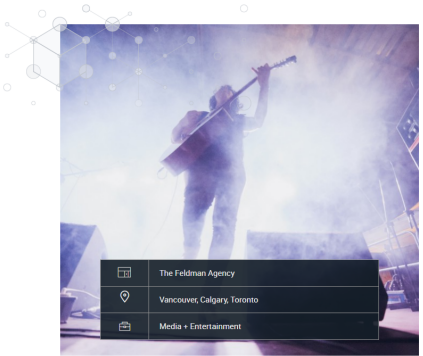scalar

Feldman Associates Delivers on Strategic IT Roadmap with Best of Breed Reference Architecture

Managing hundreds of artists, directors and producers, from hot up-and-coming talent to critically acclaimed, award-winning acts, Feldman's roster is a diverse spectrum of the best in the business

The Feldman Agency
Vancouver, Calgary, Toronto
Media + Entertainment

Objective

Feldman Associates needed to develop an IT strategy that would take them through the next five years.

Highlights Technology Used

- Needed scalable, cost-effective storage platform to replace aging SAN infrastructure
- Difficult to manage multi-vendor network created interoperability and support issues
- Performance issues, including downtime and call latency

Feldman Associates was experiencing performance issues with an aging infrastructure. The talent agents and staff that serve the agency's roster of high profile clients were suffering through phone and email service outages, forcing them to find creative ways to remain productive and responsive to clients. "We were experiencing outages on a regular basis," said Philip Morrison, IT Manager at Feldman.

The legacy network consisted of multi-vendor networking equipment, creating significant operational challenges. This patchwork approach, built up over the years, resulted in an unmanageable environment for Feldman's small IT team. The network was difficult to maintain, and dealing with multiple support desks and support contracts made it very challenging. "Everything was sluggish on the network and each time we had an outage, recovery time was lengthy, impacting the business," explained Morrison. The storage platform was not performing well and resources on the servers were at a breaking point. "We had to start afresh with everything – we needed to develop an IT strategy that would take us through the next five years."

When Morrison is faced with a tough technical challenge, we are his go-to resource. "With the Scalar team, you are getting experienced people who will give you their honest opinion – they take a consultative approach and work with me to develop the strongest technical plan for our business. They have deep experience in the media industry and are up to speed on the latest technologies." We worked with Morrison to develop a solid plan that would fix Feldman's immediate problems and set them up for the future.

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IT MANAGER, FELDMAN ASSOCIATES.

With the new system, Feldman can put more talent on stages like this.

All of the old hardware was replaced and upgraded onto new platforms – VMware 5.5, Windows Server 2012, domain controllers, DNS servers and DHCP were implemented. The aging firewalls, which were used to handle site-to-site VPN connection between Vancouver and Toronto, were replaced. "The firewalls handling our phone traffic were consistently at 100% CPU utilization, resulting in downtime and call latency," said Morrison. A 10 Gb-E Cisco network was installed in the two data centres providing data replication between the two sites, and the installation of Nimble provides a powerful storage platform.

"The data savings alone have been huge. The speed we are experiencing with the platform compared to our old system is night and day. Block level compression was implemented on the Nimble SAN, resulting in compression rates of 50 percent," said Morrison.

"At Feldman, you have to think on your feet and produce results. Scalar is action-oriented, helping me design the strategy and deliver the performance improvements we needed. We were suffering with a degraded infrastructure for too long, and now everyone has faith in the network again."

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Here's what we did for The Feldman Agency

Massive improvement in storage data compression

Seamless, end-to-end interoperability for compute, storage, and network

"Single pane of support" resulting in decreased IT management time