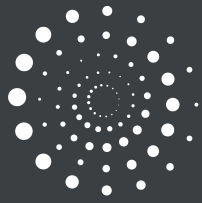INTACLOUD

7 DIGITAL

case study

INTACLOUD

7digital are a fast growing open music platform.

Their network infrastructure has to support this rapid growth, substantial data storage requirements, and be highly resilient. As a digital music and video services business, their customers expect high availability with fast access, low latency and a user experience to rival other providers.
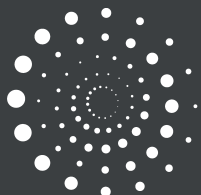
7digital's music and content technology platform provides open access to fully licensed digital music services for consumers, developers and partners around the world.

" We license our catalogue and technology to companies including Samsung, HTC, Toshiba and BlackBerry. Whichever service our customers purchase their music from, they are guaranteed that it will be stored safely in 7digital's cloud, accessible whenever they want it. "

said Paul Richards, Head of Infrastructure, 7digital.

INTACLOUD

Out-growing infrastructure

The ability to store huge amounts of data, with high speed connectivity and access was core to 7digital's data centre requirements. The IT solution needed to provide the scalability to support substantial growth, the resilience to protect their core business, and offer greater power, space and cost efficiencies.

> " *We were gaining new customers at such a pace that we were out growing our existing IT infrastructure. We needed a solution that would scale cost effectively, support and store terabytes of data, and make us more efficient.* "
>
> added Paul Richards

Trusted Partner

As a trusted partner to 7digital, Intacloud were chosen to help design and supply an IT solution built from leading IT vendors and connectivity suppliers that would meet their specific requirements.
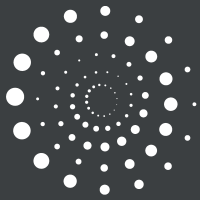
Highly resilient and scalable solution

By connecting the sites using high speed, low latency circuits from euNetworks, ensures the network is highly resilient, has scalable bandwidth and is highly responsive for customers accessing services.

Connecting 7digital's sites in this way also makes sure that their customer's user experience is not affected in the unlikely event of failure.

Supporting significant storage requirements

7digital have significant storage requirements. A combination of Cisco Catalysts switches with DELL storage, and DELL servers offered the capacity to store terabytes of data with the ability to scale up as the business demands, with greater cost savings through better efficiencies at each site.

INTACLOUD

PCI Compliance

As an e-commerce business 7digital have to meet PCI (Payment Card Industry) Compliance. Intacloudcarried out a PCI Gap analysis and penetration testing to assist the business in being PCI compliant, in order to protect their customer's electronic payment data.

" We trusted the team at Intacloud to deliver the solution within a tight budget and timeframe, which they did. Our IT infrastructure is working for us now and delivering the service that customers expect in the demanding and

instant market we serve. "

said Paul Richards

Team

Paul Richards
Head of Infrastructure.
7digital