



CD BABY

- + **CUSTOMER PROFILE**
Digital distributor of independent music located in Portland, OR.
- + **BUSINESS OBJECTIVES**
Providing high-bandwidth connectivity for on-demand access to their asset library.
- + **SOLUTION**
Ethernet Point-to-Point, High Speed Internet, Voice service, Colocation.
- + **BUSINESS OUTCOME**
Dependable service supporting CD Baby's ability to provide essential services to showcase indie artists.

ONLINE RETAILER RELIES ON NETWORK FOR BUSINESS CONTINUITY

Business Challenge

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 very successful in the online music market.

The company also offers 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 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 Electric Lightwave’s privilege to deliver it.

Approach

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

“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 Electric Lightwave does.”

 **Tracy Maddux**
CD Baby, COO

When CD Baby moved to a new facility three miles away, they continued their relationship with Electric Lightwave, 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”.

It was also important to relocate 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.” As for continuing with Electric Lightwave colocation services instead of installing an on-premises solution, their motive was “mostly for redundancy, but also scalability.” 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. Electric Lightwave’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 Electric Lightwave’s state-of-the-art fiber backbone, Electric Lightwave 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 in the timeframe 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 Electric Lightwave could get us up in less than 30 days at a lower cost.” CD Baby knows they can count on Electric Lightwave.

Results

By supplying the voice and data services that keep the company moving, and the Internet muscle they need to showcase the music of the indie artists, Electric Lightwave continues to deliver for CD Baby. Tracy has found Electric Lightwave 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 Electric Lightwave does. We really like that — and the great relationship we have with Electric Lightwave’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 run efficiently, CD Baby relies on trusted partners like Electric Lightwave. By providing a colocation site, Internet access, and point-to-point connections, Electric Lightwave’s solutions are as vital to CD Baby as CD Baby’s services are to indie musicians.



“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.”



Tracy Maddux
CD Baby, COO

CUSTOMER BENEFITS

- + Reliable high-bandwidth services supporting heavy site traffic.
- + Faster transport speed with Ethernet point-to-point connectivity.
- + Improved redundancy and scalability with colocation services.
- + Able to meet customer needs with dependable voice and data services.

ABOUT ELECTRIC LIGHTWAVE™

Electric Lightwave™, an Integra company, serves as a trusted network infrastructure partner to enterprises, government agencies and carriers in select markets throughout the western United States. We combine dense metro and intercity fiber assets, enterprise-grade network solutions, including Ethernet, Wavelengths and IP, with a highly responsive and easy to do business with approach. Electric Lightwave offers a premium service experience to match our premium network infrastructure solutions.

CONTACT US ▶ (877) 953-7747