

IDE Group help leading digital music and radio specialists, 7digital provide reliable music streaming uptime and catalogue protection

7digital are the power behind innovative digital listening experiences. They create comprehensive music and radio services for leading consumer brands, mobile carriers, broadcasters, automotive systems, retailers, record labels, artists and agencies.

They offer award-winning radio production and music curation services, superior editorial strategy and content management expertise.

Challenge

From years of being the largest independent producer of programming for the BBC, launching 'Radioplayer' in multiple territories and powering services for partners like Panasonic, Samsung, BlackBerry and T-Mobile, 7digital have fostered industry growth by simplifying access to music at the intersection of digital music and next generation radio services.

With multiple partners in various territories, fast streaming speeds are a critical functionality for 7digital to be the best in the business. Because they host and distribute 32 million tracks of licensed music globally, and in multiple formats, they needed a secure place to store this sensitive catalogue of content.

"7digital rely on having a robust IT infrastructure to ensure solid streaming uptime and safeguarding of the sensitive music data in their catalogue. Stability of service is critical to ensuring 7digital can offer a superior platform to a global roster of existing clients, meanwhile supporting new clients launch or expansion on a regular basis."



Company: 7digital
 Industry: Digital Music
 Country: Global, HQ in London, UK
 Website: about.7digital.com

Benefits

- Continuous account manager since start
- Eased supplier management
- Simplified billing
- Tailored package
- Seamless upgrades

“ Great account management, wonderfully reliable service. We like that IDE Group are constantly innovating and bringing new services, always open to new ideas and not pushy about selling every service they offer. We get to know their team members at all levels of the organisation and feel like they are committed to our success, care who we are and take pride in good service. ”

Visit the website idegroup.com

Or call **0344 874 1100** to discuss your requirements

Solution

In 2006, 7digital chose IDE Group to provide the solution to their requirements due to IDE Group's ability to offer a cost effective, tailored service whilst 7digital were getting established. IDE Group's initial solution was a single rack of colocation with IP Transit connectivity.

"The rollouts of any service we sign on with IDE Group have been exceptionally smooth, the processes are great because of their wonderful account management and communications."

This has grown over the years and IDE Group now provide several racks of secure and efficient colocation space across multiple Data Centre sites. This has enabled 7digital to establish a strong Disaster Recovery policy where they can limit any single point of failure and ensure high availability in a number of scenarios.

Having multiple services all coming from IDE Group means the digital music specialists benefit from eased supplier management, simplified networking and billing as they are able to take aggregate services and pay as they grow.

"The IDE Group services have enabled us to have always-on, redundant infrastructure. The fast connections between data centres they power mean we can easily transfer between them. These security measures have meant we were able to improve our platform stability, which in turn makes for better customer experiences using our products and our partners' products."

Continual improvement

In almost a decade of being a IDE Group customer, 7digital have grown exponentially, and their requirements have increased and evolved in complexity with IDE Group able to facilitate their requirements at each stage.

During this long standing relationship, 7digital have had a consistent Account Manager who provides regular proactive service reviews, as well as a Technical Account Manager to provide dedicated technical support.



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When they went through a major expansion of data centre space in 2012, IDE Group were able to provide 7digital with a bespoke commercial arrangement that not only guaranteed them colocation space but also enabled them to scale risk-free through flexible payment for their growing rack requirements over a defined period of time. They decided to relocate critical equipment and IDE Group were able to offer a number of alternatives within their contractual commitments as well as facilitate their migration by offering temporary interconnects – this was ultimately a complete replication of network services in a totally new site.

Another example of IDE Group's stability and innovation fostering 7digital's growth, was in 2013, when 7digital launched their radio-style streaming solution and they saw an influx of partners using that service. It meant they required a wider catalogue of files to be readily available - IDE Group allowed 7digital to ingest this content quickly and in turn make it available at faster connections.

Their catalogue API and all of their data is stored within IDE Group's colocation footprint and the IDE Group connectivity network. 7digital Services are connected to the diverse data centres and as well as using IDE Group to power their mobile app's search and discovery, they are now looking to use IDE Group's network to connect to AWS and Google also.

A word from Claire Osmond, their Account Director at IDE Group: "I have seen 7digital grow from strength to strength over the years, growing the B2B element of their business by defeating competition from well established companies to win numerous prestigious contracts with high profile customers such as Onkyo, T-Mobile, BlackBerry and Panasonic. Whenever I visit their office I am struck by the passion they have for what they do and the level of creativity and innovation that they continue to show, which I believe is what enables them to win such contracts"

"We receive up to 250,000 tracks in one week and provide music streaming from the world's top musicians to customers around the world. Without IDE Group, we wouldn't be able to run our platform at the current level – with as much content, or at this scale to territories so far beyond our HQ. The connection they provide for us means we can move the content around quickly and ensure that we adhere to common industry shifts such as the switch to one global release date for all new music."

"IDE Group's consistently advanced and increased IT infrastructure has allowed us to remain competitive and innovate ahead of other services, most recently we were able to upgrade our catalogue to hi-res audio, which has been done ahead of other major services in the business. Hi-resolution audio files are 10 times the size of standard MP3 and 23 times the size of the smallest streaming file format. Getting these larger files takes an extreme amount of coordination and negotiation with rights-holders. Without a simple solution for storage, it would have taken us much longer to upgrade. In a nutshell, IDE Group lets our tech team sleep at night."

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