



CASE STUDY

Music Company Leverages Oracle Exadata for Continuous Uptime

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. At the time of engagement, the service managed more than 22 million pieces of content with over two trillion uses per year by more than 350,000 businesses. The service was using several applications to manage its operation, which provided each member with the usage and earnings of their portfolio and distributes the proceeds.

Client Challenges

- The customer royalty database was running on a seven-year-old Windows platform in their own on-premise data center and needed an update due to limited capacity and scaling capabilities.
- Having decided on Oracle Exadata technology, the complex data conversion from their data center to the cloud on Exadata required expertise beyond what their IT team could handle.
- A character set conversion requiring 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.

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.



“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

About Data Intensity

Data Intensity is an Oracle Strategic MSP and Microsoft Gold partner delivering managed services for the complex lifecycle of Oracle-powered workloads. Offering a complete portfolio under one roof, we provide full-stack, technical, and functional application managed services on any cloud.

Additionally, we maximize and future-proof our clients’ Oracle investments through effective license position assessments and cloud-independent migration services. Learn more at www.dataintensity.com.