

MUSIC COMPANY LEVERAGES ORACLE EXADATA FOR CONTINUOUS UPTIME



Industry:

Entertainment Industry

Benefits

- Modernized database infrastructure
- Improved performance and availability with private cloud solution
- Lower operating costs
- Scalable environment for future growth
- Flawless migration without disruption
- Dedicated DBA Team to support and optimized Exadata technology

Solutions

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

"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, Royalty Tracking Service

A leading music service represents the rights of songwriters, composers and music publishers around the world. The service 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 millions of pieces of content generating over half a billion dollars in annual royalty payments. The company uses several applications to run its operations in order to provide each member with the usage and earnings of their portfolio and distributes the proceeds.

Challenges:

COMPLEX DATA CONVERSION, NEED FOR CONTINUOUS UPTIME

The company was running a 7 year old Windows platform in their data center. Management recognized that a major update was needed to mitigate risk. After considering the options, they decided to migrate it to Oracle's Exadata technology.

Moving a database to a new architecture involves multiple steps to export, convert, import and validate the data. The extensive size of the royalty database added its challenges to the migration and required a creative approach. Members used the service around the clock and expected the service to be up and running whenever they wanted to use it. As a result, any significant downtime would be problematic for the organization. The company needed an innovative approach to keep the database in continuous operation.

The situation was further exacerbated because the data conversion needed a character set conversion, which required significant changes to update the interface of the application cluster. This mission critical application was also the component of the service most visible to their members and customers as it tracked usage and paid royalties. While the company had a strong in-house IT team on the application side, they had limited database expertise to support this new initiative as well as handle day-to-day maintenance of daily operations. Without the right resources to plan and implement this migration in-house, a partner was needed that could work side-by-side with the in-house IT team.

Solutions:

THOROUGHLY PLANNED MIGRATION TO NEW PRIVATE CLOUD ARCHITECTURE

The company decided to implement their new solution as a private cloud. They selected an environment built on two Exadata racks with a total capacity of about 200 TB of storage. One rack provided the production service, while the second rack was leveraged for backup and recovery of their system as well as a development environment. Oracle recommended that the royalty service work with Data Intensity to implement the migration given their engineered systems experience and track record in complex data conversions.

"Data Intensity did an amazing job completing a very complex and demanding project on-time and budget with no surprises. I couldn't imagine taking on this project without their guidance in the planning process and their expertise executing the plan."

- Head of Technology and IT Services, Royalty Management Service

Data Intensity kick started the project with a thorough assessment of the existing environment and the new requirements before sharing their recommended approach and project plan. The lion's share of the project was the data conversion between databases. The project would require a team of seven resources consisting of the in-house application team, a Data Intensity project manager, architect and three DBAs that acted together to ensure that the required changes were implemented according to the plan to limit downtime while keeping the service running smoothly.

ONGOING DATABASE SUPPORT SERVICES

Once the migration was complete, the company assumed responsibility for administering the database, while Data Intensity supported the new database platform under a managed services contract. The services provided included monitoring the infrastructure and alerting the company with any problems, installing OS-level patches, and providing expertise around back-up and related issues. Data Intensity also provided some additional storage capacity to support growth in system.

Results:

SUCCESSFUL MIGRATION AND ROLLOUT

The new engineered system was set up in a matter of weeks. And the entire environment including migrating all the workloads, testing and putting into production took in a period of 18 months. This was a challenging project with an aggressive timeline, leaving little room for error. The team spent considerable time planning a seamless cutover to the new environment and it was performed flawlessly. The new state-of-the-art environment provided higher performance, improved resilience and lower unit costs as well as greater scalability to support future business growth. Equally important, the migration went smoothly with no disruption to its users.



About Data Intensity

Data Intensity is the leading independent provider of managed and cloud consulting services for enterprise applications, databases and analytics. Our expertise in infrastructure and platforms helps organizations optimize the value of their software investments and business processes, achieving higher availability, performance, velocity and scalability. We provide a complete portfolio of lifecycle services including strategy, implementation, upgrade, and ongoing support, across platforms – on-premises/private, public and hybrid cloud. Our services combine best-of-category technology, world-class services, a flexible business model and deep-rooted expertise gained from partnering with over 650 customers. Contact us for more information.

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