



LiveWire Mobile Success Story

Organization
LiveWire Mobile

Business Need
Data center services

Industry
Mobile entertainment

Internap Solution
Colocation services

Results

- Capability to save \$500,000 over three years, which includes the cost of moving and purchasing equipment for a full technology refresh.
- Ability to fill cabinets to 95% capacity due to Internap's expanded density capabilities.
- Flexibility to move to the cloud with a full suite of IT Infrastructure solutions.

“Internap not only offered the most competitive pricing among the colocation providers we considered, but they also had the largest suite of product offerings.”

dMitri DeVos
LiveWire Mobile
Director of IT & Hosted Operations

Customer Overview

LiveWire Mobile offers a suite of digital content and mobile personalization services. Through full-track music offerings, ringback tones, ring tones, game apps, wallpapers and other services, LiveWire provides white label storefronts as a service to mobile carriers and other companies. The company's Infuse Personalization Platform is an end-to-end service delivery engine, while the Achieve Marketing Service delivers pre- and post-launch marketing support to attract and retain subscribers. LiveWire's expansive content catalog includes more than 10 million assets, fully matched across content types and licensing agreements with both major and independent labels.

Business Challenge

Through acquisitions and internal growth, LiveWire's hosted operations had expanded its colocation footprint to five different facilities internationally. Sky rocketing colocation costs became apparent as other partners began charging premium prices for contiguous space due to their prime locations. Moreover, LiveWire's presence in different facilities was difficult to manage and support. As LiveWire continued to grow, many providers were unable to offer the services and support it required. The bottom line: LiveWire's current colocation strategy was outdated and eating away at company profits.

Solution Requirements

LiveWire began to formulate a growth plan that included centralizing operations in order to prepare for a future cloud-based strategy. The company first sought a competitively priced colocation provider in the Boston area. Then, LiveWire looked for a partner that offered a suite of services beyond colocation.

“Internap has exceeded my expectations; from the account managers to the VP of Sales, everyone has been stellar. They met or beat every deadline, and they answered all of our questions quickly while keeping in continuous contact with us.”

dMitri DeVos
LiveWire Mobile
Director of IT & Hosted Operations

Contact us to learn how Internap can solve your IT challenges by enabling you to focus on your core business, improve service levels and lower the cost of IT operations.

877.843.7627 | contactsales@internap.com | www.internap.com

Solution Benefits

LiveWire researched several tier-one and tier-two providers in the Boston area and created a cost-saving analysis for each. LiveWire ultimately chose Internap’s Boston facility, realizing that not only could they save \$500,000 over three years by switching to Internap, but the company could also take advantage of Internap’s other services, such as CDN and cloud, in the future. Since partnering with Internap, LiveWire has experienced benefits such as:

Cost Savings	LiveWire will save \$500,000 over three years by moving to Internap, which includes the cost of moving and purchasing equipment for a full technology refresh.
Scalability	LiveWire fills its racks to 95% capacity now with no problems. In previous data centers, the company kept a third rack empty because power was over-provisioned in many racks. Obtaining additional power would have required purchasing more space versus simply adding more equipment to a specific cabinet. At Internap’s facility, LiveWire benefits from a high-density solution offering up to 12KW at the rack level.
Fully Redundant Power	LiveWire ensures uninterrupted service using Internap’s Power Distribution Unit diversity, battery back-up, Uninterruptible Power Supply (UPS) and on-site generators with guaranteed fuel contracts.
Security	LiveWire protects its business information using Internap’s 24/7 manned facilities with a litany of security features. Ingress and egress is controlled with electronic keycards, pin codes, mantraps and biometric scanners. All cabinets, cages and suites are locked, and CCTV monitors activity within the facility.
Value Added Services	LiveWire can use Internap’s remote hands service, which allows Internap to perform tasks on-site on LiveWire’s behalf. In addition, due to LiveWire’s international coverage, the company is taking advantage of Internap’s Managed Intelligent Route Optimization™ (MIRO) technology to reduce network latency. As LiveWire branches out into other forms of media, including streaming, it is working with Internap to define and deliver a state-of-the-art product.

Bottom Line

Not every company can save money as they expand, but with the help of Internap, LiveWire was able to reduce costs while planning for expansion. Internap’s scalable power and cooling systems allow LiveWire to efficiently increase power in the data center without growing its footprint. In addition, Internap’s suite of services will help the company achieve its long-range vision of virtualization using a cloud environment.

Why Internap?

Transform your IT Infrastructure into a competitive advantage with IT IQ from Internap, intelligent IT Infrastructure solutions that deliver unparalleled performance, availability and support. Since 1996, thousands of enterprises have entrusted Internap to deliver their online applications across our platform of connectivity, colocation, managed hosting and cloud services.

Contact us to learn how Internap can solve your IT challenges by enabling you to focus on your core business, improve service levels and lower the cost of IT operations.

877.843.7627 | contactsales@internap.com | www.internap.com