



Online Retailer Relies on Integra's Superior High Speed Network for Connectivity and Business Continuity

CD BABY CHALLENGE: PROVIDING ON-DEMAND ONLINE ACCESS TO THEIR ENORMOUS ASSET LIBRARY

CD Baby revels in providing assistance for independent musicians. Self-described as “run by musicians for musicians,” CD Baby is the planet’s largest online distributor of independent music. They do not work with major labels, they sell only the music that musicians send them, as downloads from their website or mailed from their warehouse. They also distribute them to other online music retailers like Amazon and iTunes. With a catalog that totals more than 250 thousand artists and 3.5 million tracks, they have been extraordinarily successful in competing in the online music market.

The company has branched out to offer indie musicians the capacity for hosting their own websites via HostBaby. Similar to the CD Baby model, they also maintain BookBaby, which allows independent writers to self-publish and distribute their works to eBook audiences. As CD Baby continues to innovate, their bandwidth needs continue to grow, and reliable service becomes more and more critical to their success.

CD Baby’s and BookBaby’s massive online storage needs and heavy site traffic, with thousands of uploads and downloads per week, demand a resourceful solution for providing high-bandwidth connectivity. Since 2002 it has been Integra Telecom’s privilege to deliver it.

INTEGRA SOLUTION: SCALABILITY, REDUNDANCY AND SUBSTANTIAL BANDWIDTH

In the early days of their association with Integra, CD Baby was located in northeast Portland and contracted with Integra for voice, data and Internet services, including a cage at a nearby Integra collocation site. CD Baby



» CASE STUDY

INTEGRA SOLUTION

For private networking and data center connectivity: Colocation, Ethernet Point-to-Point, High-Bandwidth Internet and Voice services



INDUSTRY: Retail Independent Music and Website hosting

LOCATION: Headquartered in Oregon

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Tracy Maddux, CD Baby, COO

COO Tracy Maddux recalled that the old facility was “literally right next door to the Integra colo. There was a fiber connection of no more than 90-100 feet from the CD Baby data center to the colo.”

When CD Baby moved from this location to a new facility three miles away, they continued their relationship with Integra, even adding a point-to-point. Tracy noted that “a point-to-point build out is pretty critical to be able to interface with our servers residing at the colo. It allows us to transport at a great speed, a full gigabit, which positions us well for future growth without having to worry about bandwidth constraints.”

When searching for a new facility, it was important to CD Baby that they relocated to a fiber lit building because they sought “capacity, redundancy and a data room where we didn’t have to do a huge amount of improvements. Those were the three critical needs.”

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As for continuing with Integra colocation services instead of installing an on-premises solution, their motive was “mostly for redundancy, but also scalability.” The new building has “a limited data room. It certainly accommodates what we have today, but given projected growth, we wanted to have the ability to scale out, but most importantly — we needed redundancy.”

Why redundancy? “Well,” said Tracy, “3.5 million is a lot of tracks.” The creations of indie musicians are CD Baby’s prime asset and they aim to protect them. Integra’s secure colocation facility has backup power available and Inergen fire suppression systems to avoid outages in the event of a disaster. With dual entrances into the facility, connecting to Integra’s state-of-the-art fiber backbone, Integra provides redundancy and scalable access to high-bandwidth speeds for CD Baby.

In August of 2008, CD Baby was purchased by Audio and Video Labs, Inc. of Pennsauken, NJ, creating a need to build a point-to-point link between Portland and the parent company. Audio and Video Labs already had a standing multiyear contract and level of trust with another carrier, so they

decided to work with them for the connection. However, the carrier was unable to assist the company in the timeframe they desired.

“When they couldn’t deliver, we were able to go with the carrier we felt comfortable with. We needed speed,” Tracy said. “We had an existing contract with another carrier, but even with a 90 day lead time, they were unable to accommodate the move – and Integra could get us up in less than 30 days at a lower cost.” CD Baby knows they can count on Integra.

RESULT: VALUABLE PARTNERSHIP BASED ON TRUST

By supplying the voice and data services that help the company keep moving, and the Internet muscle they need to showcase the music of the indie artists who depend upon their assorted services, Integra Telecom continues to deliver for CD Baby.

The relationship between CD Baby and Integra has worked out well. Tracy has found Integra to be “very responsive in getting pricing and meeting commitments.” He pointed out that “In the market where we live, our experience is that there is no one here that offers the high touch customer service and support that Integra does. We really like that — and the great relationship we have with Integra’s sales and support reps.”

CD Baby provides many essential services to indie musicians, but they know they can’t do it all single-handedly. To efficiently run their vast online services, CD Baby relies on trusted partners like Integra. By providing a colocation site, Internet access, and point-to-point connections, Integra’s solutions are as vital to CD Baby as CD Baby’s services are to indie musicians.

ABOUT CD BABY

CD Baby is the largest digital distributor of independent music in the world. CD Baby distributes over 3.5 million tracks to dozens of digital music retailers including iTunes, Amazon, Napster, Rhapsody, and Spotify, and pays artists weekly for their product sales. From their Portland, OR headquarters, they warehouse and ship over 360,000 independent CD titles to a customer base that spans the entire globe. The company also offers other services to musicians such as the ability to accept credit cards at shows, web hosting through their sister company HostBaby, and eBook distribution through BookBaby.

ABOUT INTEGRATELECOM

Integra Telecom Inc. connects businesses by providing business-grade networking, communications and cloud solutions to thousands of business and carrier customers in 11 Western states, including Arizona, California, Colorado, Idaho, Minnesota, Montana, Nevada, North Dakota, Oregon, Utah and Washington. The company owns and operates a nationally acclaimed best-in-class fiber-optic network consisting of a 5,000-mile high-speed long-haul network, a 3,000-mile metropolitan access network, and more than 1,700 fiber-fed buildings.

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