

# CASE STUDY: SPOTIFY



**COMPANY:** Spotify  
**INDUSTRY:** Digital Content Provider  
**CARPATHIA SERVICES:** Managed Hosting, Colocation

## WHY CARPATHIA?

- ♦ Carpathia's breadth and depth of services and the team's ability to finish such a complex deal in a short timeframe
- ♦ Carpathia demonstrated an understanding of the complexities faced in a rapid overseas deployment
- ♦ Carpathia's successful track-record with network-centric content providers

## BACKGROUND

Spotify is an award-winning digital music service that gives users on-demand access to over 15 million tracks. Spotify makes it easier than ever to discover, manage and share music with friends, while making sure that artists get a fair deal. Today, Spotify is available in 8 countries: USA, UK, Sweden, Finland, Norway, France, The Netherlands and Spain, with more than 10 million registered users and over 1.6 million paying subscribers. The company launched its services in the US in July 2011.

## CHALLENGE

In order to ensure the success of its 2011 US launch, Spotify reached out to numerous data centers and hosting providers. After demonstrating an understanding of the complexities faced in a rapid overseas deployment, coupled with sophisticated system monitoring, management of customer

equipment and a successful track record with network-centric content providers, Carpathia quickly distinguished itself from the other datacenter and hosting companies Spotify was considering.

## APPROACH

In an aggressive timeframe, Carpathia provisioned and launched a complex and scalable hosting solution that includes a managed network with bandwidth, switches and routers; system monitoring, examining certain metrics on both the Spotify-provided and managed servers – a unique service offering in the hosting space; and professional services, including monthly on-site and equipment-related support.

## SOLUTION

As a result of the solution provided by Carpathia, Spotify was able to successfully launch its services in the US in July 2011 and is now prepared to support millions of US subscribers.

“Ensuring the success of Spotify's US launch was very important to us, so we wanted to make sure we took the time to find the right hosting provider. We were impressed with Carpathia's breadth and depth of service and the team's commitment to deliver a complex deal within a very short timeframe. They have proven their wealth of experience and commitment to us since the start of the project, and we look forward to working with them going forward.”

Oskar Stal,  
CTO at Spotify

Carpathia Hosting is a leading provider of managed hosting services, delivering secure, reliable and compliant IT infrastructure and management for some of the world's most demanding enterprises and federal agencies. Founded in 2003, Carpathia is a growing, profitable business run by a seasoned management team with deep experience in delivering enterprise hosting solutions including colocation, managed services and cloud computing. Carpathia's suite of services is designed for organizations seeking scalable, secure, robust and enterprise-grade hosting solutions that can be quickly provisioned or tailored to meet unique requirements. Backed by its E3 Promise, Carpathia consistently delivers an experience that exceeds customers' expectations. Carpathia qualifies as a small business. Contact Carpathia at 1.888.200.9494, or visit [www.carpathia.com](http://www.carpathia.com) for more information. References to other products are made to show compatibility. All companies and/or products mentioned in this document are registered or trademarked by their respective organizations. The inclusion of third party products does not infer endorsement by these parties, unless otherwise noted.