

Adelaide Festival Centre orchestrates move to the cloud

South Australia's premier arts venue becomes state's first government agency to move to the cloud

Customer story snapshot

Customer : Adelaide Festival Centre

Industry : Public Sector/Government

Overview

The Adelaide Festival Centre is South Australia's principal performing arts venue and presenter of dance, theatre, music and exhibitions. In its capacity as a leading Asia Pacific cultural centre the venue hosts four international shows a year, puts on 1,800 events, and attracts over a million patrons annually to contribute \$160 million to the South Australian economy.

As part of its \$90 million five-year redevelopment program to liven up the Adelaide Festival Centre, there was an opportunity to conduct a major redevelopment of the IT infrastructure to expand the venue's online and onsite capabilities. This IT refresh would involve the demolition of the centre's data centre environment, making Adelaide Festival Centre one of the first state government agencies in Australia to move 100 per cent of its servers to the cloud.

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Challenge

The redevelopment of the Adelaide Festival Centre is seen as a once in a generation opportunity, creating a flagship public space attracting the biggest and best events, better supporting presenters, and rewarding patrons with superior arts and entertainment experiences.

Modernising the centre's IT infrastructure was a key component of bringing this vision to life, providing a platform to deliver the flexibility needed to address the demands of patrons and employees today and into the future.

With this end goal in mind, Adelaide Festival Centre looked to draw upon the expertise of Optus Business and Optus-owned systems integrator, Ensyst, to manage its cloud migration.

Specifically, Adelaide Festival Centre needed to:

- Create a new data centre solution
- Modernise existing IT infrastructure to provide the capacity needed to scale up and down operations to satisfy user demand
- Replace outdated legacy systems
- Remain compliant within the budget, funded by government and private contributions

Solution

Through an integrated approach, Optus Business and Ensyst moved Adelaide Festival Centre to a hybrid cloud environment in one of the world's first deployments of Microsoft's Azure Linux to the cloud.

In another first, Adelaide Festival Centre's move to the cloud was the first time a government agency in South Australia had moved 100 per cent of its servers to the cloud.

Enabling digital transformation with Optus Managed Cloud

The Optus Business vision for Adelaide Festival Centre revolved around how cloud would enable the organisation's digital transformation journey, creating a flexible and scalable IT platform.

For Adelaide Festival Centre, the move to a hybrid cloud architecture was driven by three core components:

- **Create a more agile workforce** – Moving business applications to the cloud meant Adelaide Festival Centre could scale services to meet consumer demand in real-time, such as during program launches, and deliver superior experiences. Similarly, it allowed employees to work at times and places best suited to their needs

- **Lower risk and IT costs** – The redevelopment allows Adelaide Festival Centre to make better use of its assets, and manage systems through secure online environments
- **Replicate on-premise capabilities in the cloud** – In some instances, the venue needed to replicate the exact same level of services made possible by its on-premise environment.



"Optus Business and Ensyst really understood what Adelaide Festival needed as part of our IT redevelopment. Together, they brought great knowledge of how cloud would grow our venue, assisting us throughout the entire process from setting up firewalls to building up servers."

Andrew Wroniak, Manager Business Support, Adelaide Festival Centre

Outcome

Through its complete suite of cloud technologies and tools, the Adelaide Festival Centre is now more relevant, engaged and productive.

The deployment provides Adelaide Festival Centre with the flexibility of scaling up and down servers depending on the expectancy of site visits and ticket sales. This contributes to the overall business objective of supporting and expanding the local performing arts industry by delivering superior experiences.

Adelaide Festival Centre can now rapidly launch new offerings to meet customer demands as part of its push to become a more innovative and agile business.

The Optus Business enabled hybrid cloud solution is the foundation of Adelaide Festival Centre's technology strategy moving forward. In the coming years it will help deliver high quality technologies as the site provides new art and entertainment services and experiences.



"The alliance with Optus Business gives us an opportunity to focus on our core business and do what we do best. We work with great promoters, bring in great shows and meet customer expectations whilst maintaining rigour in offering some of the best arts and entertainment experiences in Australia."

Carlo D'Ortenzio, COO, Adelaide Festival Centre

Yes

See how Optus can help your business. Call 1800 555 937 to speak to an Account Manager.