0.00	Q	PINN
184	0.00	customer74@gmail.com	0.00	Q	PINN
185	0.00	customer75@gmail.com	0.00	Q	PINN
186	0.00	customer76@gmail.com	0.00	Q	PINN
187	0.00	customer77@gmail.com	0.00	Q	PINN
188	0.00	customer78@gmail.com	0.00	Q	PINN
189	0.00	customer79@gmail.com	0.00	Q	PINN
190	0.00	customer80@gmail.com	0.00	Q	PINN
191	0.00	customer81@gmail.com	0.00	Q	PINN
192	0.00	customer82@gmail.com	0.00	Q	PINN
193	0.00	customer83@gmail.com	0.00	Q	PINN
194	0.00	customer84@gmail.com	0.00	Q	PINN
195	0.00	customer85@gmail.com	0.00	Q	PINN
196	0.00	customer86@gmail.com	0.00	Q	PINN
197	0.00	customer87@gmail.com	0.00	Q	PINN
198	0.00	customer88@gmail.com	0.00	Q	PINN
199	0.00	customer89@gmail.com	0.00	Q	PINN
200	0.00	customer90@gmail.com	0.00	Q	PINN

Listing of all customers allowing you to edit, delete, add new, or see details of each customer



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- MUSIC STORE MANAGEMENT CONSOLE - CUSTOMER REVIEWS

SAVVYTUNES get loved

Thursday 5th of November 2009 04:45:42 PM
Database Management Dashboard

Welcome nruw@bluepie.com.au [Log Out](#)

Control Panel:

- 1. Day to Day
- 2. The Music
- 3. Customers
 - Customer Management
 - Customer Reviews
- 4. Maintenance

Customer Reviews

Search For: [Search](#)

Search Filter: Subcategory Search

☐ Exact phrase ☐ All words ☐ Any word

[Sort by: Name](#)
[Sort by: Price](#)
[Sort by: Date](#)
[Sort by: Rating](#)

Records Per Page: 20 50 100

ADD

ID	Review ID	Review	Rating	Product Name	Product ID	Product Price	Product Date	Product Status
23	32476	0	5	Greg Davis	101	10.00	2009-09-20	On Sale
24	18745	3.00	5	The 3rd Street CD	102	10.00	2009-09-20	On Sale
25	1117	0	5	Andrea Bellucci	103	10.00	2009-09-20	On Sale
26	32480	0	5	Wendy	104	10.00	2009-09-20	On Sale
27	29620	0	5	Ryan	105	10.00	2009-09-20	On Sale
28	19407	0	5	John	106	10.00	2009-09-20	On Sale
29	20370	0	5	Professor Roberts	107	10.00	2009-09-20	On Sale
30	20840	0	5	Steve L.	108	10.00	2009-09-20	On Sale
31	20841	0	5	Steve L.	109	10.00	2009-09-20	On Sale
32	24400	0	5	Wendy	110	10.00	2009-09-20	On Sale
33	17678	0	5	Rachel	111	10.00	2009-09-20	On Sale
34	17679	0	5	Kate	112	10.00	2009-09-20	On Sale
35	10102	0	5	no connection - legal with it	113	10.00	2009-09-20	On Sale
36	13306	3.00	5	Clayton	114	10.00	2009-09-20	On Sale
37	20210	0	5	John	115	10.00	2009-09-20	On Sale
38	27990	0	5	Wendy	116	10.00	2009-09-20	On Sale
39	20210	0	5	John	117	10.00	2009-09-20	On Sale
40	24627	0	5	Rachel	118	10.00	2009-09-20	On Sale
41	24628	0	5	Rachel	119	10.00	2009-09-20	On Sale
42	24629	0	5	Rachel	120	10.00	2009-09-20	On Sale
43	24630	0	5	Rachel	121	10.00	2009-09-20	On Sale
44	24631	0	5	Rachel	122	10.00	2009-09-20	On Sale
45	24632	0	5	Rachel	123	10.00	2009-09-20	On Sale
46	24633	0	5	Rachel	124	10.00	2009-09-20	On Sale
47	24634	0	5	Rachel	125	10.00	2009-09-20	On Sale
48	24635	0	5	Rachel	126	10.00	2009-09-20	On Sale
49	24636	0	5	Rachel	127	10.00	2009-09-20	On Sale
50	24637	0	5	Rachel	128	10.00	2009-09-20	On Sale

ADD

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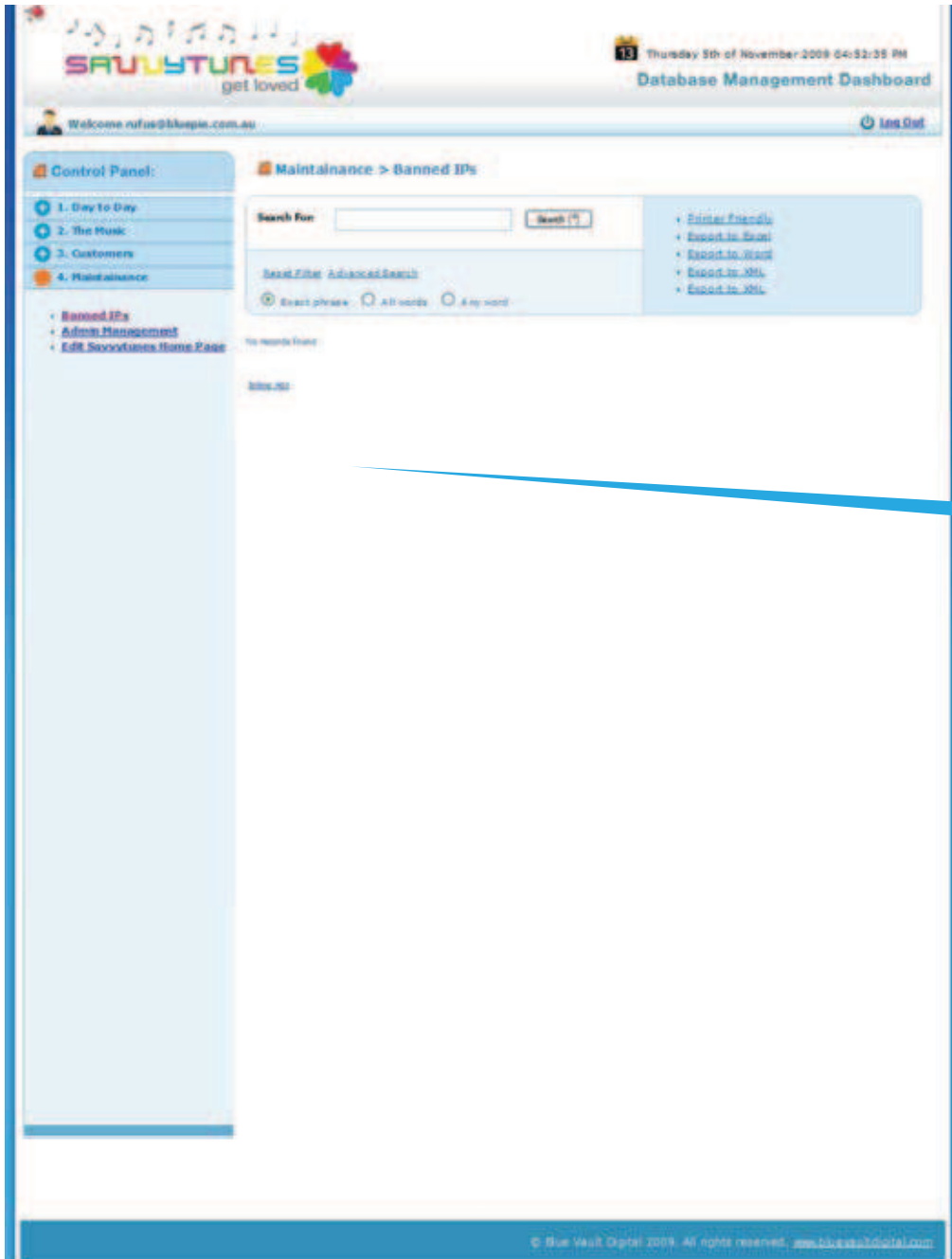
Listing of all customers reviews allowing you to see details of each review



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- MUSIC STORE MANAGEMENT CONSOLE - BANNED IP's



Listing of all banned IP addresses



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- MUSIC STORE MANAGEMENT CONSOLE - ADMIN MANAGEMENT

The screenshot displays the SAVVYTUNES Database Management Dashboard. The top header includes the SAVVYTUNES logo, a date/time stamp (Friday 6th of November 2009 08:31:34 AM), and a 'Log Out' button. The main content area is titled 'Maintenance > Admin Management > List all'. It features a search bar with a 'Search' button and radio buttons for 'Exact phrase', 'All words', and 'Any word'. Below the search bar is a table with 3 columns: 'ID', 'username', and 'password'. The table contains 3 rows of data. A blue arrow points from the text 'Details of all admin with options to edit the details or delete' to the table. The footer of the dashboard shows '© Blue Vult Digital 2009. All rights reserved. www.bluevultdigital.com'.

ID	username	password
1	admin@bluepie.com	admin
2	admin@bluepie.com.au	admin2k
3	admin@bluepie.com.au	admin2k2k

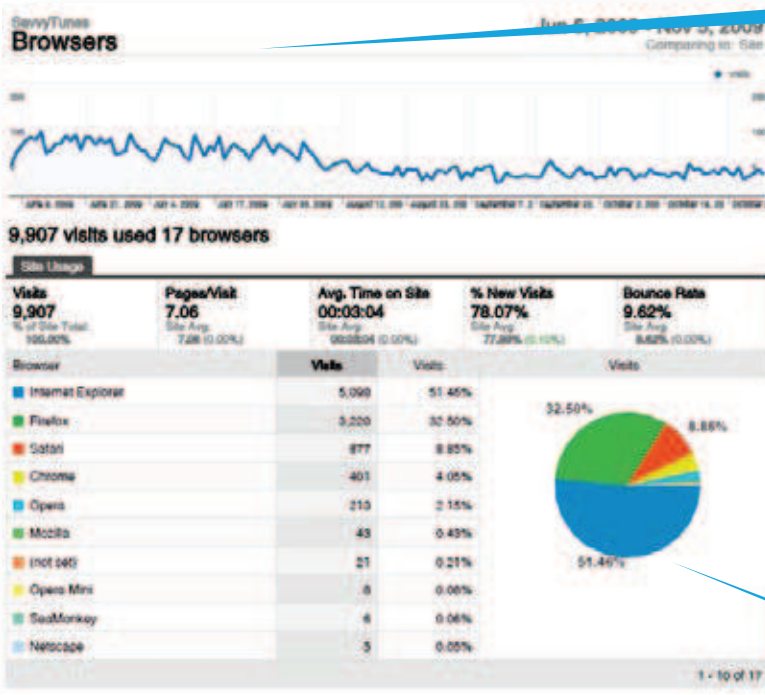
Details of all admin
with options to edit
the details or delete



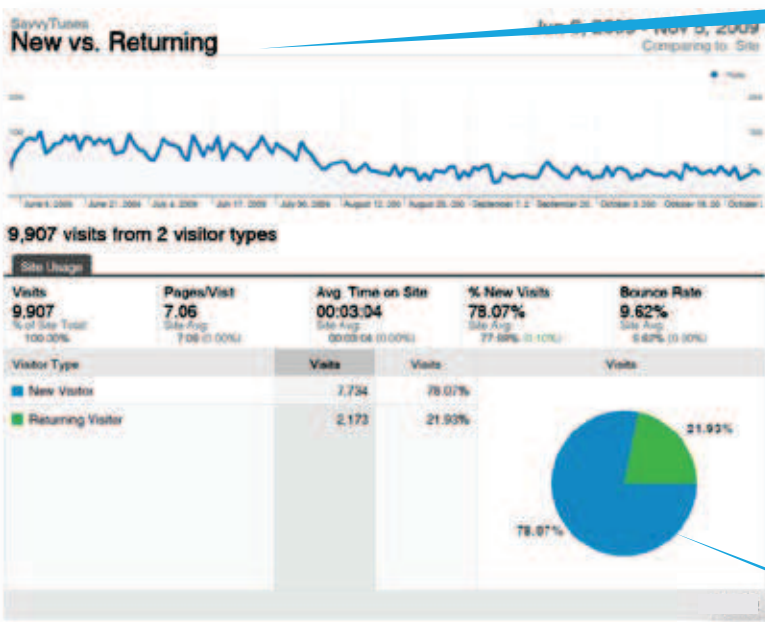
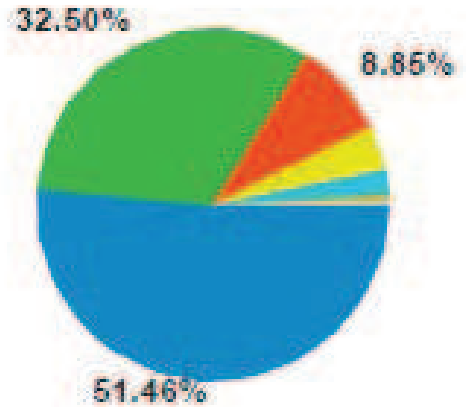
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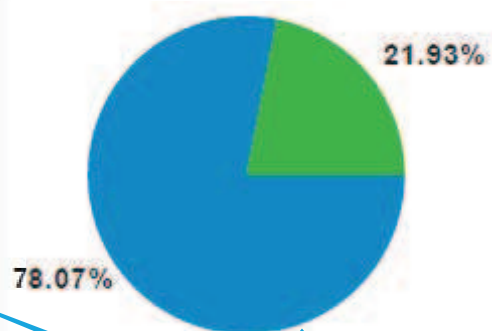
- GOOGLE ANALYTICS



Browser report indicates the page visits on different browsers. As you can see the "Internet Explorer" is the most popular browser that the site is opened with.



Visitor report shows the amount of visitors who have looked at the site. Comparing new visitors or returning visitors. As shown below the amount of new visitors (blue) is higher than the amount of returning visitors at the moment.



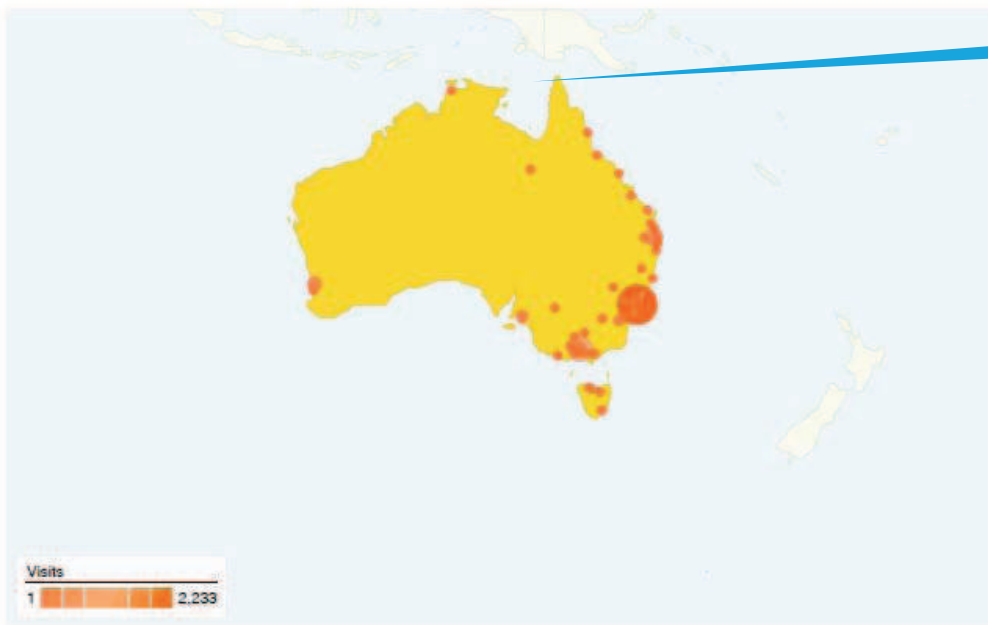


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- GOOGLE ANALYTICS

SavvyTunes
Country/Territory Detail:
Australia
Jun 6, 2009 - Nov 5, 2009
Comparing to: Site



This is a map of Australia showing what part of Australia visits are coming from.

Listing of places in Australia where the visits are coming from as well as a percentage of the average time on the site and other details.

This country/territory sent 5,080 visits via 49 cities

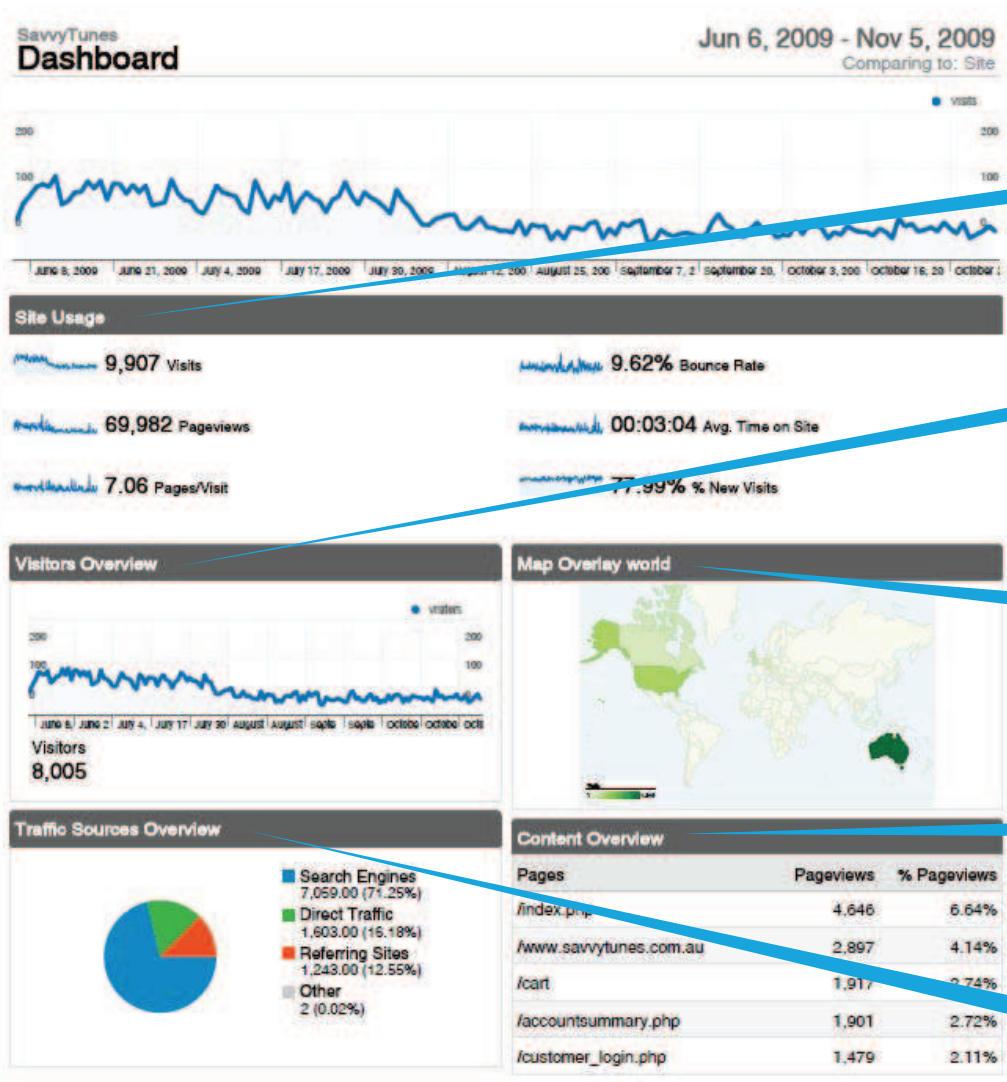
Site Usage						
Visits 5,080 % of Site Total: 51.28%	Pages/Visit 10.48 Site Avg: 7.06 (48.31%)	Avg. Time on Site 00:04:59 Site Avg: 00:03:04 (62.83%)	% New Visits 70.59% Site Avg: 77.99% (-9.48%)	Bounce Rate 10.51% Site Avg: 9.62% (9.28%)		
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
Sydney	2,233	10.92	00:05:31	62.70%	13.75%	
Melbourne	1,136	8.31	00:03:55	79.84%	8.27%	
Brisbane	664	13.13	00:05:28	77.11%	7.68%	
Perth	363	11.52	00:05:23	69.70%	8.26%	
Adelaide	228	8.00	00:04:00	82.02%	4.82%	
Canberra	172	10.18	00:03:29	66.86%	12.21%	
Hobart	54	11.17	00:04:18	79.63%	5.56%	
Cranbourne	40	11.75	00:04:44	67.50%	7.50%	
Nerang	19	6.63	00:02:53	89.47%	0.00%	



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Site Usage

Visitors Overview

Visitors all over the globe

Content Overview

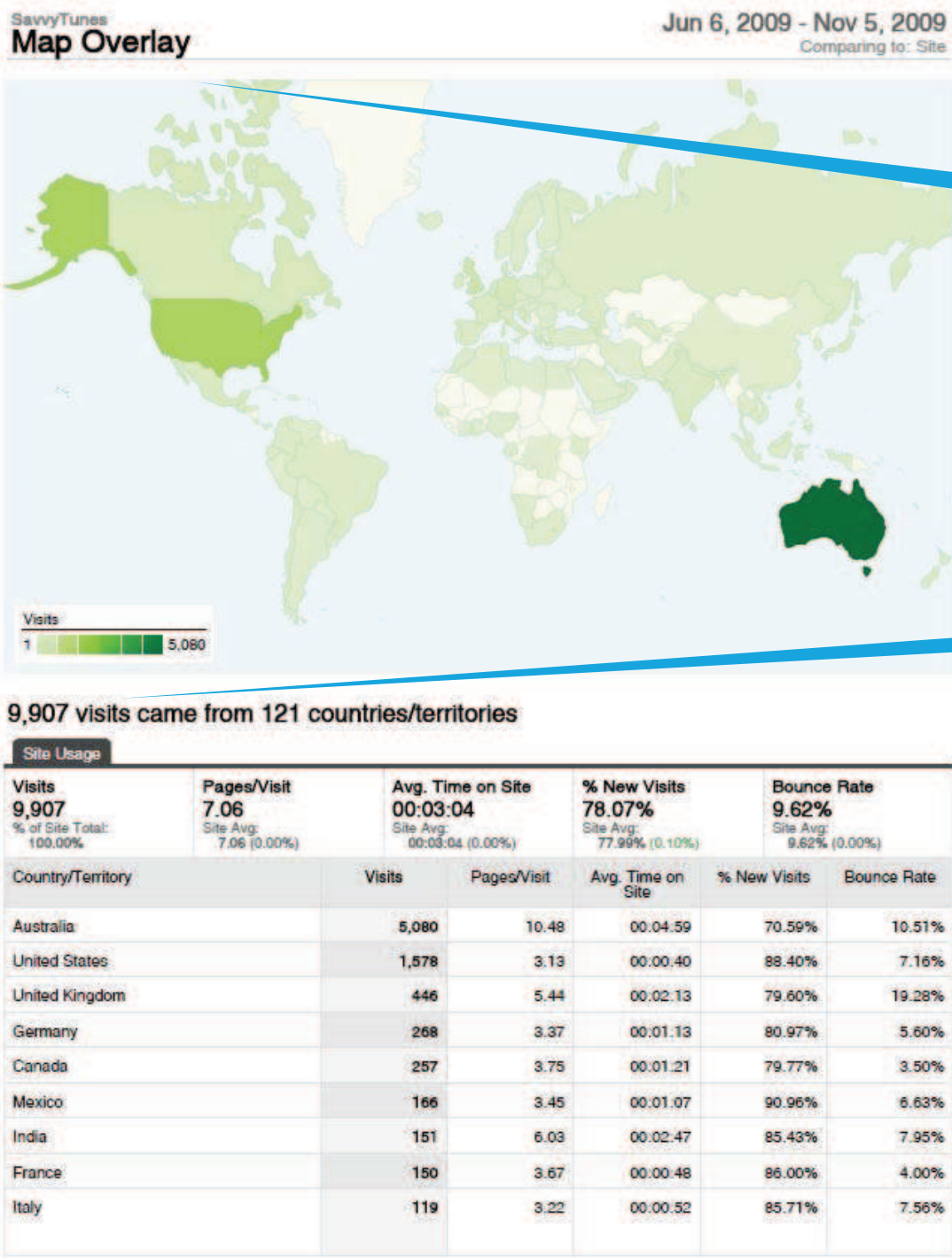
Traffic Sources Overview



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- GOOGLE ANALYTICS



Map shows viewers from all over the world

Visits statistics & site usage



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Visitors Overview includes how many visits, page views, time on site, bounce rate and new visits.

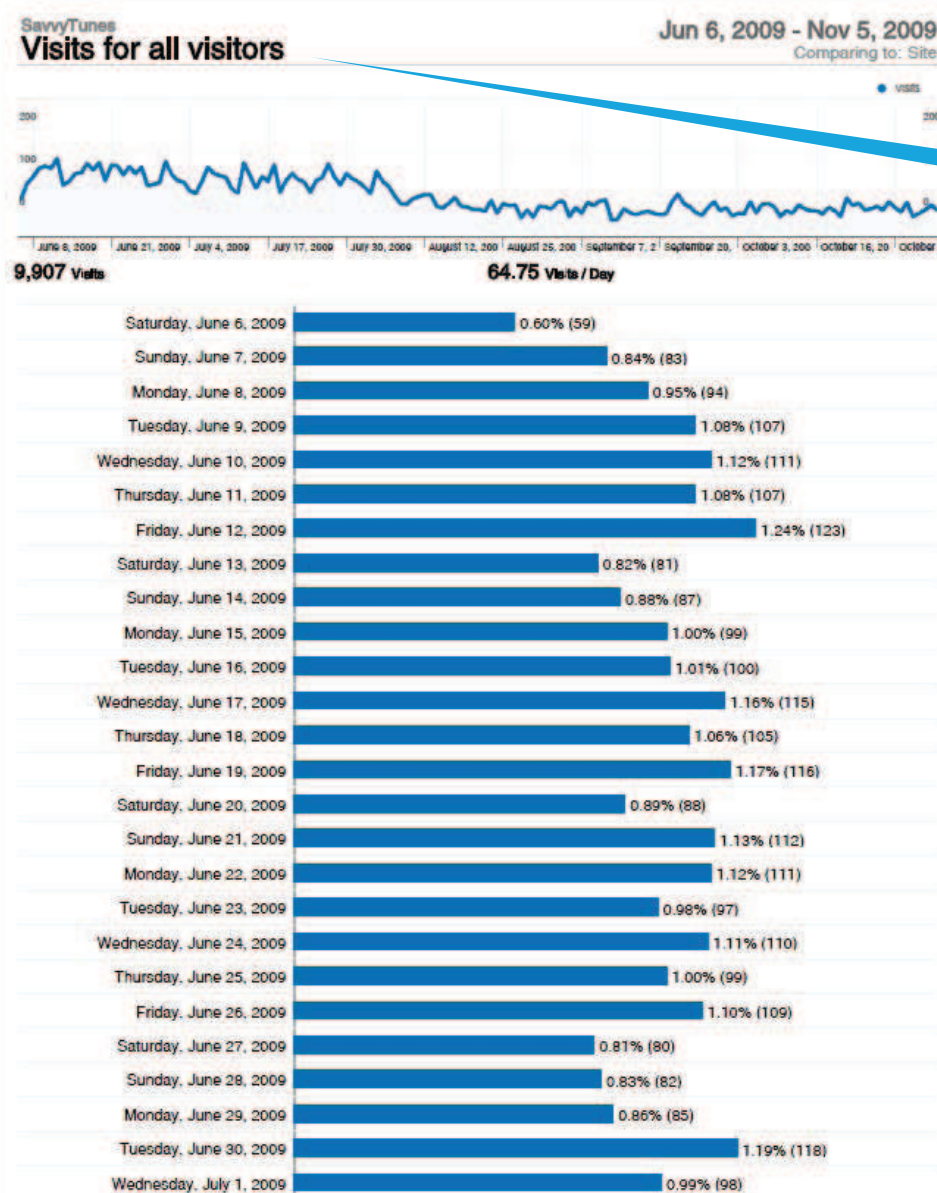
Browsers, visits, & connection speed



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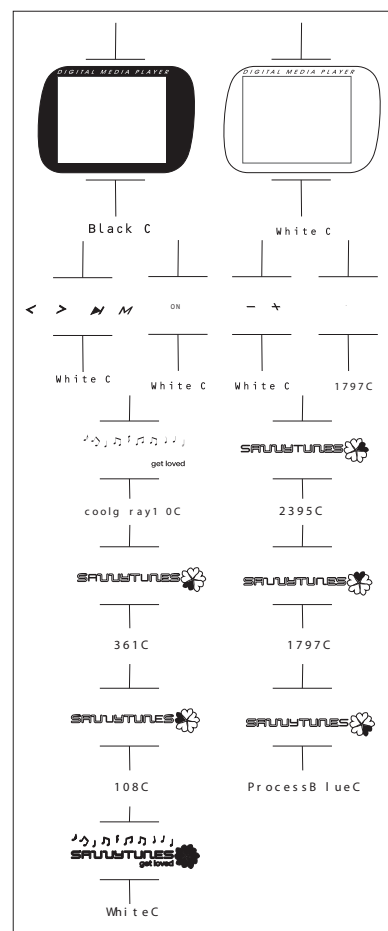
Lists statistics for visits throughout the month.



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- CUSTOM BRANDED MP4 PLAYERS



PANTONE (彩通配色系統表)		OTHERS (其他部份)	MATERIAL PANTONE (原料彩通配色系統表)	
① 802C (RUBBER)	⑦ 802C(RUBBER)	① Transparent (PMMA)	① ② ③ ④	Cool Gray 4C(ABS)
② 802C(RUBBER)			⑤ ⑥ ⑦	Cool Gray 4C(ABS)
③ Black C (RUBBER)				
④ 802C(RUBBER)				
⑤ 802C(RUBBER)				
⑥ Black C (RUBBER)				

RUBBER = 橡膠



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- CUSTOM BRANDED MP4 PLAYERS



Branded Savvy
Tunes MP4 Players





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- CUSTOM BRANDED DIGITAL DOWNLOAD VOUCHERS



Designed Savvy
tunes Vouchers for
purchase on the
web only



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- CUSTOM BRANDED SCRATCH PANNEL CARDS

CARD TYPE	DIGITAL LAMINATED CR80	THICKNESS	500 MICRON	QUANTITY	SAMPLE
-----------	------------------------	-----------	------------	----------	--------



CARD FRONT DETAILS	
LAMINATE	GLOSS
PERSONALISATION	NIL
COLOURS	CYAN MAGENTA YELLOW BLACK
PANELS	NIL
DRILLED OR EYELET	NIL
ADDITIONAL DETAILS	NIL



CARD REVERSE DETAILS	
LAMINATE	GLOSS
PERSONALISATION	AS SHOWN - EAN 13 BARCODE - 12 DIGIT IN SUPPLIED BY CLIENT
COLOURS	CYAN MAGENTA YELLOW BLACK
PANELS	NIL
MAGNETIC STRIPE	NIL
ADDITIONAL DETAILS	NIL

Savvy tunes Scratch pannel cards.



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- LOGO DESIGN





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- MAJOR ACHIEVEMENTS

The SavvyTunes store was developed as a way for SavvyTel www.savvytel.com.au to engage and reward their customers with added value for their consumer dollar. The focus was to build a point of difference in the consumers mind.

The message was that "SavvyTel represented exceptional value for money and provide excellence in customer loyalty by rewarding their customers brand loyalty". The focus of the system is to reward every consumer that purchased a phone recharge from SavvyTel with 25% of every phone recharge purchase with digital music. Please refer to the SavvyTunes store for the product and business model details.

The store and the business model is a growing success with other markets now being explored as potential places for the business model to be replicated.



Site Launch Date: 1st of August 2008.



Active Customers: 18,000 as at the 1st of August 2009.



Average daily site traffic: 300 users per day.



Active Newsletter: customers 15,000 and growing daily.

\$10
Gift Card

Vouchers Sold: Over \$1,000,000 in music vouchers have been issued as at 1st of August 2009 and growing daily.