Music Mastermind

IBM hybrid cloud platform delivers global gaming innovation

Overview

The need
Music Mastermind needed a high-performance hosting platform to support low-latency delivery of its music creation game Zya for a worldwide user base.

The solution
IBM Business Partner Micro Strategies Inc. deployed IBM® System x® iDataPlex® servers and IBM Storwize® V7000 storage systems in a private cloud and SoftLayer® public cloud infrastructure.

The benefit
Music Mastermind cut application response time by more than 75 percent and established a scalable global platform to support seamless delivery worldwide as demand increases.
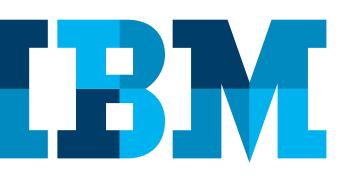
Founded in 2008, Music Mastermind creates imaginative technology that empowers people to experience the joy of making and sharing music. The company's diverse team of artists, engineers and music enthusiasts is headquartered in Calabasas, California.

Seamless delivery for a revolutionary game
Music Mastermind's flagship product is Zya, a mobile game that allows players to create new songs, mash up world-famous hits or combine elements of both to produce unique compositions. "With Zya, anyone can make studio-quality music and share it with the world," says Bo Bazylevsky, Music Mastermind cofounder and president.

To offer Zya to a global user base, Music Mastermind needed a high-performance hosting platform supporting low-latency delivery of its dynamic data. "When a player adds a visual element to a musical composition in Zya, the data adapts to match the key, tempo and genre selected," says Bazylevsky. "We need that to happen seamlessly worldwide."

The IBM hybrid cloud solution supports seamless delivery of Zya as global demand increases. "As we continue to build our business, we have a very reliable platform to tap into around the world. IBM is helping us deliver a solution that is not only global, but actually bleeding edge," says Bo Bazylevsky, Music Mastermind cofounder and president.

A robust hybrid cloud solution

Music Mastermind teamed with IBM Business Partner Micro Strategies Inc. to architect a robust private cloud hosting solution with IBM System x iDataPlex servers and IBM Storwize V7000 storage systems. "Not only was there a major performance advantage, between four and five times the performance of competitive offerings, there was a significant cost savings with the IBM solution," says Bazylevsky.

To augment its private cloud capabilities, Music Mastermind chose SoftLayer public cloud infrastructure delivered from four data centers worldwide. "SoftLayer provides a turnkey public cloud solution for us around the globe," says Bazylevsky. "The ability to turn on public cloud when we need to without service interruption is paramount to us."

Improved performance and global scalability

Since migrating to the IBM hybrid cloud solution, Music Mastermind improved the responsiveness of its Zya platform by more than 75 percent. After adding or editing musical elements, Zya users can now play or share their compositions in one second or less on average.

In addition to providing the high-performance platform Zya requires for fast, seamless delivery, the IBM solution offers scalability to accommodate increasing demand. "As we continue to build our business, we have a very reliable platform to tap into around the world," says Bazylevsky. "IBM is helping us deliver a solution that is not only global, but actually bleeding edge."

Solution components

Server
• IBM® System x® iDataPlex® dx360 M3

Service
• SoftLayer®

Systems
• IBM Storwize® V7000 Unified
• IBM BNT RackSwitch™ G8052F

IBM Business Partner
• Micro Strategies Inc.

For more information

To learn more about IBM cloud computing solutions, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:
ibm.com/cloud-computing