BUSINESS CHALLENGE
Artekal was founded to bring reggae music to the masses. Led by a Jamaican-born technologist, Artekal aimed to pave the way for Jamaican musicians and artists not well-known outside of the country.

The strategy was to bring a platform to market that mimicked the featureset of apps like Spotify. The challenge was to create a tool that offered Artekal control over the licensure of the music to ensure the majority of the proceeds go to the artists.

With a limited time frame for go-to-market, Artekal needed a fast, well-designed, native experience on iOS and Android.

DELIVERY SOLUTION
Seed leveraged Azure Media Services for the backend of the platform. Using Azure, Artekal is able store and stream media, administer the platform, music, and DRM. For the front-end, Seed used Ionic to create a cross-platform mobile app. Ionic enabled Seed to write an application with a single code-base, deploy a native-feeling, responsive app on both platforms.

As a result, the launch was a success. Seed was able to deliver a well received application, while minimizing development time, testing time, and cost.