



rackspace
technology

ONICA
a rackspace technology company

Customer Case Study – Entertainment

Live Nation Entertainment migrates to AWS to support a world-leading business

This global live entertainment corporation refactored its applications, migrated to public cloud and closed its costly data centers ahead of schedule.

Our customer

Live Nation Entertainment is a world-leading live entertainment company. It produces thousands of concerts and sells over half a billion tickets worldwide every year.

How we helped

Professional Services — architecture, strategy, guidance, migration; Managed Public Cloud — Amazon Web Services (AWS)

The obstacles they faced

The organization needed to quickly respond to business needs in a global marketplace where the ability to scale was vital. But it lacked in-house expertise to achieve that goal.

What we achieved together

Rackspace worked with Live Nation Entertainment to migrate its data centers to the cloud and help train its staff. The result was a more flexible, agile company, ready to further build on AWS.

LIVE NATION
ENTERTAINMENT®

Live in the cloud

Live Nation Entertainment is a world leader in its field. Comprising renowned brands that include Artist Nation, Live Nation, Ticketmaster and Live Nation concerts, the organization produces more concerts and sells more tickets than any other company in the world.

Annually, this equates to responsibility for over 40,000 shows, more than 100 festivals and a massive half a billion ticket sales. But just because a company is big, that doesn't mean it should shy away from innovation.

So to ensure Live Nation Entertainment could continue successfully responding to business needs, it started looking in earnest at cloud computing.

The best fit for success

From its own research — having explored what was on offer from multiple vendors — Live Nation Entertainment ascertained AWS was the best fit for its business. Although a relatively new technology at that time, AWS was mature, capable, stable and feature-rich.

However, although Live Nation Entertainment's in-house team was well-versed in traditional IT, it lacked experience with public cloud and AWS. The company therefore decided to partner with Rackspace Technology to enable its journey to the cloud.

Leveling up in-house teams

Rackspace Technology worked with Live Nation Entertainment to migrate its data centers to the cloud. During this period, Live Nation Entertainment's own staff were trained up, with many team members going on to gain AWS certifications.

This helped the company move its applications to AWS — and was such a success that the company started looking into every application it supported. The aim was to figure out the best way to build all of their applications in AWS.

The migration to the cloud quickly revealed further benefits, including Group Security, all hardware being virtualized, and a range of AWS services. The Live Nation Entertainment team continues to enjoy exploring the many new capabilities that just weren't possible with the old way of doing things.

Hit the ground running

By any measure, Live Nation Entertainment's journey to the cloud was a success, with the company reaching its goal of getting all of its data centers closed by the end of 2016.

“The biggest benefit to using technology like AWS is the ability to react quickly to business needs,” said Jason Weihman, Live Nation Entertainment Research & Development Manager. “Rackspace Technology allowed our team to hit the ground running.”

The result is a company that's now able to rapidly scale, respond to industry demands and innovate — further cementing its position as the global leader in its sector.

“Rackspace Technology allowed our team to hit the ground running.”

Jason Weihman, Live Nation Entertainment Research & Development Manager

About Rackspace Technology

Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world's leading technologies — across applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimizing returns into the future.

As a global, multicloud technology services pioneer, we deliver innovative capabilities of the cloud to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes, and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in our obsession with our customers' success — our Fanatical Experience™ — so they can work faster, smarter and stay ahead of what's next.

Learn more at www.rackspace.com or call **1-800-961-2888**.

This case study is for your informational purposes only. RACKSPACE TECHNOLOGY MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS CASE STUDY. All customer examples and the information and results illustrated here are based upon the customer's experiences with the referenced Rackspace Technology services and are not necessarily indicative of the future performance of Rackspace Technology services. Rackspace Technology detailed services descriptions and legal commitments are stated in its services agreements. Rackspace Technology services' features and benefits depend on system configuration and may require enabled hardware, software or additional service activation. Actual cost of specific hosted environment and performance characteristics will vary depending on individual customer configurations and use case.

Copyright © 2020 Rackspace - Rackspace®, Fanatical Support®, Fanatical Experience™ and other Rackspace marks are either registered service marks or service marks of Rackspace US, Inc. in the United States and other countries. All other trademarks, service marks, images, products and brands remain the sole property of their respective holders and do not imply endorsement or sponsorship.

August 3, 2020 / Rackspace-Case-Study-Live-Nation-Entertainment-AWS-TSK-795