

Music Company Leverages Oracle Exadata for Continuous Uptime

“Data Intensity didn’t just migrate our database, they have helped us deliver on our mission with a state-of-the-art data center leveraging the latest cloud technology.”

– Head of Technology and IT Support

CASE STUDY

Cloud Services
Managed Database Services
Engineered Systems

About the Customer

A leading royalty tracking service represents the rights of songwriters, composers and music publishers around the world. The organization tracks the usage of copyrighted material to ensure creators are paid whenever their music is played, performed, broadcast or reproduced by collecting royalties on behalf of its members. Currently, the service manages over 22 million pieces of content with over 2 trillion uses per year by more than 350,000 businesses generating over half a billion pounds in annual royalty payments. The service uses several applications to run its operation to provide each member with the usage and earnings of their portfolio and distributes the proceeds.

Challenges

- The customer royalty database was running on a 7 year old Windows platform in their own on-premises data center and needed an update due to limited capacity and scaling capabilities.
- After deciding on Oracle Exadata technology, the complex data conversion from the on-premises data center to the cloud on Exadata required expertise beyond what the IT team could handle.
- A character set conversion which also required significant changes was needed to upgrade the customized and customer-facing application to the cloud.
- A partner with expertise in migration and handling complex upgrades was sought out to implement the migration.

Solutions

- Engineered Systems – Oracle Exadata
- Customer Private Cloud
- Data Intensity Discovery Services
- Data Intensity Implementation Services
Data Intensity Managed Services

Industry/Customer

Entertainment

Customer Outcomes

- The new private cloud center included 200 TB of migrated data and was completed in 18 months without disruption.
- Extensive planning from Data Intensity including a step-by-step process resulted in no disruption for the customer royalty service.
- Lower operating costs - the new environment provided higher performance, improved resilience and lower unit costs as well as greater scalability for future growth.
- Gained a new partner with a dedicated DBA team to support and optimize the Exadata technology including monitoring the infrastructure, installing OS-level patches and providing expertise around back-up issues.

Key Partner Takeaways

Data Intensity is the largest independent managed services provider of enterprise databases, applications analytics and the cloud. Connecting technology and business needs, we work with your team to create customized roadmaps for your individual needs. Our expertise in infrastructure and platforms help organizations optimize their software investments and business processes to achieve higher availability, performance, velocity and scalability.