



palcoPRINCIPAL  
há música na internet

## Case study

# Palco Principal entire infrastructure has migrated to Lunacloud

**Palco Principal, the most important Portuguese music social network, selected Lunacloud to host its whole platform and store all multimedia files. The company had some particular requirements, regarding to hosting of the platform, due to some important partnerships and strict advertisement SLA's. After some years using another cloud hosting provider, located in USA, Palco Principal considered that the previous provider didn't deliver the minimum services required.**

"We had our platform on Digital Ocean, and they could not match with all our requirements. During that time I thought I had my infrastructure in a suitable location, which would meet all my needs, at a lower cost, and delivering an ideal service, but then I realized that I was wrong. They simply could not comply with what I need". said João Carvalho. Using a Lunacloud's reliable and elastic Cloud Server, the company uses resources as needed, avoiding network, storage or compute bottlenecks. Palco Principal found Lunacloud to be the perfect cloud provider, that can deliver a better quality service.

**When I found Lunacloud, I found a valuable offer, where I could choose custom resources on-demand at a reasonable price"**

**João Carvalho, Palco Principal CEO**

## Challenge

The increasing amount of data produced by the users (music and photos), was rapidly outgrowing servers capacity. The customer needed a service that would allow storage resizing as needed and serving the data directly from the servers. The previous hosting service provider failed to comply with the current needs and improvements.

## Solution

Using a Cloud Server with 8 CPU + 16GB RAM + 1TB DISK and with the ability to create any new servers within a few seconds, Palco Principal was able to run their multimedia web services without the worry of running out of storage space or server capacity. With the same server it is possible to have their whole platform running with high performance.

## Outcome

Palco Principal got great performance, the highest SLA's, and extreme flexibility of the service. Having the infrastructure hosted at the same location of the MP3 and MP4 repository, the data transfer it is much faster. Moreover, the data is in a datacenter closer to Palco Principal which allows users to have faster and easier access to content. The company is now prepared to go forward to the next-level of service using data mining processes.

## About Palco Principal

Founded in 2006, Palco Principal is the largest and most important music social network in Portugal, that joins artists, listeners and entities within music business segment. Also has a strong editorial component, developing news, opinion, features, interviews and also some contests.

It was launched with proprietary technology, by Ubbin Labs and actually it's integrated on SAPO network in all countries (except Brazil), due to a partnership with Portugal Telecom. At the moment, Palco Principal has presence in Portugal, Brazil, Angola, Mozambique and Cape Verde.

**Country :** Portugal

**Company size :** 11-50

### Numbers :

- 1.900.000 Pageviews/Month
- 500.000 visitors/month
- 120.000 registered users
- +100.000 mp3 files library
- 260.000+ Mainstream Bands Registered
- +30.000 artists registered
- iOS, Android and Windows Applications

**For more information:**

[www.palcoprincipal.com](http://www.palcoprincipal.com)

[www.lunacloud.com](http://www.lunacloud.com)