# Supporting Magazine Cloner's growth with a bespoke private cloud platform and expert management

**?** Growing storage costs, resiliency risks and increased need for scalability

**✓** Private cloud design and build, ongoing support and maintenance

"I'd recommend Backbone Connect 100%. Their technical knowledge is second to none, they have always been available on the phone, any problems we have had as minor as they have been, they have been fixed in a minute. I call their IT department pretty much any time of the day, even night sometimes and they answer which is a massive bonus for our business. Being an international business 24/7 support is very very important to us and Backbone Connect offers that!"

Adam Osborn, Head of Digital, Magazine Cloner

## The Challenge

Magazine Cloner is the UK's leading multi-platform digital publishing company. They operate a service for digitising magazines into Apple iOS, Google Android, Windows 8 and Kindle formats, so that the publications can be delivered to tablets and smartphones throughout the world.

When Magazine Cloner approached us with an initial inquiry about providing colocation and internet access services, they had been using a number of hosted dedicated servers on which they ran various web servers and SQL backends. If a server failure occurred their resilience levels would suffer. It was also proving costly as a rapidly growing database called for additional server space and the company had reached the point where buying their own equipment would be more economical.

To meet this specific criteria, the solution had to guarantee very high levels of uptime. It also had to be scalable – with data growing at 1Tb a month, and with the requirement to compute that data through SQL, Magazine Cloner needed scope for the infrastructure to be quickly added to.

Naturally the solution had to be cost effective, as Magazine Cloner did not want to increase their current spend. The system had to be easy to use – the in-house IT team were skilled at developing their own applications, but were less skilled with infrastructure technologies such as virtualisation and cloud orchestration. Finally, Magazine Cloner wanted to own their equipment so that they could attribute the infrastructure as a company asset.
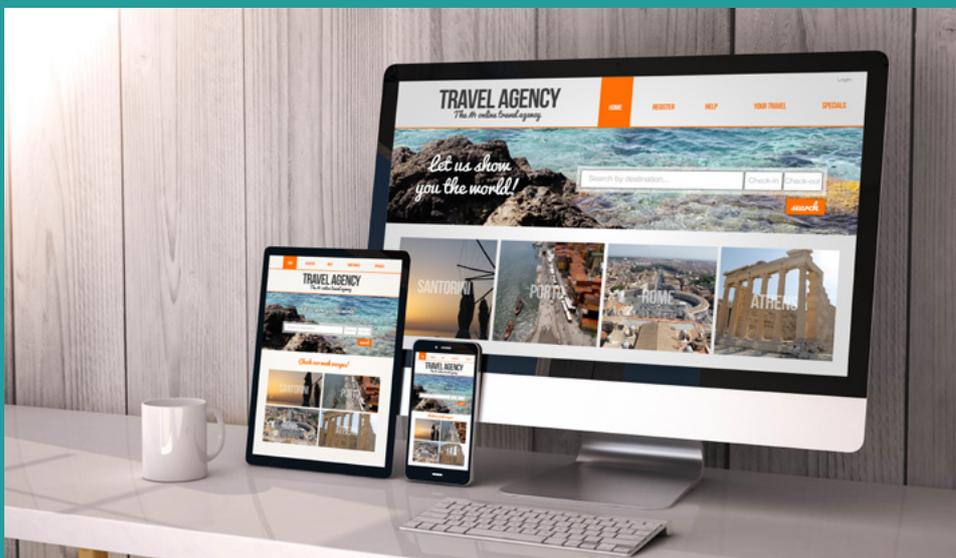
**MagazineCloner**

- ✓ Cost-effective all in one solution
- ✓ Scalable private cloud platform
- ✓ Clear project planning and management
- ✓ 24/7 service and technical support
- ✓ Expert cloud design and build
- ✓ Private and personalised cloud management

# Our Solution

Upon further investigation, we advised a better solution than a standard colocation service, instead building a dedicated private cloud platform to include hardware, Hypervisor and cloud controller completely dedicated to them. The design includes CloudStack IaaS software to orchestrate provisioning of servers across the virtual and physical environments. We provided a fully managed service including hardware procurement, rack build, virtual platform setup and data migration, before handover.

Backbone Connect also provide ongoing management of the cloud, which includes proactive updates of hardware, Hypervisor and the CloudStack IaaS software. We also offer support to Magazine Cloner when deploying and managing servers on the platform. As we were able to consult the customer, procure all necessary equipment and provide data centre space, then project manage the creation of the private cloud, there were numerous cost and time savings for Magazine Cloner.

> One of the main problems that we had is storage and their IT specialists have built a system where we can add storage to it. They always come up with solutions!

Without our management the customer would potentially have been dealing with a leasing company, hardware reseller, a virtualisation/cloud deployment specialist company, a colocation provider, an ISP and a managed service provider. We carried out all of these functions as part of a single service.

"They always come up with solutions, they know our systems very well which is something we wanted," says Adam Osborn, Head of Digital, Magazine Cloner.  We have a small team, we haven't got a huge network of engineers with people that know network inside out. "

"Most of the other companies had huge set up fees, they were going to charge us a fortune to integrate what we have currently got into the new system. It was pretty much part of the package with Backbone Connect! We were hanging on for the other companies for quite a while to find out how exactly they were going to implement the system. Backbone Connect came up with the system within 2 or 3 days, and we were quite impressed with that."