



“SoftLayer was essential to the project’s success. Only SoftLayer could provide the scalable support for such an unpredictable amount of video in real time.”

—Paolo Mazza, Marketing and Innovation Director, BlueIT S.p.A.

Business challenge

Envisioning an app that would engage fans in creating a dynamic music video and raise funds for a good cause, Planet Funk needed expert IT guidance and a powerful hosting solution.

Transformation

IBM Premier Business Partner BlueIT S.p.A. provisioned SoftLayer® bare metal server infrastructure in Milan, Italy, and in Paris, France, providing Planet Funk with a high-performance, highly scalable hosting platform to quickly launch its Hi5 app and easily accommodate video uploads from fans worldwide.



Paolo Mazza
Marketing and Innovation Director
BlueIT S.p.A.

Business benefits

Created an innovative video by empowering fans around the world to participate in building a dynamic, collaborative piece

Raised funds and awareness for Save the Children, a global nonprofit focused on children’s rights and welfare

Mobilized a young audience and engaged a market segment that can be challenging to target effectively in fundraising efforts

Planet Funk

Launching an innovative fundraising video with scalable SoftLayer technology

Founded in 1999, Planet Funk is a 5-member Italian ensemble that writes and plays electronic dance music. In addition to performing throughout Europe, the band records albums in studios in England and Italy.

Solution components

- BlueIT S.p.A.
- SoftLayer®



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