



About Customer

Formed in 1923, the Swiss Cooperative Society for Music Authors and Publishers (SUISA) undertakes collective rights management for more than 41,000 Swiss composers, lyricists, and publishers of musical works.

www.suisa.ch

Geo

EMEA

Industry

Media and Entertainment

Solution Area

Accelerate Core Applications
Modernize Data Protection

Pure Storage®

Products in Use

FlashArray//X™

FlashArray//C™

Evergreen//Forever™

SUISA Modernizes Protections for 41,000 Musicians

As a non-profit committed to protecting the rights of composers, lyricists, and music publishers in Switzerland and Liechtenstein, SUISA cannot afford to fall behind the times. Every royalty paid to its members is directly linked to their success in an increasingly complex global music marketplace.

By replacing its infrastructure with Pure Storage FlashArray, SUISA gained the speed and performance required to track and manage millions of data points and serve its members' interests without fail. At the same time, it also future-proofed its storage environment with non-disruptive upgrades delivered via the Pure Storage Evergreen//Forever subscription loop.

"We used to watch the world around us evolve while waiting for our next IT refresh cycle. With Evergreen//Forever, our storage performance improves constantly, keeping us one step ahead of the technology curve."

HANSRUEDI JUNG,
HEAD OF SYSTEMS
TECHNOLOGY, SUISA

Impact on SUISA



Manages millions of data records to protect 41,000 members 24/7



Cuts datacenter footprint by 50% and slashes energy costs



Matches capacity to peak workloads while eliminating service bottlenecks

Challenges



Previous storage could not scale to match rising data volumes



Slow data recovery led to service interruptions for members



Growing data center footprint became costly and energy inefficient

Results



Stays ahead of the technology curve with continuous storage upgrades



Reduces database recovery times from 6 hours to seconds



Cuts development times for new IT services from hours to minutes

Protecting Artist Rights in a Digital World

In today's world of streaming services, and digital consumption, musicians rely on SUISA to ensure they receive royalty payments to build a career doing what they love. But tracking rights for 41,000 members is complicated, requiring SUISA to manage millions of data records around the world.

SUISA's members are also its owners, adding to the sense of commitment. That extends to the technologies SUISA uses to support its teams. "We work day and night for our members, and we need our technology systems to deliver the same level of always-on service," says Head of Systems Technology, Hansruedi Jung.

With its legacy storage unable to cope with growing data volumes, SUISA moved its SQL Server and VMware environment to FlashArray, where every member account now resides.

Leaving Bottlenecks in The Past

Improved performance and processing speeds have cut development times for new IT services from five hours to minutes. Crucially, SUISA has virtually eliminated storage downtime and maintenance windows.

"We left performance bottlenecks in the past by moving to Pure. Our data processes are faster and more reliable, which makes our teams more effective and means we can deliver the highest level of service," says Jung.

With ransomware attacks on the rise and Swiss regulators requiring businesses to keep their data for at least 10 years, continuity is also essential to SUISA. By combining all-flash storage with data backup technology from Cohesity, SUISA cut data database recovery times from six hours to seconds.

Staying Ahead of The Curve

SUISA has also positioned itself to scale further with its Evergreen//Forever subscription. It recently upgraded from FlashArray//X50 to FlashArray//X70 systems non-disruptively, gaining new levels of speed and performance in its SQL database without having to re-buy storage.

The seamless upgrade took a single morning to complete and placed minimal demand on SUISA's IT team. Most importantly, it caused no disruption to its member services. Moving to Pure Storage has also helped SUISA cut its storage footprint by 50%, lowering its energy costs while making the business more sustainable than ever.

"We used to watch the world around us evolve while waiting for our next IT refresh cycle," says Jung. "With Evergreen//Forever, our storage performance improves constantly, keeping us one step ahead of the technology curve."

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