

CD Baby Portland, Oregon

Relocating to a new data center for better service and stability.



Client Objectives

CD Baby is an online distributor of independent music who provides access for musicians to 150+ streaming and download services around the world. Secure, stable and cost-effective digital storage with lightning quick connectivity to the Internet are critical to its business model.

CD Baby's existing data center had several challenges to address: safety of location, stability of power and temperature control. The facility was operated by a telecom carrier which provided no diversity of choice for Internet service and slow customer response times.



Space

4 cabinets
 20Gb Internet

Results

Cresa helped CD Baby establish a thorough list of requirements for a modern facility. Cresa helped CD Baby find several data center options while clarifying needs for power, cabinets and connectivity. Three vendors competed by answering detailed questions about its infrastructure, compliance policies and service level agreements. CD Baby chose Flexential as its new colocation provider and gained flexibility for growth, responsive customer service and a far superior facility for a lower cost.

- **Cost Savings:** Existing charges were reduced by \$480,000 over a 10-year period.
- **Cost Savings:** The chosen data center was \$468,000 less expensive than the 2nd choice, with 50% lower upfront charges.
- **Flexibility:** Cresa negotiated for an extra cabinet to be placed inside the cage at no monthly charge, allowing for built-in expansion.
- **Future-proof:** The chosen data center offers private cloud services and network "on-ramps" to hyperscale cloud providers. In addition, CD Baby has the option to disconnect power and substitute private cloud services in its place.
- **Non-economic terms:** Cresa negotiated key contract terms such as protection from being relocated, among others.



Industry
 Technology



Savings
 \$480,000

We are seeing tremendous improvements in service. Thank you for all of your help end-to-end. We could not have done this to nearly the degree of success that we've had without your help. - Tom Boehm, Vice President of IT, CD Baby