CloudHealth® TECHNOLOGIES

# With CloudHealth a Music Services Provider's Infrastructure Sings

**AN INDEPENDENT PROVIDER OF DIGITAL MUSIC** services for B2C, B2B and music industry infrastructure customers was using AWS to innovate and deliver new services faster than it could with a traditional infrastructure platform. The company's cloud-based platform enables digital media providers to design and build global music services quickly and effectively.

***"With CloudHealth, we are able to benefit from continuous insight into how applications are impacting the bottom line. This motivates our developers to see their direct influence on the business, which aligns perfectly with our culture of responsibility."***

***–VP OF ENGINEERING***

## *THE CHALLENGE*

Committed to providing superior service levels to its growing group of partners, the music services provider was relying heavily on AWS. The company started a massive data center migration and ended with only a few hundred physical servers left in their data center. Once fully operational in the cloud, they benefited from improved availability, flexibility and scalability, ensuring greater global reach and performance for customers.

However, with all of these benefits came a new mind-set. Now that it had a large volume of resources running in the cloud, the company needed a solution that would offer the visibility required to effectively manage a highly-variable and complex environment, while gaining greater control over AWS spend.

## *THE SOLUTION*

Recognizing the need for extensive management across its entire cloud ecosystem, the music services provider turned to CloudHealth. Now, they are able to align cloud operations with business objectives, while reducing

costs through analyzing usage trends and better managing service levels. CloudHealth enables them to accurately align cloud costs with business initiatives.

The music services provider also benefits from rich functionality related to overall AWS cost management, allocation and amortization. With CloudHealth, they enjoy role-based reporting, which categorizes cloud assets and services for analysis, management, and automation.

The music services provider also uses CloudHealth for making data center migration decisions. For example, they had a large database migration to AWS, and using CloudHealth's Data Center Migration capability, they were able to rightsize infrastructure before migrating it. They also use the Data-Center Migration tool to prioritize the "low hanging fruit" for migration—applications that will lead to the greatest cost savings by migrating to AWS.

*"CloudHealth has enabled us to easily embrace change, innovate quickly and better engage with partners, since we are empowered with the ideal level of visibility that has enabled us to thrive in the cloud."*

## *THE RESULTS*

With help from CloudHealth, the music services provider optimized its entire cloud infrastructure. This has allowed the company to effectively scale services across its global distribution network, rapidly deploying capacity as needed on-demand. In addition, they automated the entire process, while tracking activity at a granular level and benefiting from reports that enable the company to audit a situation when necessary. Specifically, the company can now:

- Optimize its cloud infrastructure, while being able to focus on the core business.
- Rapidly deploy applications and move data where it is needed, while staying close to customers.
- Benefit from automated monitoring and provisioning.
- Enforce tagging policies to improve cloud governance.
- Visualize spend by partner or component on a daily basis.
- Prioritize and optimize through analysis of cloud spend allocation.
- Eliminate paying for unused resources.

The company was also able to maintain uptime and availability of services, continuously meet SLAs, and benefit from greater development flexibility (which allows the company to release updates more frequently than ever before). By embracing continual deployment with the cloud, they are able to support an agile development environment that has resulted in more frequent and impactful release cycles.