



Creating the Vision



*Pictured: Mark Bonnett of the National B2B Centre with Fay Goodman*



# E-business is an open source of inspiration for music maker

**Fay Goodman has always had a passion for music and is qualified in several martial arts.**

And, for some time, Fay spent most evenings and weekends developing her artistic passion for music and teaching martial arts while doing a full-time job during the day.

In 2003, Fay launched a business called Goodmedia from her base in Birmingham calling on all her expertise and experience in music as well as film, TV and video production.

Fay's interest in martial arts gives the company an unusual but admirable ethos which commits it to five virtues taken from the Samurai's hakama garment which are loyalty, honour, humility, justice and respect.

Goodmedia went online from day one but required a more up-to-date web presence in order to attract more customers and to present a state-of-the-art image to potential clients.

Also, the ability to offer music in a downloadable format was also crucial to keep up with the moving times.

## Open Source Software

The National B2B Centre's consultant Mark Bonnett met Fay and discussed her needs for the website [www.goodmedia.co.uk](http://www.goodmedia.co.uk).

Fay wanted the site to act as a better 'shop front' for the business and to be able to update it on a regular basis.

"In this industry, it's absolutely crucial that your website is of a high calibre," said Fay.

"It's what most potential customers will judge you on because many use it as their first port of call."

Using the open source software platform Joomla, the site has been dramatically revamped and has a modern, exciting feel.

Fay can update whenever she likes and can keep potential customers abreast of any new productions she is working on.

CDs of the music that Goodmedia has produced as well as the films it has made can also be purchased on-line, as well as samples of the CDs and video clips.

## Results

The improvement to the website has had a direct correlation with an increase in enquiries to Goodmedia and the new look site certainly gives a strong impression to potential clients that the company is at the cutting edge of media.

That is also backed up by the fact that it has a good ranking on search engines such as Google. Fay also promotes the website using online tools, such as the MySpace and YouTube websites and a personal blog.

Recent stand-out projects for Goodmedia include Fay's directorial debut on a tribute film to John Entwistle of The Who, which is available as a DVD but was also shown on the Biography Channel. It was described as a 'Pick of the Day' in the Sunday Times newspaper.

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Fay said: "The fact that I can update the site whenever I want is a huge benefit. It means I have greater control at the same time as having the National B2B Centre available as a source of knowledge and advice.

"Most small businesses can benefit from e-business, it is just knowing exactly how to do it."

### The future

Fay will use the website to launch a series of music albums in the second half of 2007 – including classical, pop and new-age oriental recordings.

Not only will the web be used as a marketing tool, the tracks will be available digitally on a worldwide basis.

And Fay wants to ensure that the site is constantly updated to make sure that it always gives the strongest impression to customers.

"The web is our face to the rest of the world, so it is absolutely vital that I make the best use of it I can," said Fay.

Mark Bonnett, of the National B2B Centre – the e-business centre of excellence for the West Midlands, said: "The media industry is becoming more and more competitive so those that do not take full advantage of e-business will be left behind.

"Fay has seen just how important a dynamic, functional website is and she is using it to its full potential."

### Further Information

Do you want to take control of your website content? Do you want to discover the benefits of free open source tools?

If you would like advice about open source technologies please contact the National B2B Centre using the details below.

### Take control of your website

- Open Source software is free; there are no licence fees to use this software
- Using an Open Source content management system empowers businesses with complete control of their website content, including text and images
- Open Source software provides many alternatives to proprietary software; as well as web content management systems, software includes customer relationship management systems, web browsers, email clients, photo editing, word processing and spreadsheet creation
- Open Source software is supported by major industry vendors, such as IBM, HP, Novell, Computer Associates, Sun Microsystems and Oracle
- On a global scale the list of businesses and organisations using Open Source in IT is endless including NASA, Google, Amazon, PayPal, West Yorkshire Police, NHS, Allied Irish Bank and Birmingham City Council and many more besides.

