CASE STUDY

Trust Cloud IaaS Platform Supporting HMV's Digital Transformation Journeys

Delivering the design, deployment, migration
and in life managed services of an IaaS Platform

TRUST

About HMV

HMV celebrated 100 years in 2021 and in those 100 years has grown from its very first HMV store on London's Oxford Street, to a well-known and much-loved retailer with the recognisable dog to represent the company. With a rich history HMV survived turbulent times after being faced with the changing concept of 'buying music online'. Since the new owners, Sunrise Record, took over in 2019 a new, flagship store – The Vault in Birmingham –has seen HMV break records once again by becoming the owner of the world's largest music store for the second time. Trust Systems has worked with HMV since 2008. When the team at HMV were looking to reduce hosting and operational costs for their whole infrastructure environment and deliver technology to support a business who wanted to digitalise it was only natural they contacted the team at Trust Systems.

The Challenge

Richard Hanlon, Technical Services Manager, Sunrise Records shares the challenges HMV faced, 'We had considered consolidating our data centres in the past and due to various reasons, it was never completed. Fast forward and the result of not completing the review resulted in IT issues, plus energy costs were rising rapidly. We were facing increasing challenges with power consumption and data centre hosting costs. The time and resource costs to manage the estate were also high due to the complexity of having infrastructure split across two data centres.

With greater cost scrutiny we couldn't afford to keep co-locating. We were also faced with the challenge that we had an ageing asset which wasn't going to be suitable when we migrated to a new hosting platform.' As well as a need for HMV to move to a IaaS platform they had the challenge to move their unsupported IBM i systems. By migrating the IBM i environment onto Trust Cloud, HMV would immediately benefit from running on a supported hardware platform.

The Approach

Richard continues, 'As an existing supplier we reached out to Trust Systems to embark on a review of our data centre and infrastructure along with engaging with other suppliers. After careful review we selected Trust Systems due to several factors. Firstly, we had a long-standing relationship and we were familiar with the team as a supplier and knew the standard of service we could expect.

Having confidence in delivery and service was vital due to the significance of the project to the whole business. The offering presented was also the strongest and the solution stood up in terms of financials. Critical to our decision was the need to ensure the platform could support our future, Trust Cloud did this by offering a new flexible modern estate enabling us to move forward on our digital journey.'

The Solution

Trust Systems provisioned and delivered HMV with a new hosted Trust Cloud IaaS platform, a dedicated compute hardware platform deployed on the latest hardware architecture, hosted within an industry leading data centre designed for high availability. The hosted IaaS Cloud platform is built on enterprise class server, storage and networking components from NetApp and Cisco. A fundamental requirement of the new IaaS Cloud platform was the need to onboard HMV's Power i infrastructure that was rapidly approaching the end of support. By provisioning the IBM i environments as part of the migration ensured the platform was on a supportable environment. Added to this was Trust Systems Enterprise solution within the Trust Cloud platform which provides monitoring and management of the IBM i environment. Trust Systems proactively manages all event alerts and determines the right course of action to ensure HMV's business-critical applications remain available ultimately enhancing end-user productivity across the organisation.

Richard shares, 'During implementation, we were faced with hardware availability issues that were synonymous with the supply chain issues faced after the pandemic. This led to us changing the flow from having the new infrastructure ready to go and moving services directly onto it. The supply chain issues led to a 2 month delay in the hardware arriving. To overcome this delay the team at Trust Systems mobilised and provided us with an interim platform built on Nutanix software to bridge the gap between the data centre move and migrating onto the new platform. By standing up this temporary solution to overcome the challenging issues around hardware timescales meant that as soon as the new platform was set-up we could complete our full migration.'

The Benefits

Darren Houghton, Head of IT at HMV explains the importance of the platform for HMV, 'The Trust Cloud platform has enabled us to start a journey for advancing our digitalisation, we are still on that journey and we will be on that journey for some time, but what it gives us is a platform where we can embark on the journey. The platform enables us to meet the businesses demands, which are always very fluid and move quickly. We wanted to be in a position where we didn't have to anticipate what they were going to be requesting, and where we already had the capacity available to support them. The Trust Cloud platform has enabled us to do this and we are progressing projects that are moving the business forward.

He continues, 'The platform has provided the technical team to carry out their own projects too. We had a number of applications and a number of services we supported the business with on ageing servers that were at capacity. Before the implementation of Trust Cloud we couldn't offer the infrastructure to implement new services. We had been in a position where it was really difficult to advance forward and today we have a platform that has certainly given us the foundation we needed to build on. With our new infrastructure, but also the release of resource time we can now add further value to the business.'

Darren continues, 'Now the Trust Cloud Platform has enabled the journey to replace legacy operating systems and legacy applications and a real benefit for us is that we have been able to set up a whole new staging, development and live platform. Which means that we can now start to move those applications and remove the need for those machines giving us more cost savings whilst enabling us to do more. We have also been able to work with the finance teams and the finance systems to give them a new platform to move their services. Our transformation is not going to happen overnight, but Trust Cloud provides us with the ability to take the journey with a clear road map and targets. We aren't restricted anymore by the platform that we have we are only restricted by our own resources.'

Richard adds, 'Looking back and we achieved an awful lot in a very small window of time. With Trust Systems we have a personal relationship with the organisation and I have very good relationship with the team. This level of service is a real value-add, across the departments they will always answer the phone and they always give you the support and the confidence that everything that can be done is being done. It is nice to know that you can speak to the most senior individuals in a business and they will have time for your call, take what you say on board and respond compared to other suppliers where we have to follow a very strict chain of escalation and there isn't always the accountability or ownership as you do with Trust Systems.'

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