Cloud Rewind™
Formerly Appranix

Commvault®

CUSTOMER STORY

LEADER IN THE LIVE ENTERTAINMENT INDUSTRY

Global Entertainment Powerhouse Made Their Cloud Applications Resilient Using Commvault Cloud Rewind

Industry
Live Entertainment

Key Metrics
- 6 Countries
- 7 Business Critical Applications
- 17000+ Discoveries Resourced
- 6500+ Protected Resources

BACKGROUND

An international leader in the live entertainment industry, renowned for organizing concerts, music festivals, and live events worldwide. With a global presence in over 40 countries, they operate a vast network of venues, including amphitheaters, arenas, and stadiums, offering diverse entertainment experiences. Embracing digital innovations, they enhance fan engagement and provide seamless ticketing services through their website and apps. Leveraging data-driven insights, they tailor events to specific demographics, boosting ticket sales and customer satisfaction.

THE CHALLENGE

As a global powerhouse in live entertainment revenue, the company's business heavily relies on its ticket-booking application. Any downtime or disruption in the business' services can have severe implications, resulting in revenue loss, reputational damage, and dissatisfied customers.

The company's business applications run on the Amazon Web Services (AWS) cloud platform in six different countries: the USA, Ireland, Brazil, Australia, the UK, and Germany, as well as several regions within those countries. Each region has hundreds of workloads spread across various cloud zones. To protect this extensive network of complex, distributed, and dynamic applications, the application team actively sought a recovery solution to guard against outages and ransomware attacks. Beyond simple data restoration, they recognized the need for swift application rebuilding during unexpected disruptions, as the implications for revenue are significant.

Long before partnering with Commvault Cloud Rewind, the company had been running its business applications on AWS for about three years. They realized the inadequacy of solving recovery issues with distributed cloud applications using existing backup and recovery products from cloud providers and third-party BCDR products.

THE SOLUTION

This entertainment giant's primary use case involved backing up cloud service configurations, application images, and data, then replicating them to other regions for recovery following an outage or ransomware attack. The team required a scalable and reliable cloud resilience solution capable of handling their extensive distributed cloud workloads, which are spread across multiple countries, in alignment with their business structure. They initially attempted to create an in-house solution, named Red Snapper, built on AWS to meet their needs. However, they encountered challenges in keeping pace with changes to both their applications and AWS. Moreover, many of their AWS services were not supported by their in-house solution. That's when they began engaging with Commvault Cloud Rewind.

Commvault Cloud Rewind met all their application resilience requirements by offering a comprehensive cloud platform that simplifies recovery across all regions. Commvault Cloud Rewind's automated, continuous cloud discovery mechanism detects changes in their dynamic cloud application environments, providing them with unparalleled visibility and protection. Consequently, they are confident that all their workloads running in various regions are adequately protected. Commvault Cloud Rewind continuously discovers more than 17,000 AWS resources and protects over 6,500 resources that operate more than 70 business-critical applications across six AWS regions.

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The team has implemented protection based on application SLA levels using Commvault Cloud Rewind. This enables easy recovery through failover or failback for specific applications, without affecting others—creating a more efficient strategy for handling single cloud service failures that impact applications.

They've strategically chosen nearby regions within each continent for faster application failover, such as replicating data from Frankfurt to Ireland, and backing up applications in Virginia to Oregon. With Commvault Cloud Rewind serving as their cloud resiliency solution, they have successfully safeguarded more than 20 AWS accounts for years.

Commvault Cloud Rewind has resolved their critical need for cloud resiliency at scale, allowing them to continue adding protection for more resources as they expand their business globally.

To learn more, visit **commvault.com**