

CASE STUDY



ScreenScape doubles its infrastructure and improves uptime with a cloud diverse solution utilizing AWS CloudFront, AWS Direct Connect, and Datapipe's Stratosphere®

ORGANIZATION:

ScreenScape, a place-based streaming media services provider for advertisers and businesses

SOLUTION:

- Datapipe Stratosphere®
- Datapipe Managed AWS
- Datapipe AWS Direct Connect
- Datapipe One



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FINDING THE PERFECT PARTNER

THE CHALLENGE

In April 2012, ScreenScape began to outgrow its existing hosting provider; it became challenging to make changes to ScreenScape's virtual IT environment in a timely and cost-effective manner.

"Every time we wanted to make a small change to our environment it required more time and effort than we should have expected," says Ryan Mann, Operations Architect at ScreenScape. "Our hosting provider's approach added a lot of complexity to our agile delivery method, as well as additional costs beyond their SLA. By the time our changes or upgrades were finally deployed, it was sometimes too late for ScreenScape to realize the benefits. In essence, our existing solution defeated the purpose of having virtual servers."

ScreenScape was planning a major migration of the virtual infrastructure to an entirely new application environment with a new customer feature set on a new domain. Mann and his team wanted to give ScreenScape's customers the ability to move to the new application when they were ready – rather than forcing everyone to change at once and work around ScreenScape's schedule. To accommodate their customers it was necessary to double ScreenScape's infrastructure during the migration.

Mann knew that his team could not meet time and budget goals – nor deliver the change transparently to customers by working with their existing hosting provider.

"ScreenScape was familiar with Datapipe, and we decided to engage them for a new infrastructure to support our business," Mann says. Their predictable pricing and proactive maintenance won us over."

THE APPROACH

ScreenScape wanted a cloud solution that was highly available, fully managed and able to scale over time with proven capability. As an Amazon Web Services (AWS) platform user, ScreenScape was also particularly interested in Datapipe's AWS Direct Connect offering – an ultra-low latency link between the Amazon and Datapipe networks. Datapipe understood the requirements and proposed a solution in two phases. First - the management of ScreenScape's Amazon Cloud Front CDN deployment. Then, adding the Stratosphere private cloud solution to double their infrastructure and provide cloud diversity.

"Using Datapipe's managed services, we were able to move all of our applications and services to the new environment in a manner completely transparent to

our customers,” Mann says. “Datapipe’s costs for this migration were significantly lower than what our previous hosting provider would have charged. Datapipe’s detailed contract ensures we always know exactly what we’re getting and how much it will cost – no hidden fees.”

The new environment deployed through Datapipe’s Stratosphere® Private Hosted Cloud solution enabled ScreenScape to build a private cloud according to its unique requirements. Mann’s team has a choice of hypervisors, including VMware ESX, KVM, or Xen, and choice of computing, storage, security, and network capacity. They can leverage these technologies to configure the cloud to provision physical resources and optimize the allocation of virtual machines. Datapipe configures and manages the Stratosphere environment for ScreenScape to ensure a consistent, high level of streaming media to ScreenScape’s customers.

Mann also uses the Datapipe One Portal daily, to maintain full visibility and control of ScreenScape’s virtual environment. Using the secure, personalized web-based interface of Datapipe One, Mann can view all of the virtual resources by individual server or by application group, including uptime, CPU, memory, virtual memory and storage. Datapipe One also allows him to run customer reports on performance statistics and workflow management, as well as monitor, filter and view events and event history for all devices.

“Datapipe One is leaps and bounds above previous tools I’ve had,” Mann says. “I like that there are provisions for change management that don’t require me to go through the Datapipe team. Also, I can

control server monitoring without involving Datapipe’s resources.”

OPERATIONAL IMPACT

RESULTS & BENEFITS

- Lowered costs and increased efficiencies by partnering with Datapipe
- Gained a more scalable IT environment which helps ScreenScape deliver change consistently and transparently
- Enabled ScreenScape to take an agile approach to expanding and changing its virtual IT infrastructure without incurring additional hidden costs

ScreenScape has saved significant time and money by switching providers to Datapipe, but Mann notes that cost was not the only factor in the decision to change hosting vendors. In addition, patch management and upgrades are critical to ScreenScape and Mann knows the Datapipe team is always there for him.

“What brought me to Datapipe was not where I need to be today, but where I need to be tomorrow,” Mann says. “I can rely on Datapipe to help us deliver change consistently and transparently anytime we’re ready to introduce new services and features. Our servers are already set up to scale to a ‘big data’ environment and my comfort level is high that we can grow as we need to. It’s one thing to scale up, but to have a finely tuned IT infrastructure is better, and Datapipe enables us to do that.”

“It gives me peace of mind to know that Datapipe has a full suite of services at my disposal,” Mann says. “I may not know which way ScreenScape’s infrastructure may expand in the future, but I do know that Datapipe has multiple options to build on AWS and Citrix CloudStack to help me move forward. When it comes time to grow to the next level, we’ll be ready with Datapipe as our partner.”

DATAPIPE

A next generation MSP, Datapipe is recognized as the pioneer of managed services for public cloud platforms. Datapipe has unique expertise in architecting, migrating, managing and securing public cloud, private cloud, hybrid IT and traditional IT. The world's most trusted brands partner with Datapipe to optimize mission-critical and day-to-day enterprise IT operations, enabling them to transform, innovate, and scale. Backed by a global team of experienced professionals and world-class interconnected data centers, Datapipe provides comprehensive cloud, compliance, security, governance, automation and DevOps solutions. Gartner named Datapipe a leader in the Magic Quadrant for Cloud-Enabled Managed Hosting.

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