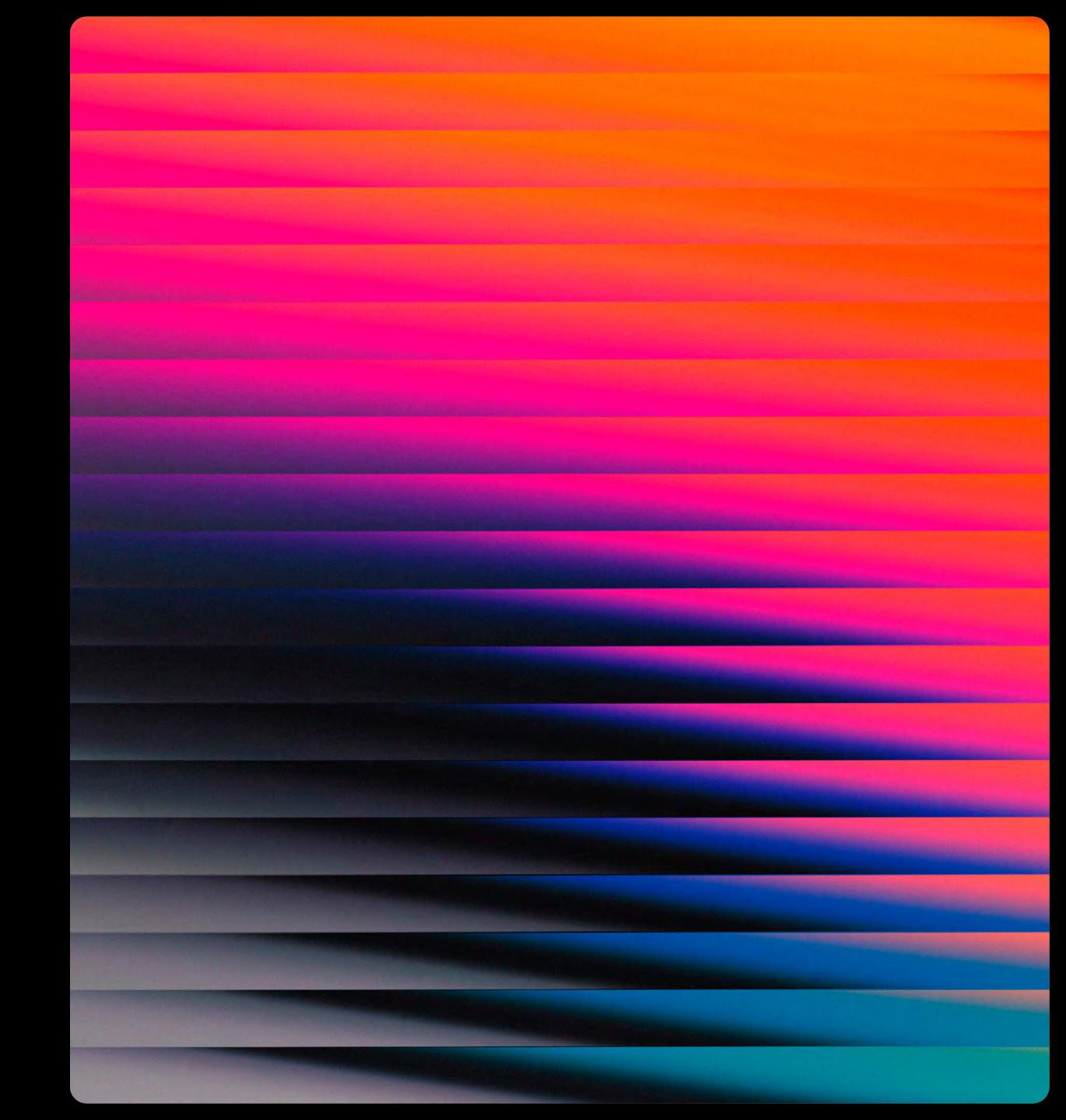
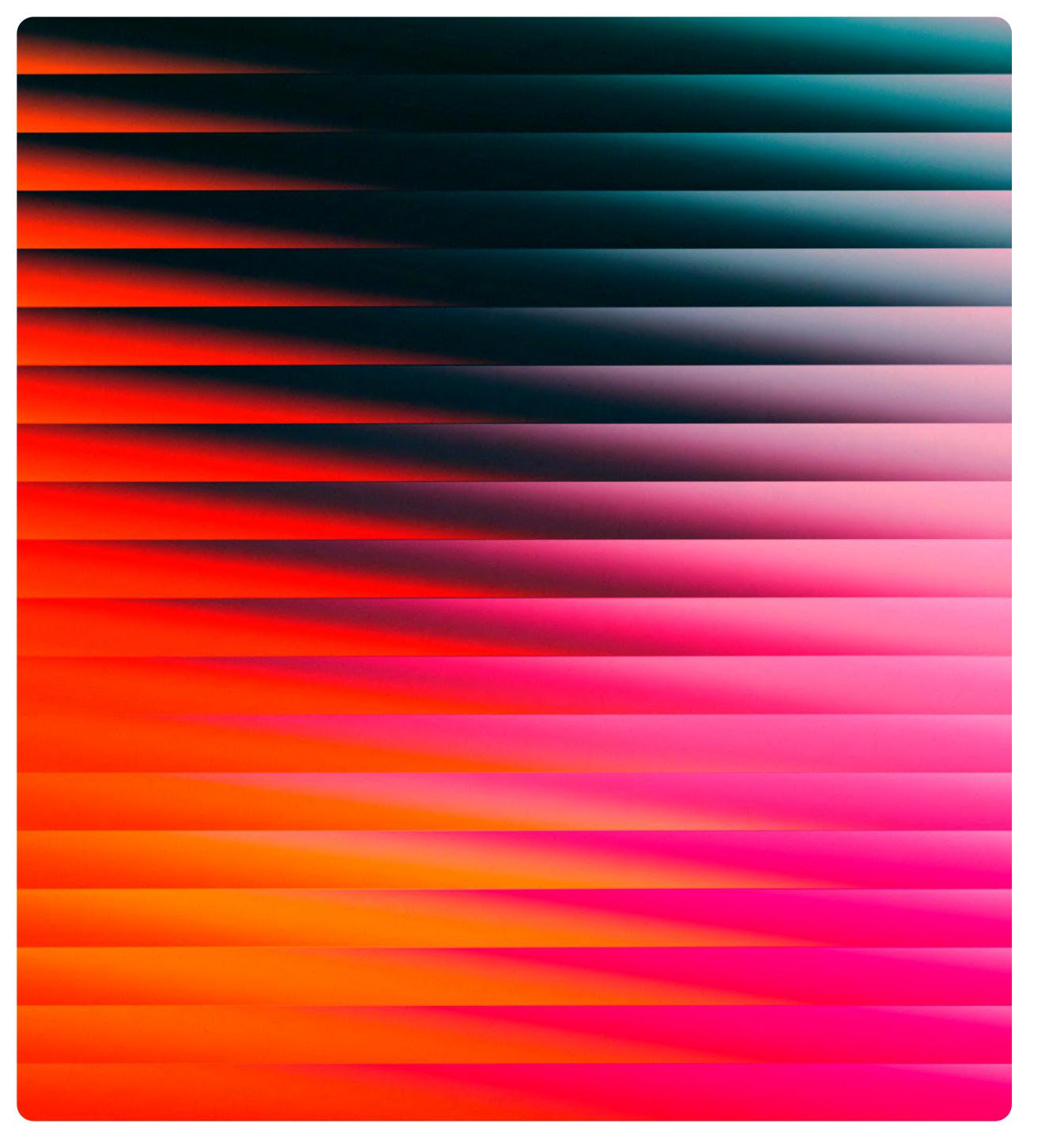




DESIGN & STRATEGY MAY 2025





## Services

Fermeta delivers smart, technical solutions for the music industry. With deep experience in web design, development, and hands-on knowledge of the music business, we know how to turn complex needs into powerful, user-friendly tools.

From sleek marketing sites to full-scale web and mobile applications, we help you plan, design, and build exactly what your business demands—using the latest technologies to future-proof your success.

Web Application Design & Development

Mobile Application Design & Development

Branding Design & Naming

Website Design & Development

User Experience

**Business Strategy** 

### About

Fermeta is the result of over 14 years of collaboration between founders Nick Young and Alex Collins.

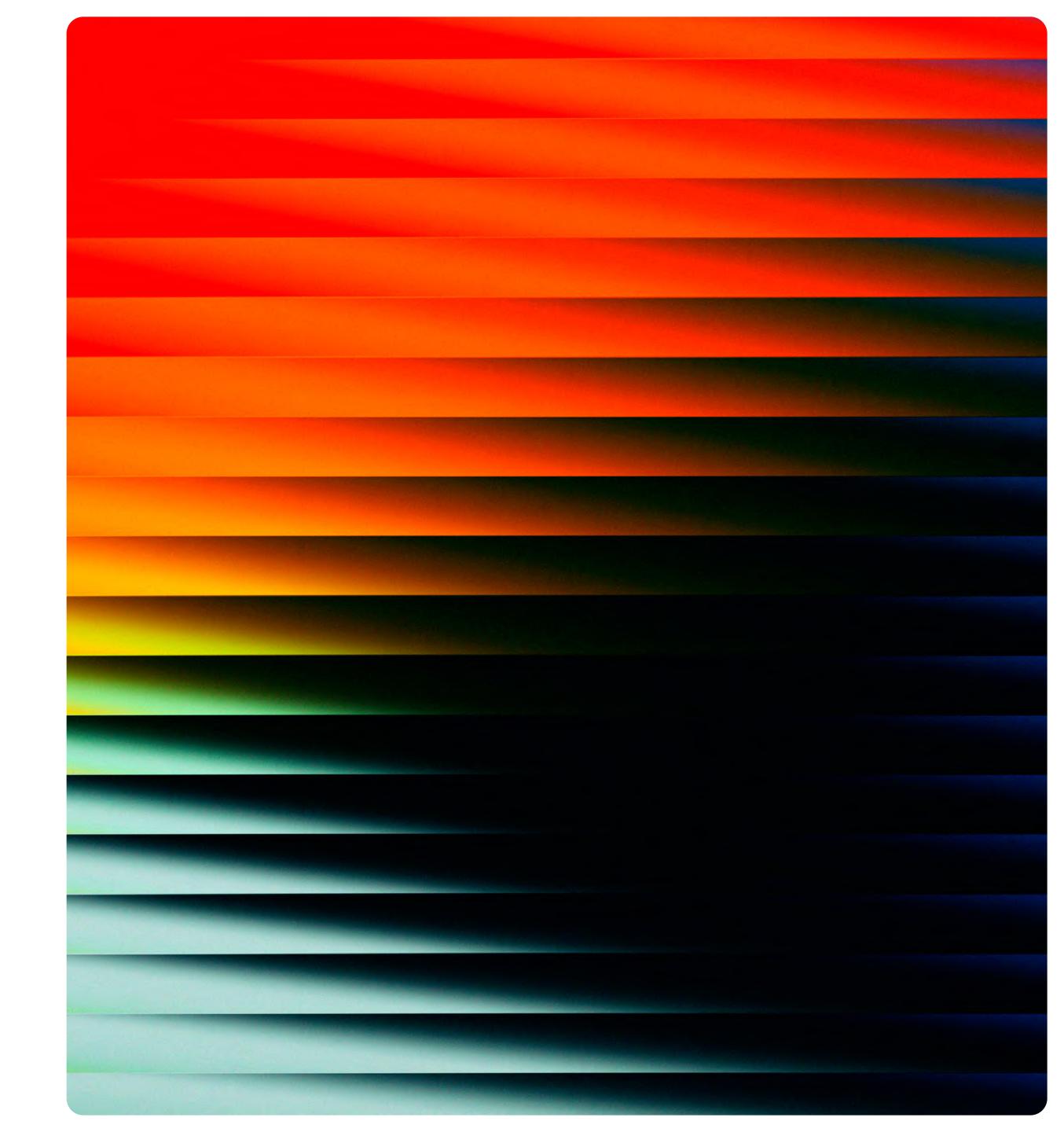
Nick brings more than 30 years of deep experience in the music industry, with an extensive track record of building technology that solves real-world problems for artists, labels, and music companies. His background bridges the gap between creative and technical, making him uniquely placed to understand and deliver what the music business truly needs.

Alex complements this with a background in designing and delivering digital products across multiple industries. His expertise in user experience, web application development, and business strategy has helped clients turn complex ideas into elegant, scalable solutions.

Together, we've led and delivered dozens of projects, from groundbreaking internal platforms to consumer-facing apps, always with the same philosophy: build tools that are beautifully simple and deliver measurable value.

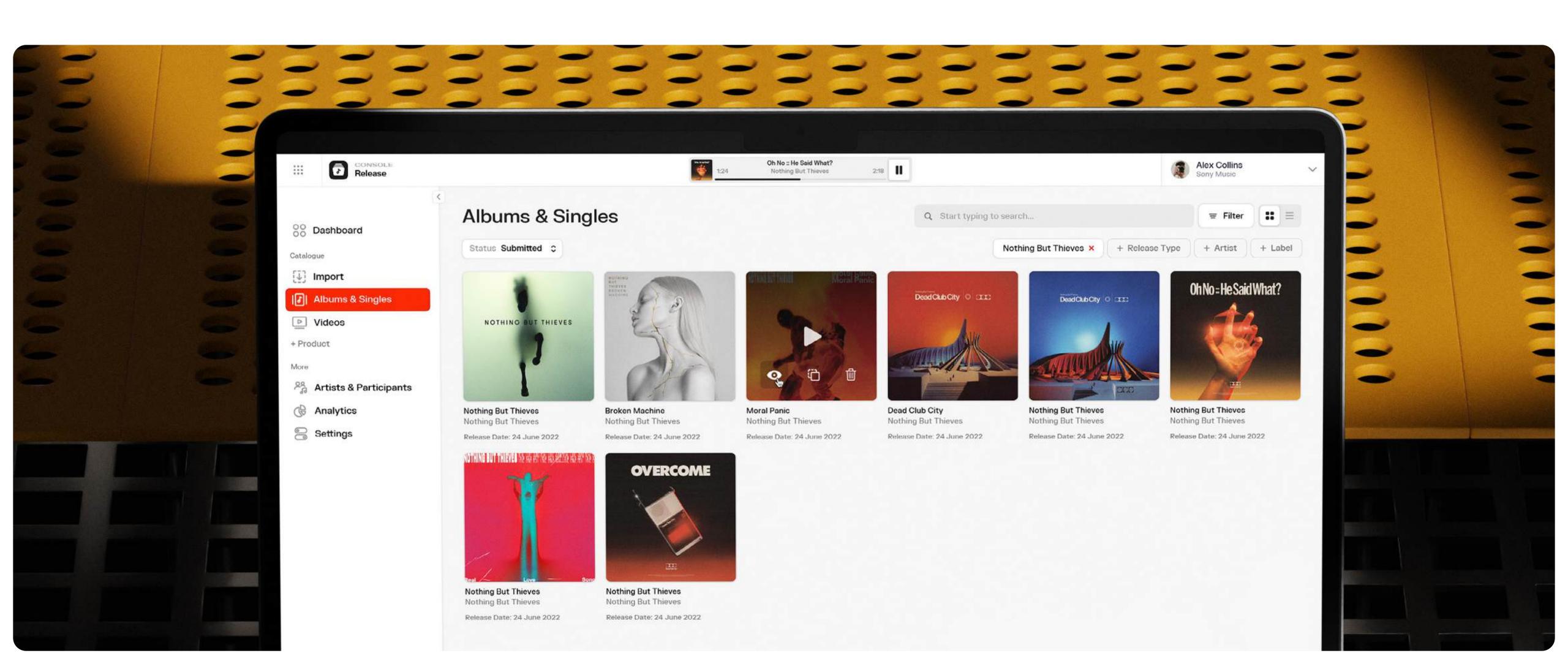
Nick Young — nick@fermeta.co.uk

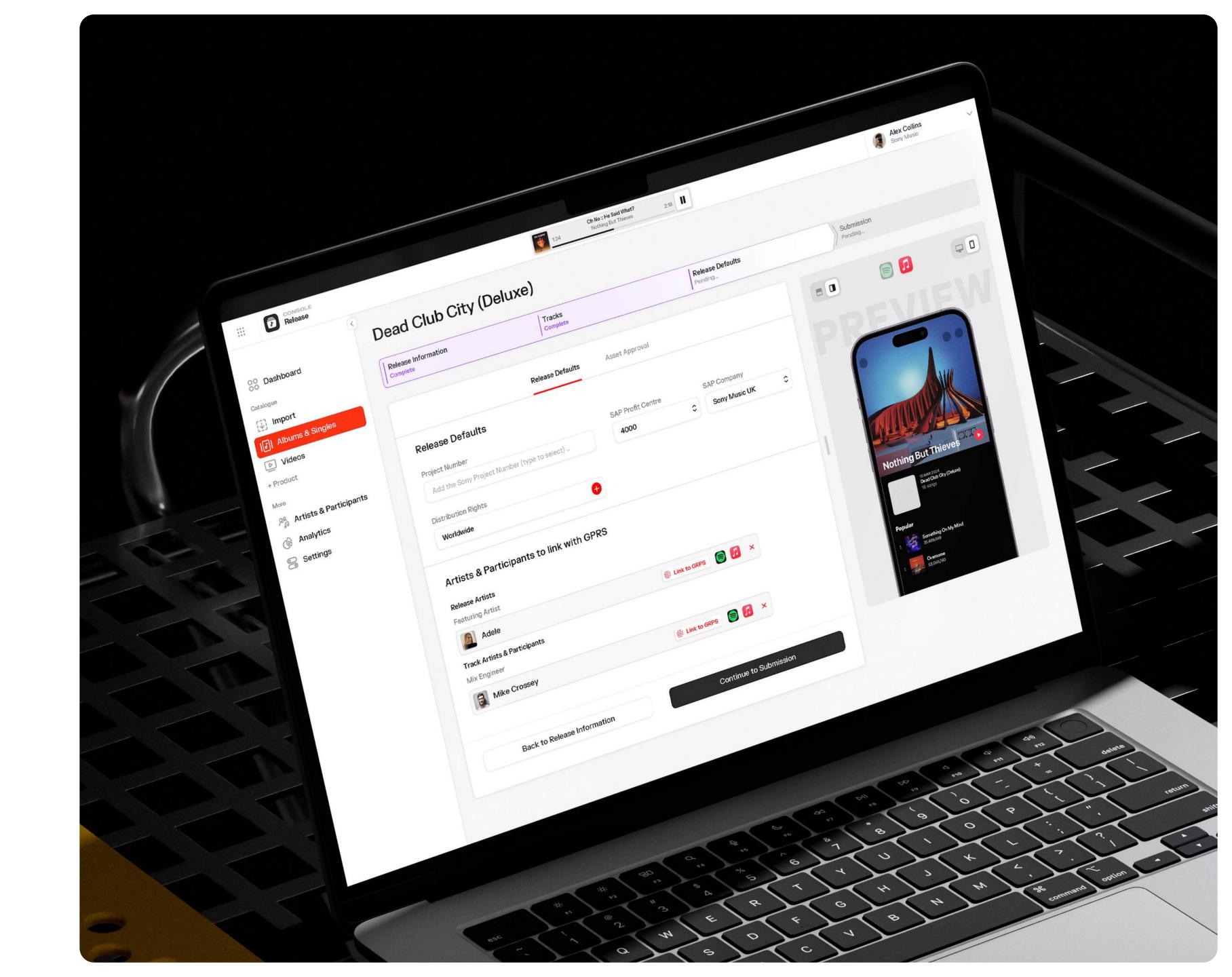
Alex Collins — alex@fermeta.co.uk

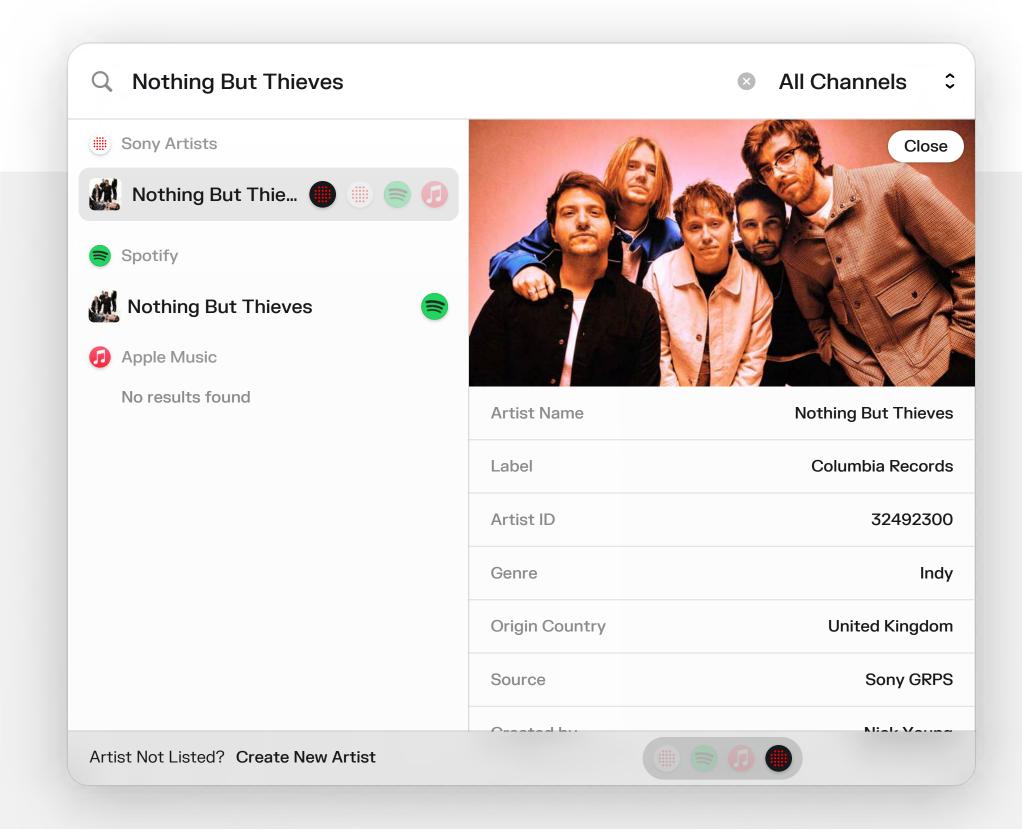


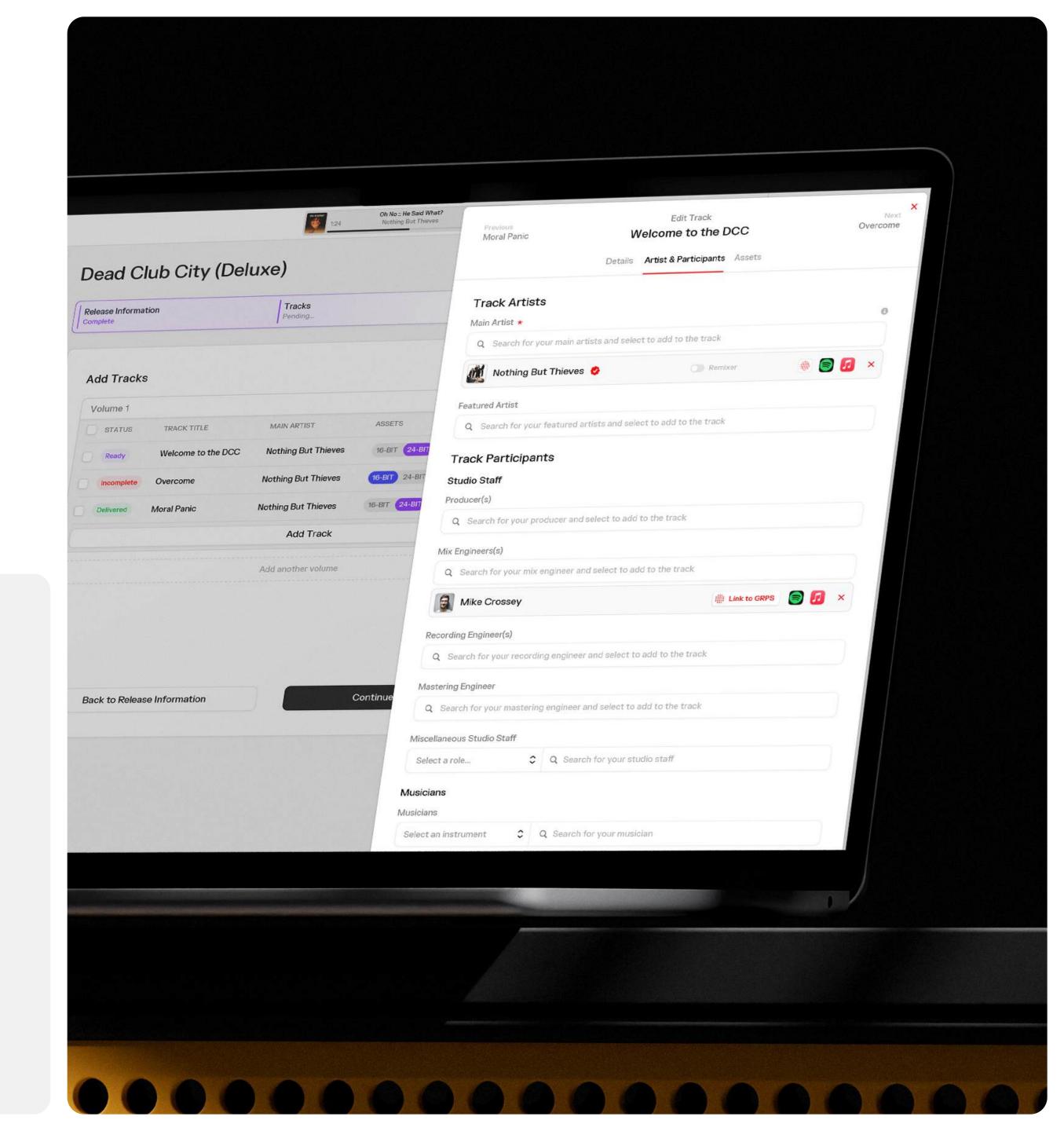
Sony brought us in to reinvent Rough Cuts—an internal app that had never launched. Rough Cuts gives artists, managers, and external partners a seamless way to upload new releases directly into Sony's infrastructure. After quick validation checks, the tracks flow straight into Sony's backend, ready for the digital supply chain.

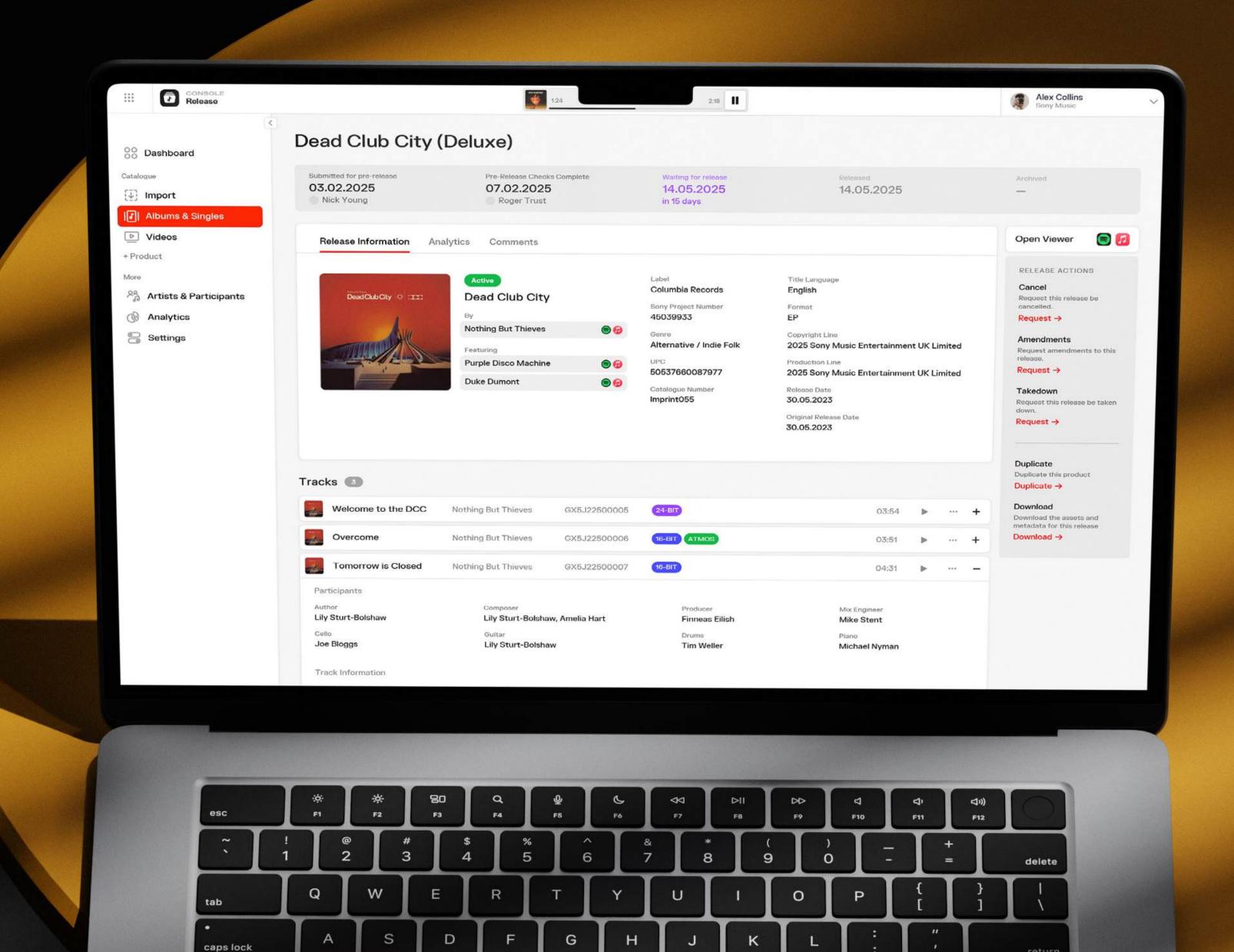
Our mission: design an intuitive, step-by-step interface that makes uploading effortless while ensuring all essential metadata is captured.





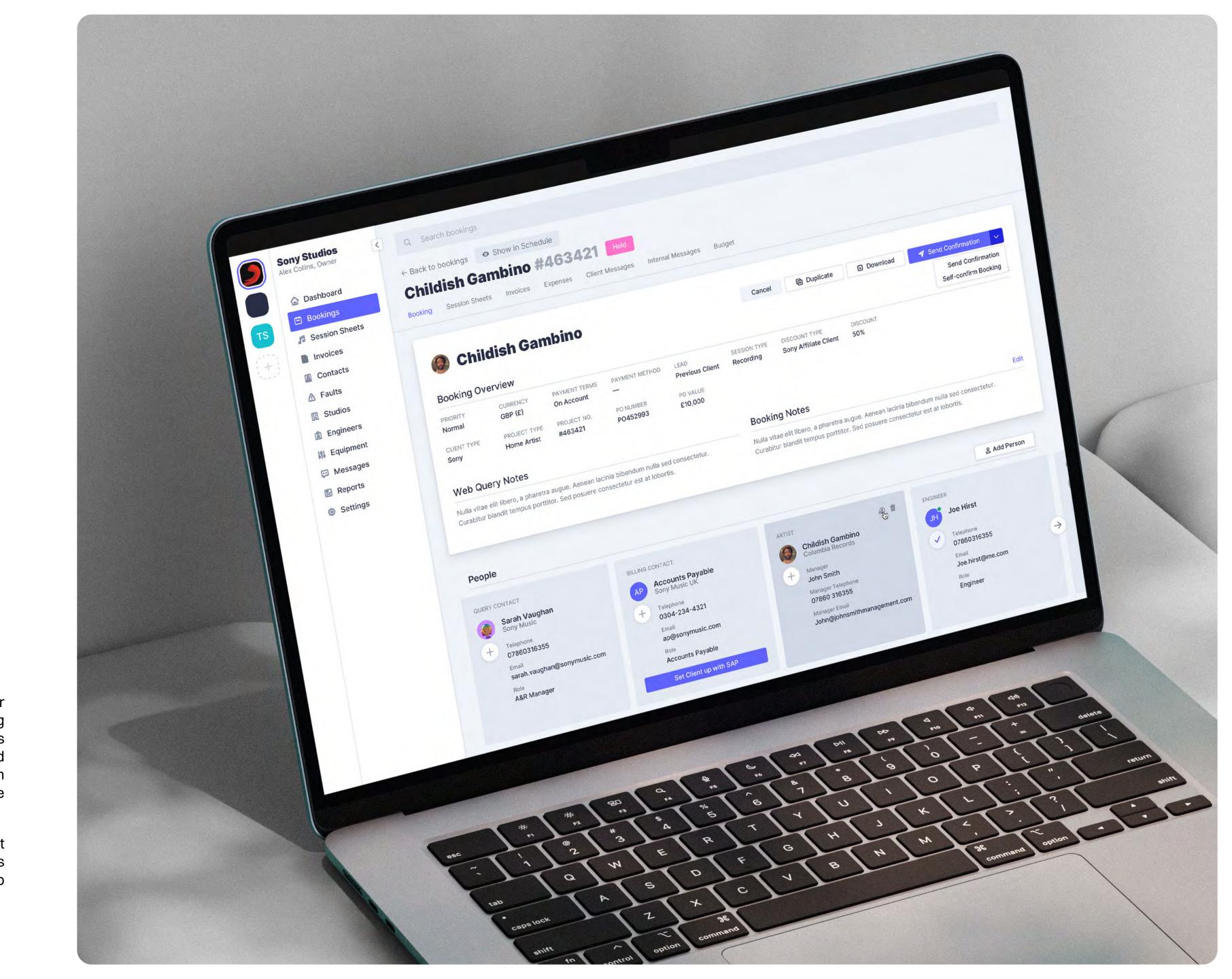


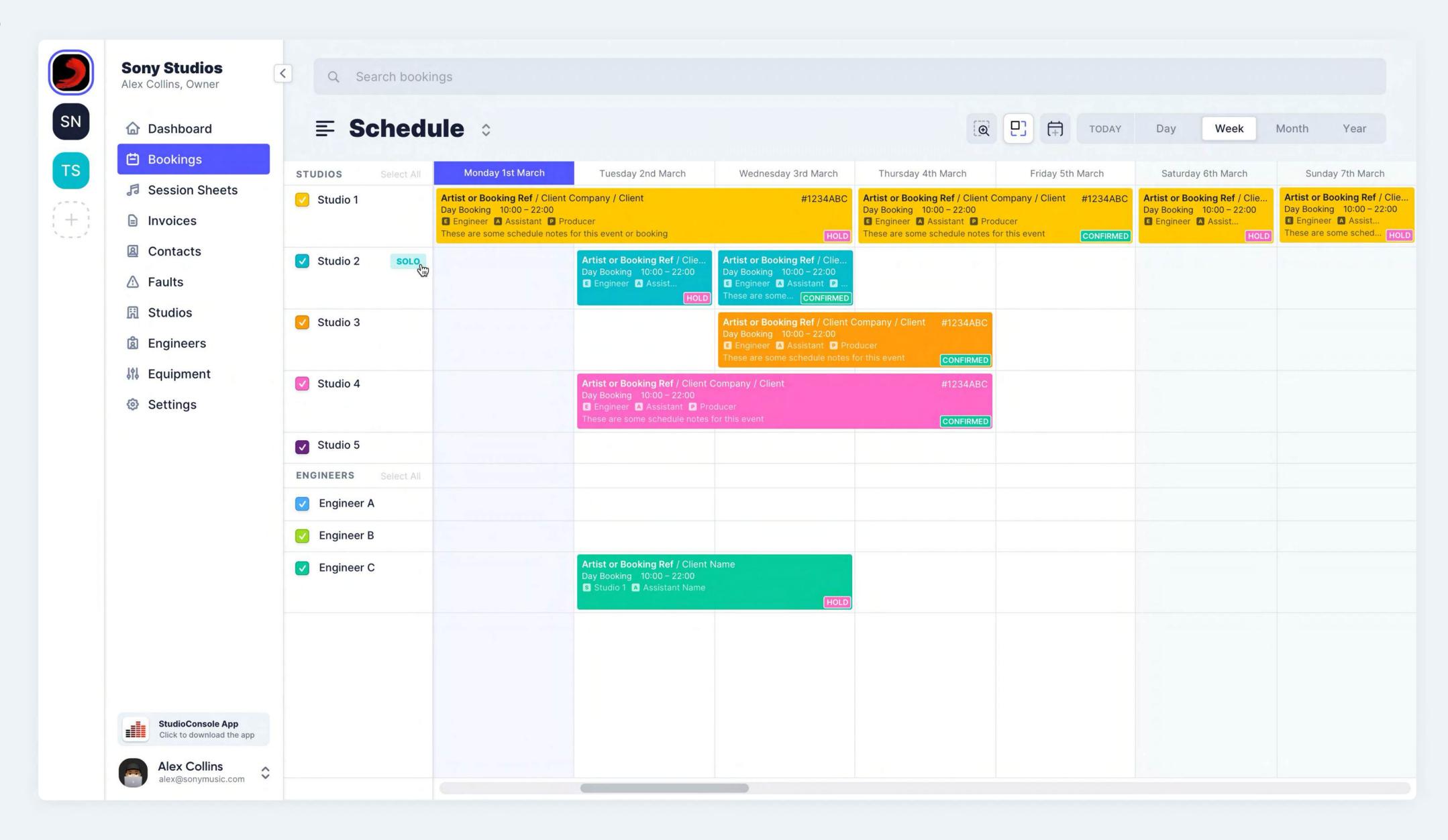


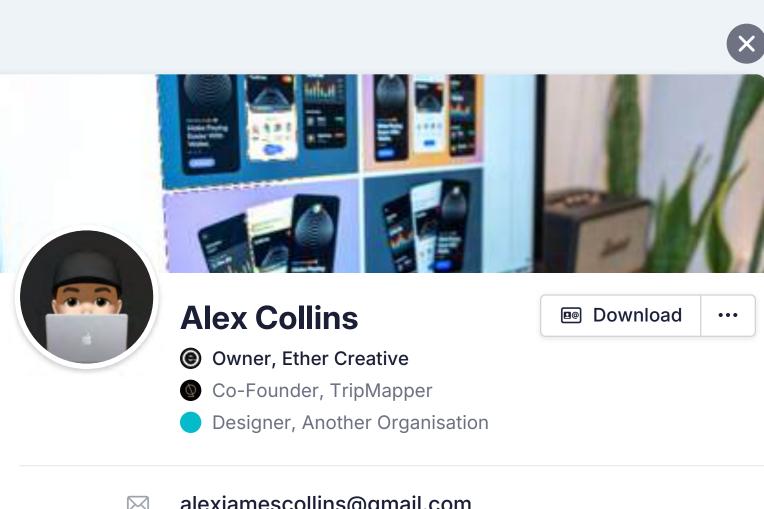


Our first project with Sony set the tone: design, manage, and deliver a world-class booking system for their global network of recording studios. We built a sleek mobile and web app that handles everything—bookings, confirmations, session sheets, invoicing, and integration with Sony's purchase order and SAP systems. A custom studio diary and address book completed the ecosystem. The result? The most advanced studio management tool in the industry.

Over three years, we transformed the vision into reality. Today, it powers over 30 studios worldwide. Its success earned us Sony's trust to redesign many of their internal and customer-facing web apps.







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Work - Landline

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Twitter

#### **Contact Notes**

Only you see this information

Edit

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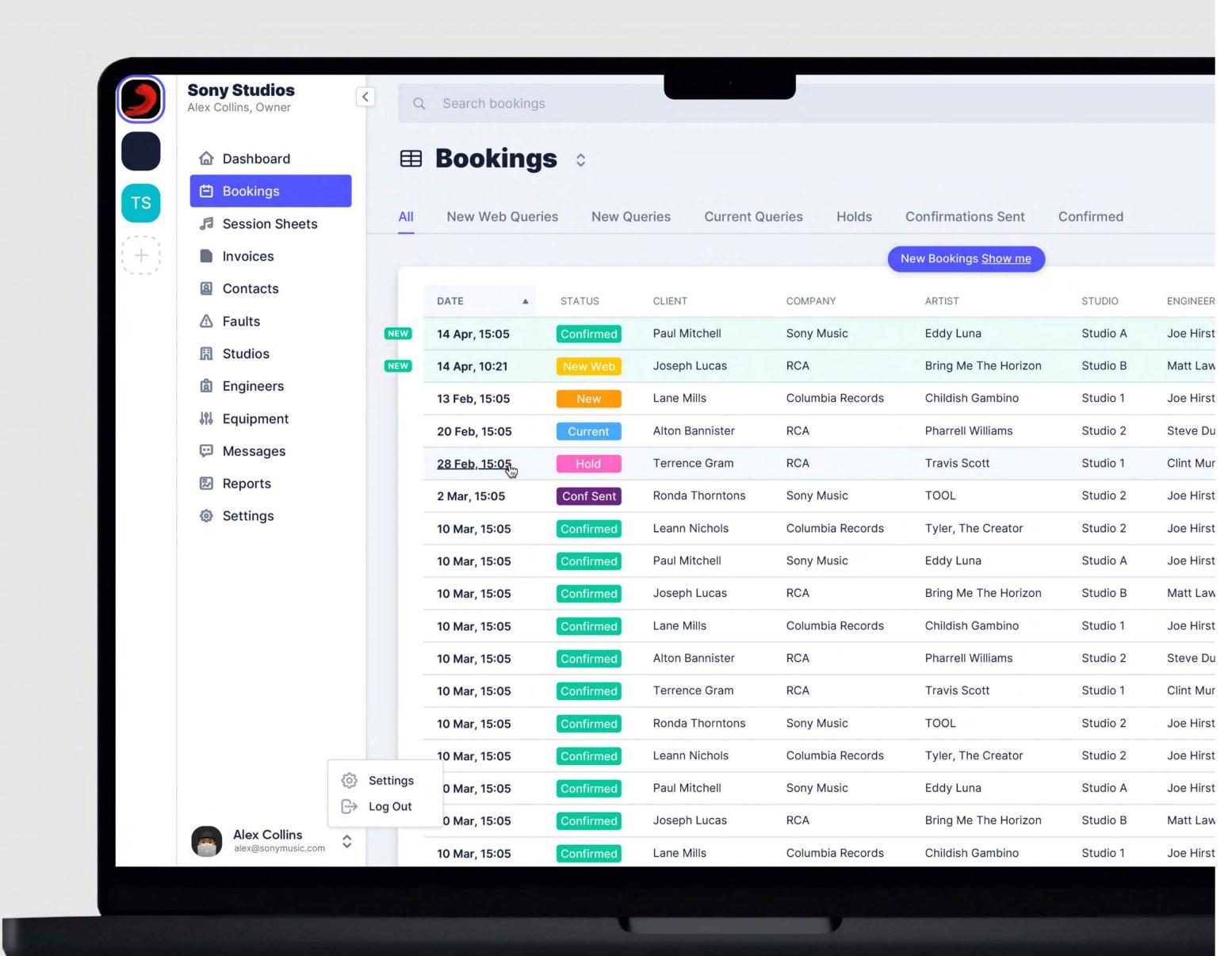
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#### Categories

Add this contact to different categories for easy management

Manage

Name of Category Another Category + Category



# Ingest

Sony has been purchasing existing label and artist catalogues over recent years and each of these catalogues has needed to be ingested into Sony's backend systems. We were tasked with designing a system that would track the imports of these catalogues via DDEX and report back any processing errors, so that users could take care of the problems and re-import.

Once again we went for a clean and simple design to clearly articulate the complicated data imports.



