



# RENTRAK Corporation

INDUSTRY CASE STUDY

## ViaWest provides the redundancy that is critical to the growth of Rentrak's product line

### VIAWEST SERVICES

Colocation services, including private cage and cabinet space, bandwidth, redundant power, and bandwidth

### Scenario

One hundred million dollars is the average cost to produce, distribute and market a major studio movie. Four hundred and sixty-seven thousand dollars is the cost to air a thirty second television commercial during the number one ranked prime time show. With those investments at stake, it's no wonder that decision-makers in the entertainment industry rely on viewership data to help them shape their business decisions. By collecting and analyzing that data, as well as data about the emerging Internet TV and handheld device entertainment market, Rentrak offers those in the entertainment industry the insights they need to better understand their audiences and compete effectively.

Rentrak Corporation (Nasdaq: RENT), is a global digital media measurement and research company that provides content measurement, analytical services and unique insight to the most recognizable names in the entertainment industry. With a reach across many platforms including box office, television, DVD, on-demand and mobile devices, Rentrak collects and interprets audience data to help drive businesses and the industry forward. Rentrak TV Processing servers are located in ViaWest colocation facility in Hillsboro, Oregon. Those servers currently process and manage over 120 billion transactions annually.

### Business Challenge

When Rentrak was planning the launch of its box office data reporting product, now the global standard for worldwide box office data reporting, the primary determinant of the product's success was the uninterrupted availability of that data. Rentrak leaders calculated the costs to build the redundant systems

necessary to ensure 100% data availability in their existing in-house data centers. Amir Yazdani, EVP, IT & CIO of Rentrak, was shocked by the results: "In addition to all the redundant systems we would have to buy, a second cooling system, a second set of transformers and the like, a redundant power source wasn't even available at our existing data center. We discovered that it is a losing proposition to try to make your own data center 100% redundant."

### Solution

Faced with the challenge of finding a data center that offered 100% uptime and a level of flexibility that would allow the company to increase its data center usage as its subscriber levels grew, Rentrak's leadership came to ViaWest for a solution. "ViaWest was extremely flexible in providing a solution. They worked with us to help us grow, not stifling our growth with huge fees from the beginning," Yazdani said. "Since then, our business has increased tenfold."

ViaWest's dedicated account team members and executives fostered close working relationships with Rentrak's leadership to help ensure the success of Rentrak's box office reporting product. "That was really a surprise," Yazdani remarked. "The depth of relationships with ViaWest executives was wonderful, both before the sale and today. There is constant, pro-active communication at all levels."

### WHY VIAWEST

ViaWest is one of the largest privately held data center service providers in North America. We provide colocation, hosting, and managed services to businesses of all sizes nationwide. ViaWest owns and operates 22 enterprise-class data center facilities in Colorado, Texas, Oregon, Utah, and Nevada, delivering high-quality, flexible solutions designed to support customers' unique business needs. ViaWest customers include Frontier Airlines, Red Robin, Chipotle, and Northrop Grumman. Visit [www.viawest.com](http://www.viawest.com) or call 1-877-448-9378.