



The Content Experts



THE OTTAWA SENATORS SCORE ON A CLOUD ASSIST FROM BRITESKY TECHNOLOGIES





By relying on BriteSky Technologies for cloud services, the Ottawa Senators can focus on the thing that matters most — the fans.

The Senators are a professional NHL hockey team, but that's not all they do. Despite its small staff, the club also manages large-scale events and concerts at the arena. "Our core capability needs to focus on events," said Darren Just, IT Director for the Ottawa Senators. "We will have 20,000 people on site for an event. There are a lot of pieces to deal with."

Rock solid infrastructure provided by BriteSky and its sister company, Decisive, has made all the difference, said Just. Their IT support gave Just the peace of mind and the time to deliver an exciting new fan experience: StadiumVision. It puts fans in the centre of the action by delivering HD video, like instant replays and concert closeups, to screens throughout the arena.

It started with storage

Five years ago, the Senators' IT team did not have the same level of confidence that its infrastructure could do the job. As an entertainment organization, the Senators have a lot of large file data from the videos and photos at events. "We had maxed out our storage and were having email outages all of the time," said Just. "We can't afford to be down. Uptime is extremely critical for events and trade deadlines."

The Senators also didn't have enough staff and expertise to manage the infrastructure. "You can't train one or two people to be experts in everything," said Just.

The team turned to Ottawa-based company Decisive Technologies to solve these problems. After reviewing the situation, it provided a NetApp Storage Filer and professional services to support it. The NetApp solution gives the Senators an enterprise-class storage system that combines scalability, availability, and flexibility. The Senators liked it so much, they've purchased another one to handle the explosive growth in their data volume. Most importantly, the Senators haven't had an outage since the initial installation. "It provided performance and stability for us," said Just.

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- Joey Harrison, President of BriteSky

Dipping their toes into cloud

With the storage problems solved, the Senators began talking to BriteSky Technologies about cloud.

BriteSky was created as a separate company by the executives at Decisive to meet a customer demand. Enterprise cloud provisioning, customized to fit the customer, is the singular focus at BriteSky, one of Ottawa's fastest growing companies. "It makes us unique," said Joey Harrison, President of BriteSky. "We have the expertise for both on premises and cloud solutions. As most people begin the journey, they're not ready to fully embrace the cloud. They start by dipping their toes in. We bridge that gap."



Like many organizations, the Senators club began using the cloud to back up its critical data. The BriteSky solution replicates and constantly synchronizes its data to the cloud so that, in case of a disaster, it could recover any data at any time. Just said it's a relief that he no longer has to worry about losing data.

Since then, the Senators have also adopted BriteShare, a secure file sharing service. The cloud service makes it easy to share data with third parties, and to securely access files from anywhere, said Just. The service can be customized to suit specific needs and security policies. "Even our executives and our owner use it to exchange files," added Just.

An easy migration

A big advantage of BriteSky's cloud service is that the migration is simple, said Just. "We had 43 terabytes of data on the first application we uploaded," he said. "It would take a year to do that over the Internet."

BriteSky uses military ruggedized cases to transfer the data on the customer's premises, said Harrison. Then the cases are shipped securely to BriteSky's facility and uploaded to the cloud in short order. "It is one of the biggest ways we make it smooth for the customer," he said.

A win for the Ottawa Senators

The decision to work with BriteSky and Decisive has scored big with Just. Here are some of the benefits the Senators have experienced since implementing their solution;

Improved performance. From day one, when the NetApp storage solution was installed, the Senators experienced immediate capacity relief that solved their email issues and improved application performance. "Uptime is the most important attribute," said Just. "We have sensitive events and trade decisions. Now we have a level of reliability we didn't have before."

Cost savings. The overall solution has resulted in cost savings and cost avoidance, said Just. Replicating in the cloud with BriteSky prevents capital costs for onsite facilities. "We can't afford to have a hot site on premises, or to manage it. We don't have to hire and train staff to do it. We let them take care of it. On a specific note, Just said he's saved the \$30 thousand per year that he used to spend on tapes for data backup. As well, the BriteShare application saves the costs of a virtual private network (VPN), while the NetApp equipment resulted in lower costs on its storage array.

Easy to use. The products and services provided by BriteSky and Decisive have been simple to use, said Just. The NetApp environment has been incredibly easy to manage or to add capacity, he said. In addition, "uploading the data to the cloud went very smoothly, and BriteSky looks after things from there."

Expertise. It's very hard for organizations to find IT experts in specific areas like security and storage, so BriteSky and Decisive provide the expertise for them, said Harrison. "They are our extended IT team to provide support," said Just.

Top Quality Service. One of the things that has most impressed Just is the consistently high quality level of service provided by BriteSky and Decisive. "They are good at designing the solution and they helped us out when we tried to move things to the cloud a little too aggressively at first," said Just. Harrison says that BriteSky always conducts a cloud readiness assessment and is very flexible with the architecture solution.

Most importantly, said Just, “they are there when you need them.” When a recent power outage resulted in some onsite issues, Just said Decisive had someone ready on standby to get things fixed.

“They will sit down and work with you to tackle a problem,” he said. “I have a lot of comfort that they will deliver. When I have a problem, the first call I make is to them.”

The journey continues

The Ottawa Senators plan to continue to grow in the cloud with BriteSky. They’re currently considering additional business continuity options and are excited about new services that BriteSky is planning to introduce.

For more information see www.britesky.ca or contact info@britesky.ca.

About BriteSky Technologies

BriteSky provides flexible, cost-effective, and secure enterprise cloud services and solutions for Canadian businesses. Unlike generic, preconfigured offerings, BriteSky enterprise-grade cloud services and solutions are purpose-built to fit the unique needs of each business.

www.britesky.ca

About Decisive Technologies:

Decisive Technologies provides reliable, resilient, and fully integrated custom enterprise IT infrastructure solutions that optimize business processes and improve business outcomes.

www.decisive.ca

About the Ottawa Senators:

The Ottawa Senators are a professional ice hockey team based in Ottawa, Ontario. They are members of the Atlantic Division of the Eastern Conference of the National Hockey League.

www.nhl.com/senators