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Customer Case Study

# Keeping an E-Commerce Site Always On



Musicnotes.com

Musicnotes

As the world leader in downloadable sheet music, Musicnotes.com offers the best selection of 100% officially licensed and legal arrangements, covering all major instruments for musicians of every skill level. Musicnotes.com recently passed the milestone of over 30 million sheet music downloads to-date, and it has been recognized as one of the Top 500 Retail websites every year since 2006.

# Challenges

## Aging IT Infrastructure
## Desire to exit the business of managing infrastructure
## Need for a highly available, high-performing cloud platform

For Musicnotes.com, their e-commerce site is their revenue engine. Ensuring their site, even during seasonality spikes, provides a high-quality and seamless purchase experience to its customers is essential to their success. As a result, this most mission-critical, world-facing site needed to be housed on IT infrastructure promising high-availability, stability and performance.

Faced with aging IT infrastructure and the desire to free their IT staff to focus more on strategic business initiatives while not managing and maintaining infrastructure, Musicnotes.com sought to entrust a vendor who had competency in designing and deploying Microsoft-based technology and solutions for mission-critical applications.

## Highlights

**Challenges**

- Outdated IT equipment
- Expiring warranties for on-premise servers
- Shifting IT model
- Tight deadlines
- Need to accelerate digital transformation (DX)
- Need to transform IT into a business asset instead of a cost center

**Solutions**

- Chose US Signal's ReliaCloud® for reliable IaaS.
- Customized servers, storage, and networks for a global e-commerce site.
- Tested the platform thoroughly before implementation.

**Results**

- Improved site reliability, scalability, and performance.
- Freed IT staff to focus on innovation, reducing infrastructure costs.
- Access to expert support and advanced technologies enhanced customer experiences.

**"...they were willing to go the extra mile to help us attain it. US Signal is truly an extension of our organization."**

# Solutions

Musicnotes.com conducted a competitive selection process with several vendors providing input for the project. The most important factors weighed in the decision included selecting a provider who could meet the following requirements:

- Ensure high-availability and stability of the cloud platform.
- Offer scalability, allowing the cloud platform to grow as their business grows.
- Provide technical competency, and act as an advisor to their IT staff.
- Quickly respond to any support or performance issues.

"US Signal brought a local team of highly competent cloud resources to the table that demonstrated their ability to address our design, implementation and support concerns," said Jon Higgins, chief technology officer at Musicnotes.com. "Keeping our unique architecture requirements in mind, they were able to craft a solution that not only met our needs today, but would allow us to scale as those needs changed in the future."

The US Signal solution included our enterprise grade, highly available and high-performing Infrastructure as a Service platform, ReliaCloud®, that would run Musicnotes.com's e-commerce site. To support their business requirements, US Signal customized the configuration of several of the infrastructure components including:

- **Database servers** – Configured to match the needs of the code base.
- **Storage** – Configured to support a highly-transactional and integrated application.
- **Network load-balancing** – Configured to support an always on, global audience, highly-transactional e-commerce application.

"Thanks to a generous proof of concept period from US Signal, we were able to test and validate the proposed environment extensively, ultimately giving us piece of mind that the ReliaCloud platform would meet our business requirements," said Higgins.

With ReliaCloud, Musicnotes.com has the flexibility to acquire IT services as they need them. Provisioning new resources to validate new initiatives can be done with ease and without having a noticeable impact on their site.

**“Musicnotes.com has enjoyed working with US Signal. From the very beginning we knew that our success was important to US Signal, and that they were willing to go the extra mile to help us attain it. US Signal is truly an extension of our organization.”**

# Results

Maintaining ongoing customer relationships is central to the Musicnotes. com brand. The company focuses on serving and supporting customers pre- and post-purchase, providing a top-of-class e-commerce experience as well as innovative tools and applications. They have been able to continue delivering on this promise by leveraging their reliable state-of- the-art, “always available” and “always secure” ReliaCloud environment.

“With ReliaCloud, we are able to focus on building technologies that enhance our customers’ interaction with both our e-commerce site and our applications,” Higgins said. “This allows us to ensure positive, continuing interaction through all stages of the customer journey.”

In addition, partnering with US Signal enabled Musicnotes.com to reduce IT spend as they no longer had to invest capital in refreshing their IT infrastructure. Their internal IT resources now have access to top-tier support via US Signal’s deep bench of expertise, as well as the ability to access cutting edge and best-of breed technologies to support their IT initiatives.

Higgins concludes, “Musicnotes.com has enjoyed working with US Signal. From the very beginning we knew that our success was important to US Signal, and that they were willing to go the extra mile to help us attain it. US Signal is truly an extension of our organization.”



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# Digital Infrastructure Solutions Built for Your Business



**US Signal, established in 2001, is a premier national digital infrastructure company that operates a fully owned fiber network to deliver a wide range of advanced digital solutions. Our offerings include robust cloud services, secure colocation facilities, high-performance connectivity, comprehensive hardware resale, and managed IT services, empowering businesses to enhance their operational efficiency through tailored network, data center, data protection, and cybersecurity solutions.**