CloudSigma

Customer Success Story

CUSTOMER PROFILE

CloudSigma's client is a leading content distributor and syndicate for localized video content in Europe. Back in 2011 the company was experiencing tremendous growth around its marketing, aggregation and syndication platforms.

With more than 300 content owners in 10 markets, the company was actively distributing more than 350 million video streams and 2.25 billion images across 2,300 media destinations, including websites, social networks, mobile apps, and Internet TV. The client's platforms were delivered as Internet services, so even the tiniest bit of downtime could become detrimental to its bottom line. With more and more content owners signing on each day, any instance of downtime would have had a widespread impact across its business. The client realized that it was quickly outgrowing its physical data center in Denmark, and, in order to avoid downtime while sustaining such growth, needed to move to the cloud.

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> *"We selected CloudSigma's public infrastructure-as-a-service (IaaS) over competitors, including Amazon and Rackspace, due to its flexibility, greater price/performance and efficient resource utilization."* - CTO @ client's company.

THE CHALLENGE

The company had been rapidly growing in the content marketing, aggregation and syndication industry. In fact, in just 24 months, it went from syndicating 15 million videos a year to 350 million, creating infrastructure issues in its physical environment.

"Our growth has been great for business, but a technical nightmare without the cloud. We needed to spin up more and more servers on a constant basis, which was not feasible with our *proprietary, physical data center, especially as it could take months before a new server was fully deployed."*

Even after recognizing its need for a cloud environment, the company remained wary about transitioning to such an environment and being able to use all of its preferred applications, operating systems and configurations.

A common barrier preventing companies like theirs from leveraging the cloud is knowing that

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they'll have to change our infrastructure in some shape or form to migrate to it. This is particularly challenging with traditional IaaS providers like Amazon and Rackspace whose businesses are driven by legacy solutions and only allow for a small amount of flexibility.

"We evaluated both Amazon and Rackspace, along with a handful of other public cloud providers, but, in each instance, we would have had to change our entire network to migrate to one of those other cloud platforms."

THE SOLUTION

CloudSigma utilizes a completely open software layer, eliminating the typical restrictions placed on companies during a cloud migration and providing complete transparency for public cloud computing. This allowed the client to deploy the applications and operating systems they preferred and are familiar with, while still achieving the same, if not greater, levels of availability, connectivity and scalability.

The client also found that the flexibility Cloud-Sigma applied to its software layer and deploy-

> *"Unlike traditional IaaS providers, CloudSigma offers a completely open, customer-centric public cloud platform, which gives us the individualized resources we need to build our perfect cloud according to price, utilization and performance. No other cloud provider that we know of allows that level of customer control."* - CTO @ client's company.

ments extended to CloudSigma's resources, including CPU, RAM and storage, giving the client a far better price for performance.

"With CloudSigma, we are not subject to unrealistic bundled resources as it delivers transparent and efficient resource purchasing."

Many IaaS providers charge for a minimum full hour no matter how long a cloud server is actually running and bundle resources into fixed server packages. CloudSigma, however, bills customers by each resource separately based on usage in short 5-minute billing increments, preventing customers from purchasing unnecessary resources.

"This is a huge cost-saving advantage as we've found issues of over- and under-provisioning are far too common in other public cloud environments."

THE IMPACT

Moving to a cloud environment was a strategic business decision for the client, but considerations also came into play regarding the company's customers and end users.

"Using CloudSigma has enabled us to increase our level of service for our own customers since we are now able to spin up resources much more quickly in the cloud with greater scalability, reliability and performance. Our customers, including MSN, Blockbuster, Warner Brothers, and Universal Studios, have greatly benefited from our improved delivery, performance and availability as a result of working with CloudSigma."

In addition, their customers feel more confident in their capabilities as the client is now able to get customers up and running much more quickly with their services based on CloudSigma's IaaS offering.

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"For instance, we recently signed a contract with a new client who asked us to have infrastructure and servers dedicated entirely to them – and, they wanted it all done in one week! That would never have been possible using our own data center services; it would have taken at least a month."

With CloudSigma, they were easily able to meet their customer's demands and get them up and running in as little as one day.

"As we always say, time is money, so CloudSigma has been a real advantage for keeping the company up and running."

With its decision to move to the cloud, the client was conscious about the highly-sensitive issue of data protection, especially as there remain conflicting laws between Europe and America with regards to data access, sharing and location.

"The fact that CloudSigma addresses issues of data protection head on with its locations in Zurich and San Jose, keeping each as a separate entity subject to the laws of the country where it resides, is a real advantage for us."
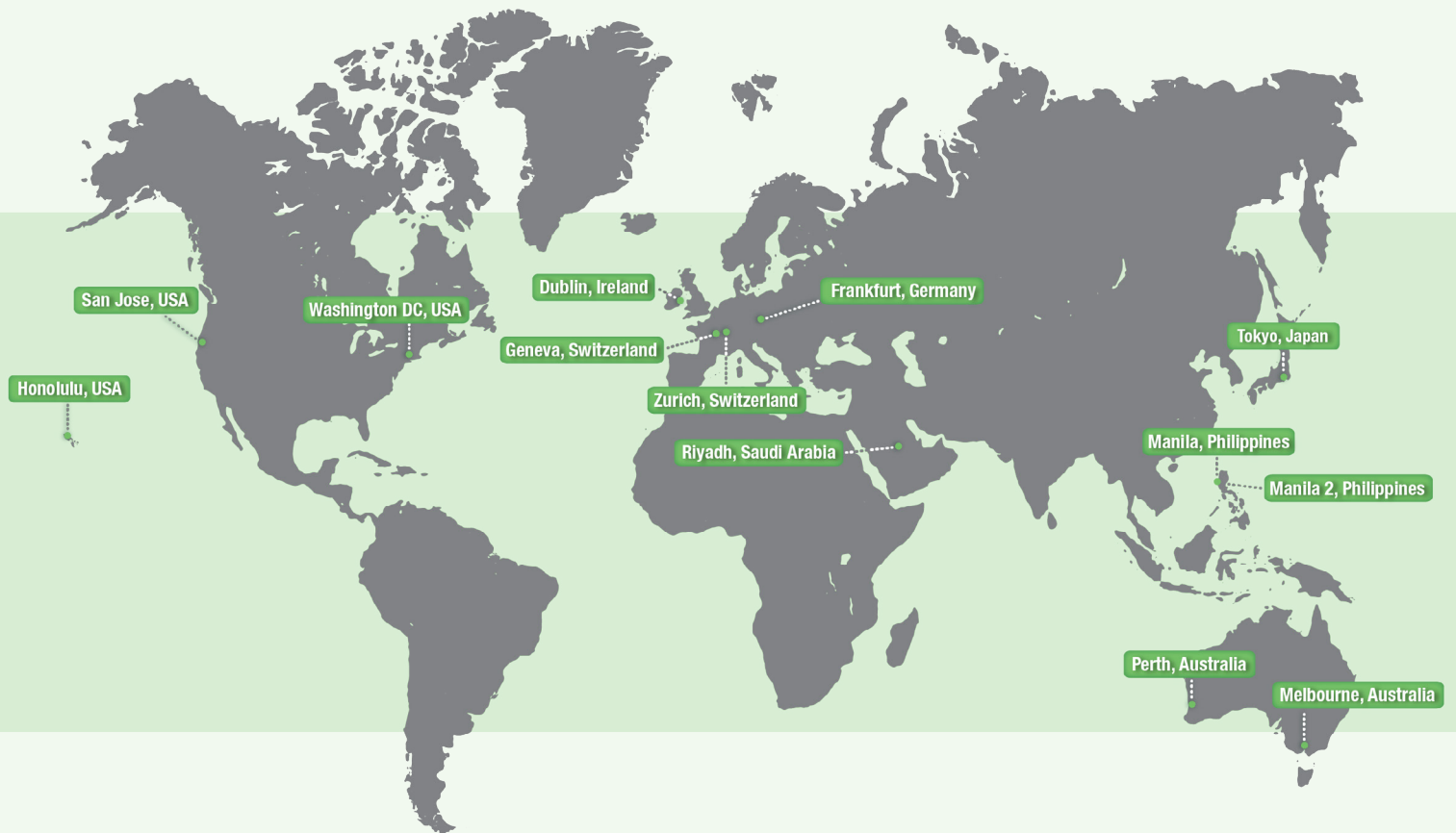
" *"Since CloudSigma gives us complete control of where we put our data, we can choose which laws our data is subject to without concern of compliance."* - CTO @ client's company.

ABOUT US

CloudSigma is a pure-cloud infrastructure-as-a-service (IaaS) provider that's enabling the digital industrial economy through its highly-available, flexible, enterprise-class hybrid cloud servers and cloud hosting solutions in Europe, the U.S., Asia and Australia. CloudSigma is the most customizable cloud provider on the market, giving customers full control over their cloud and eliminating restrictions on how users deploy their computing resources. With CloudSigma, customers can provision processing, storage, networks and other fundamental computing resources as they please, as well as extend private networks out of existing infrastructure and elastically into CloudSigma's IaaS cloud to create easy to manage and transparent hybrid cloud solutions.

OUR LOCATIONS

San Jose, USA

Honolulu, USA

Washington DC, USA

Dublin, Ireland

Geneva, Switzerland

Zurich, Switzerland

Riyadh, Saudi Arabia

Frankfurt, Germany

Tokyo, Japan

Manila, Philippines

Manila 2, Philippines

Perth, Australia

Melbourne, Australia

CloudSigma offers a range of locations from Europe to the United States and APAC. We are adding new locations over time as we expand our offering globally. We choose our locations very carefully to offer excellent connectivity, security and reliability for our clouds.

For more information, please visit us at **www.cloudsigma.com**

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