

Case study

Faster, more reliable services for a distributor of music copyrights



Nonprofit reduces time to deliver solutions with HP Helion CloudSystem Enterprise

Industry

Nonprofit, media and entertainment

Objective

- Keep pace with data growth without having to add further overhead
- Quickly deliver high-speed applications as well as enhance quality of service

Approach

Build a solution based on HP Helion CloudSystem Enterprise to support more than 1,200 clients

IT matters

- Enabled more opportunities to deliver faster, more reliable IT services and critical processes
- Reduced time management of virtual machines
- Enhanced delivery capacity and quality of service
- Implemented new and better levels of high availability to move services through different servers and environments

Business matters

- Reduced time to deliver solutions by 60 percent with one point of management
- Improved and simplified environmental management
- Eliminated team overhead



Marcos Eboli
Service Quality Manager
Ecad

“Our processes are so critical that we need to have a reliable partner. So for us, HP is not only reliable, but also strategic for our business to help us in this growth process.”

– Marcos Eboli, Quality of Service Manager, Ecad



Rio de Janeiro, Brazil-headquartered Escritório Central de Arrecadação e Distribuição (Ecad) is responsible for centralizing the collection, distribution, and protection of music performing copyrights in Brazil. To keep pace with the growth of a staggering amount of data, it turned to the cloud, and specifically, to HP Helion CloudSystem Enterprise. Today, Ecad can deliver faster, more reliable IT services and critical processes to its support base of more than 1,200 clients.



Keep pace with growth

Brazilian nonprofit Ecad is administered by nine music associations whose members comprise thousands of national and international copyright owners of musical works (composers, performers, musicians, publishers, and producers). In 2013, Ecad distributed over \$256 million alone in music performance rights to 483,000 music users, 1.7 million phonograms, and 46 million musical works. It also issued 85,000 bills monthly.

Over the last five years, the company experienced an overwhelming revenue growth rate of 182 percent, and a 70 percent increase in database volume. In the last six months alone, Ecad generated approximately 25 terabytes of Big Data—including recordings, radio, TV programs, shows, and much more—that it needed to back up. And it's expecting that kind of growth to continue every year.

"We imagined needing 100 or 200 servers in the same place," says Marcos Eboli, Quality of Service Manager, Ecad. "So we would need three times more space than we had."

Ecad required a solution that would keep up with this growth yet enable it to avoid adding further overhead and staff resources. It also needed to quickly deliver high-speed applications and new services, as well as enhance quality of service.

"We started to think about cloud two years ago, cloud solutions, when my CIO talked with me," says Eboli. "We needed to deliver a faster service to our clients, but we couldn't grow in the same way. So we were looking for solutions and a partner to help us to do that."

Build on a solid foundation

It found its answer in HP Helion CloudSystem Enterprise, delivered by HP partner Micro-Midia. "We've had a long, reliable relationship with HP for over 15 years," says Eboli. "Our data center is 100 percent HP solutions. It's an easy choice: HP is our preferred vendor."

The organization also has had a strong relationship with HP partner Micro-Midia since 1998. "We have an important HP partner in Brazil, and that's Micro-Midia. They always support us," says Eboli. "So we spoke with HP and Micro-Midia together to choose the best solution."

The HP Helion CloudSystem Enterprise solution consists of the HP BladeSystem c7000 Enclosure, HP ProLiant BL460 Server Blades (including G6, G7, Gen8, and Gen9), HP 3PAR StoreServ and EVA Storage, and HP StoreOnce. HP Helion CloudSystem Enterprise is helping Ecad manage, maintain, and deliver services to its clients.

"We have professional services delivered through Micro-Midia and an HP support contract for servers and storage in our data center," says Eboli.



Reduce time to deliver services

Ecad's HP Helion CloudSystem Enterprise solution has enabled it to deliver faster, more reliable IT services and critical processes to its support base of more than 1,200 clients.

"We believe that HP Helion CloudSystem Enterprise will help us improve and simplify management of our environment," says Eboli, "to make it faster, simpler, and more reliable. We believe that our delivery capacity will grow, improving quality of service, and helping us achieve our goals."

The HP Helion solution will help Ecad be more agile and provision more services to the business, enabling it to accelerate increased revenues through new initiatives. In addition, the organization expects to reduce time management of virtual machines, eliminate team overhead, and implement new and better levels of high availability, enabling it to move services through different servers and environments.

"We currently spend about 1.5 to two days delivering services," says Eboli. "With HP Helion cloud services, we expect to reduce time to deliver server, storage, and operating systems by 60 percent with one point of management. We can create templates and deliver service faster."

A strategic partnership

Ecad plans to continue investing in IT services over the next few years. "The future is right now," says Eboli. "Things happen so fast in technology that we're in contact every week with HP and Micro-Midia, learning about new technology such as servers. We've also participated in HP Discover for the last five years."

"Our processes are so critical that we need to have a reliable partner," says Eboli. "So for us, HP is not only reliable, but also strategic for our business to help us in this growth process. HP cloud has opened more opportunities in our business, for faster and more reliable services."

Thanks to its investments in technology, Ecad has received several awards such as *IT MIDIA* and *InformationWeek Brazil* magazine's (in partnership with PricewaterhouseCoopers) "100 most innovative companies in the use of IT" for being one of the best companies in technology innovation.

In 2014, for the fifth time in a row, the company was ranked as one of the "30 Best Workplaces in Rio de Janeiro" by the Great Place to Work Institute. In addition, Ecad was also awarded the "Empresa Cidadã" prize for the seventh time in a row, granted by the Regional Accounting Council of the State of Rio de Janeiro. The prize seeks to promote improvement in the quality of accounting and social/environmental data published in the annual reports of organizations (small, midsize, and large), and of segments and regions in Brazil.

"The partnership with HP is important to Ecad, for our safe and reliable growth," says Eboli. "The winners are the music rights' owners."

Resources

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Customer at a glance

HP Helion Cloud solution

Private cloud

Hardware

- HP BladeSystem c7000 Enclosure
- HP ProLiant BL460 G6, G7, Gen8, and Gen9 Server Blades
- HP 3PAR StoreServ Storage
- HP EVA Storage
- HP StoreOnce

Software

- HP Helion CloudSystem Enterprise

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