EPLEXITY

Liberty Media Case Study

Project: Migration and Managed Services
Company: Liberty Media
Industry: Entertainment

About:

Liberty Media Corporation (Liberty Media) owns interests in a broad range of media, communications and entertainment businesses. Those interests are attributed to three tracking stock groups: the Liberty Braves Group, the Liberty Media Group and the Liberty SiriusXM Group. Headquartered in Denver, Colorado, Liberty Media employs more than 7,000 employees and consistently ranks on the Fortune 500 with revenues topping $9B annually.
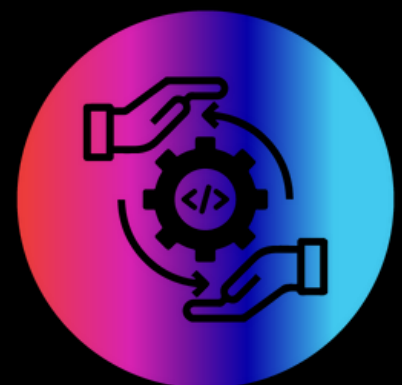

Liberty Media faced two primary challenges - 1) updating from a CapEx model to an OpEx model through the phased migration of their on-prem infrastructure to the AWC public cloud; and, 2) supporting the migration and management efforts through Managed Services.

Transition from a CapEx model to an OpEx model.

Data center migration to AWS public cloud.

Management of cloud environment.

Execution:

Eplexity engaged the Liberty Media group in discovery and assessment discussions based on the Well-Architected framework and migration best practices. Through these discussions, Eplexity and Liberty uncovered the best and most cost efficient solutions for their predominantly Windows-based workloads. It was determined that the end state of their infrastructure would best be supported in the AWS public cloud, but prior to engaging in this effort, a small wrinkle relating to the timetable would need to be finessed during this transition.

This wrinkle was the immediate requirement to replicate the environment through a planned Disaster Recovery event into a temporary colocation facility. Once replicated successfully, the continued rollout and transition of their workloads to their permanent location in AWS would be managed over a more practical rehosting strategy over the course of the planned six (6) week period. Key to this execution was the following requirements from Eplexity:

- Rehost Windows on VMware workloads to transitory colocation facility.
- Rehost on-prem colocation to Windows on EC2 in Amazon Web Services (AWS).
- Continuous management of the AWS environment according to AWS Well-Architected Framework supported by Eplexity Managed Services.
- Project intake and support for ongoing IT Roadmap through Eplexity Center of Excellence.

The WAR determined best practices for the migration to AWS Public Cloud.

Re-hosted Windows on VMware workloads to a colocation facility. Then, re-hosted the on-prem colocation to Windows on EC2 in AWS.

EPLEXITY's 24/7/365 managed AWS cloud services.

Outcome:

Liberty Media looked to Eplexity to deliver a solution that would not only enable a predictable OpEx cost model in AWS, but also the continued delivery of Managed Services against the wide array of projects that would result from continued vCIO operations between Eplexity and Liberty Media. The resulting efforts have led to a partnership that can be characterized by the following results:

- Completion of eight critical infrastructure projects in the Eplexity CoE ranging from Security positioning to Network refreshes - improving the CoE score by more than 7%in 2020.
- 50% reduction of on-premise infrastructure costs in a CapEx model to cost optimized workloads in AWS on an OpEx model.
- Increased operational efficiencies and continuous oversight of the Liberty Media environment through CXOS Managed Services.

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