



## Driving Factors

Mood Media has grown significantly since its inception in 2004 and expanded its product offerings through several acquisitions across Europe, North America, Asia and Australia. As a result of this growth, they needed a scalable and modern infrastructure to handle the business growth and provide environmental stability and scalability for predictable performance.

## High Level Steps of Migration

As part of the AWS Migration assess phase, Apps Associates conducted an Oracle Technology license assessment to map the Oracle licenses to AWS Cloud Platform by analyzing the workload characteristics and choosing the proper Amazon ec2 instance types to run the Enterprise workloads on AWS.

During the AWS migration phase, Apps Associates automated the AWS infrastructure provisioning process and performed three (3) iterations of migrations for EBS, OBIEE, and Apex environments, utilizing data pump export/import because of limited access to the source systems from the incumbent hosting provider. This process of separating data and index exports improved the overall cutover time. During the import, the index creation was run in parallel by splitting the indexes into 12 parallel scripts and each index script was executed with 12 parallel threads during execution. The AWS ec2 instance types were ramped up for the imports to reduce migration time. Disaster Recovery, Amazon SES for workflow emailing functionality, and Enterprise Command Center were implemented and tested post Go-Live.

During the AWS Migration phase, several tests (Unit testing and User Acceptance Testing) were performed as part of the migration and all the functionalities were tested and validated successfully without any issues. Project duration was 6 months.

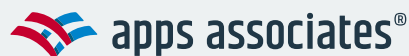
## Challenges

The challenges were around the network connectivity between Mood Media network and AWS Virtual Private Cloud (VPC) and from the Legacy Data Center to AWS VPC for transferring the 11 TB data. Apps Associates Network team worked with vendors to setup the Direct Connect for AWS to establish the connectivity with all the Mood Media network locations. There were challenges to access the environments at the legacy data center with contractual obligations. Apps Associates worked with the legacy managed services team to execute the steps, which were explicitly created for them and provide the data exports so that it can be used to build the environments on AWS platform. Additional challenges were the 3rd party integration systems connectivity and testing as well as the high volume of invoices sent (100+k) which was resolved with Amazon SES.

### Benefits realized after migrating to AWS Cloud

- Advantage with Cloud agility. Increased the server capacity (vertical/horizontal) as per the requirement. Higher instance type during the migration, and the right sized instance during steady state.
- Modernized infrastructure, Improved cloning time and performance
- Achieved shared APPL\_TOP and Disaster Recovery requirements.
- FSxN native backups scheduled to run every day with 30 days retention which meets RPO and RTO requirements

## About Apps Associates



Apps Associates is an enterprise application services leader with a customer-first focus. Apps Associates has more than two decades of experience helping organizations innovate through digital transformation initiatives. Apps Associates provides Next-Generation Managed Services to its customers leveraging enterprise monitoring software, Cloud Automation, and statistical and Machine-Learning anomaly detection to ensure our customers' systems remain available to serve their needs. To learn more about how Apps Associates, visit: [www.appsassociates.com](http://www.appsassociates.com).

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