MARIINSKY THEATRE

Mariinsky Theatre

SoftLayer technology helps cut capital expense by USD 20,000 and boost performance by 30 percent

Overview

The need
The Mariinsky Theatre sought a reliable cloud hosting solution with the power and scalability to live-stream performances and easily accommodate a fluctuating number of viewers.

The solution
The organization deployed SoftLayer® bare metal server hosting infrastructure to easily upload and stream performances to site visitors from more than 150 countries worldwide.

The benefit
With the SoftLayer cloud solution, the Mariinsky Theatre improved overall performance by 30 percent, avoided USD 20,000 in capital expenses and accelerated infrastructure deployment by 99 percent.

Established in 1860, the Mariinsky Theatre is a historic opera and ballet theatre located in Saint Petersburg, Russia. Previously known as the Kirov Theatre, the venue is home to the Mariinsky Ballet, Mariinsky Opera and Mariinsky Orchestra.

Looking to extend reach with live-streaming
To extend its reach globally, the Mariinsky Theatre wanted to live-stream performances over the Internet for viewers around the world. The organization tried Microsoft Azure and Amazon Web Services (AWS) cloud hosting solutions, but it experienced frustrating performance issues, including frequent buffering.

The Mariinsky Theatre considered investing in onsite hosting infrastructure, but it needed the flexibility and cost-effectiveness that cloud technology provided. The theatre sought a more reliable cloud solution with the power and scalability to stream performances flawlessly and to easily accommodate a fluctuating number of site visitors.

The Mariinsky Theatre significantly improved performance and reduced infrastructure costs with a scalable, high-performance SoftLayer hosting solution. "SoftLayer's bare metal servers, high-quality streaming, usage-based pricing and on demand provisioning make it the ideal cloud platform for our needs," says Mariinsky Theatre computer technology department head Eugene Barbashin.

Deploying SoftLayer bare metal server power

IBM teamed with the Mariinsky Theatre to fully understand the organization's performance concerns with the Microsoft and Amazon hosting platforms. Based on the theatre's customization needs and live-streaming demands, IBM proposed a powerful SoftLayer cloud solution to prevent buffering.

With SoftLayer bare metal server infrastructure specially configured to meet the necessary requirements, the Mariinsky Theatre easily uploads and streams performances to site visitors from more than 150 countries worldwide.

Enhancing performance and driving down costs

In addition to improving overall performance by 30 percent, the Mariinsky Theatre enjoys significant savings from the SoftLayer cloud solution. The theatre avoided USD 20,000 in capital expenses by choosing the SoftLayer hosting platform, and it can cost-effectively scale its infrastructure as demands increase.

The Mariinsky Theatre also significantly speeds infrastructure deployment with the SoftLayer solution, accelerating the procurement and installation process from two months to just four hours, a 99 percent reduction. Fast, easy implementation further cuts costs for the organization by reducing staff hours required for infrastructure deployment.

"SoftLayer's bare metal servers, high-quality streaming, usage-based pricing and on demand provisioning make it the ideal cloud platform for our needs," says Mariinsky Theatre computer technology department head Eugene Barbashin.

Solution component

Services
• SoftLayer®

For more information

To learn more about IBM Cloud computing solutions, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:
ibm.com/cloud-computing