**ACKNOWLEDGEMENT SPEECH**

**FOR**

**RAJU DATLA**

Hello everyone and welcome to this very special evening. Tonight we celebrate all of the hard work and groundbreaking efforts so ably demonstrated by our team with regard to Project Go Live for our client, Universal Music Group. (**If you want to make a joke, you can say**) For some of you, the experience has been a roller coaster of trial and error... of expending “blood, sweat, and tears”... of trying to “climb every mountain...”. Some of you wanted to do it “my way.” Others “got by with a little help from your friends...” I think that’s enough corny music analogies for now, don’t you??? (**And wait for the laugh**). In all reality and sincerity, the inroads and innovations searched for, discovered, and implemented for this project proved to be somewhat of a graduate course in learning to deal with, and address, the challenges associated with having to reconcile what just might be one of the few remaining frontiers... and that is making sense of, and implementing systems that deal with almost mind bending multiples of minutiae for the purpose of improving overall effectiveness in business. No matter what altruistic motives any of us might think we have, our mandate is ultimately very simple and pure... serve the client... make sure they are satisfied and more productive... repeat.

(**This quote might be a little controversial... if you don’t want to use the joke, just say, “It’s been said...” instead of attributing.”**). “Success in any endeavor requires single-minded attention to detail and total concentration...” Of course those words were spoken by Willie Sutton, one of the most notorious bank robbers in modern history, but let’s face it, he had a point!! (**Wait for the laugh**). While Willie may not have gotten quite the acknowledgement he may have thought was his due, the team that worked so diligently on Project Go-Live certainly deserves a considerable amount of kudos and praise. (**Do you want to mention any of the management team? If so**) I would like to thank \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for having the vision and holding the context of the importance of this endeavor. Thanks to the work that was done and the systems that were established, UMG has managed to position itself within the music industry as a leader... one that responds to a need and fills a void, that, when achieved, strengthens its viability and becomes a role model for similar projects.

**(This is your explanation verbatim)** Every month, UMG receives over 1,500 digital sales (streaming data) files from more than 200 partners and streaming platforms such as Apple Music, Spotify, YouTube etc., scrubs the data and prepares it for royalty calculations. We  process over 500 million records of streaming data per month or 6 billion records per year. This enables UMG to pay royalties to their artists on a monthly basis vs. current quarterly method. This shift provides a clear competitive advantage to UMG in the marketplace.

As most of you know, this project started in Sept 2016 with an estimated go-live date at the end of 2017, or so we thought... and as the expression goes, “The Devil is in the details...” and he... or she... showed up a couple of times... (**Wait for the laugh).** This work went through many gyrations and challenges along the way. Over **TWENTY** large change requests were accommodated throughout the process. We took phase-1 live in June 2018, but ran into several performance issues in production.  With herculean efforts and a universal, project wide refusal of failure, we were able to bring the performance down to acceptable levels and managed to stabilize the solution by November 2018. After several proactive measures, phase-2 of the project went live smoothly in March 2019 without any glitch.

Of course, with intention and the ultimate completion of a sound, much needed system and critical resource for the music industry, we’ve set a precedent. The success at UMG also resulted in another large deal closure with Warner Music Group (WMG). The services SOW with WMG is the largest in our history. A wise man said, “That which doesn’t kill you makes you stronger,” and all of us have become stronger, more tenacious, and more present thanks to the creative problem solving demonstrated by our top notch team. While some of us may have cowered in corners as UMG first turned into **OMG** (oh my god… debacle) ..... (**Wait for the laugh**), its evolution became a force in this business and has even escalated and transformed to **WMG**...

Digging deeper... refusing to settle... embracing and solving the issues that cropped up.... encouraged all of us, and especially the core team, to refuse defeat, we are a better, stronger, more effective entity thanks to the enthusiasm of this terrific team, and on behalf of Vistex, I am proud to recognize you tonight. Thank you all!!