Jovia Financial Credit Union
Case Study

Background

From smart room integrations to digital displays, Sonifi delivers technology solutions to enhance the customer experience across a variety of industries. For the healthcare market, those solutions include interactive, in-room TV systems that provide educational and entertainment-based content.

To enable its own customers — children's hospitals, cancer centers, long-term care facilities, and others — to optimize the programming provided and deliver more personalized content, Sonifi collects data, such as event logs. Its customers can use this information to gain valuable information in terms of consumer behavior and preferences to enhance service offerings.

The problem was that content and video interactions generate huge amounts of data. Sonifi had approximately 5,000 headends (cable television control systems) deployed that were pushing the equivalent of 200,000,000 individual records and 35 GB data daily to its corporate systems. The data was being transmitted at varying intervals based on type and importance, and in a wide variety of formats.

Sonifi was using a legacy distributed data model to collect, store and process the data, but it was inefficient and suffered from latency and other issues. With the massive growth of its data, the company needed a more scalable, durable, secure, resilient, and cost-effective solution.

[1] Warrilow, Michael, et al. "Market Impact: Cloud Shift — 2022 Through 2025." Gartner, 7 Jan. 2022, https://www.gartner.com/document/4010122

The Challenge

To succeed in this rapidly competitive financial landscape, companies need more reliable systems to meet customer demands and hyper-focus on the customer experience, rather than focus on IT-related infrastructure. To solve these challenges and provide customers with the support they come to expect, companies are increasingly turning to hybrid cloud solutions. These hybrid cloud solutions offer the flexibility to utilize public and private cloud services where they make sense to avoid variable costs and provide the scalability required to grow their businesses.

Research analysts at Gartner predict that by 2024, nearly 60% of IT spending on application software will be directed toward cloud technologies.[1] With the market always changing and adapting to new technologies, it's almost impossible to ensure your in-house IT staff can support all of these new requirements while continuing to manage existing infrastructure.

As a leader in the financial services space, Jovia Financial Credit Union is leading the charge in this shift to a hybrid cloud approach, showing its competitors that providing a reliable platform for consumers to utilize is the key to success.

The Solution

To accomplish success in this ever-changing landscape, Jovia Financial Credit Union selected Opti9 as its cloud provider. The strategic partnership gives Jovia's members the security and reliability that you would come to expect from your banking provider while allowing Jovia to have the scalability to continue to grow its member base and reduce the requirement to manage its cloud systems.

Through Opti9's managed hybrid cloud services, direct connectivity solutions, and disaster recovery options, Jovia is able to focus on what it does best while ensuring its financial systems stay online. Opti9's flexibility to provide Jovia with a customized solution with limited roadblocks ensures that these solutions can grow with Jovia and adapt to the credit union's ever-changing business operations.

[1] Warrilow, Michael, et al. "Market Impact: Cloud Shift — 2022 Through 2025." Gartner, 7 Jan. 2022, https://www.gartner.com/document/4010122

"Anyone can install a server and follow how-to articles to configure it, but when it breaks or fails, hopefully, you can find a way to fix it. If not, the downtime to your business can be detrimental," says Michael Ohayon, Chief Operating Officer at Opti9. "At Opti9, our key focuses are ensuring our systems are set up properly, redundantly, securely, and backed by talented engineers to ensure maximum uptime. We take the complexity of managing systems, vendors, and third-party tools away from our clients and provide them with a single-pane-view into all of their IT systems."

> "Thanks to Opti9's managed services, we are able to provide our internal resources and customers with the reliability and redundancy they come to expect from Jovia Financial Credit Union. No longer do we have to research vendors, manage back-end hosting systems, worry about vendor relationships, and support contracts. Since we leveraged Opti9's services, we have been able to focus on building better platforms for our customers since we have a reliable service provider taking care of everything else."
>
> **- Daniel Ford, D. Sc., CIO,**
> **Jovia Financial Credit Union**

Results & Benefits

Partnering with Opti9 gives Jovia the ability to:

- Provide reliability and redundant connectivity from Jovia's headquarters direct to Opti9's data centers to ensure security and network integrity. This allows Jovia to consume its hosted cloud privately, connect to 3rd party clouds as required, and consume additional services such as backups, disaster recovery, and more.

- Have a single-pane-view into all its systems, with one portal to connect Jovia to all of its services. This ensures that there's no ambiguity in accessing one of its servers remotely, seeing its backups, and providing server restoration and disaster recovery failover with the click of a button.

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- Focus on building its member-facing applications while Opti9 monitors, patches, and maintains systems and remediates issues for Jovia to free up the credit union's internal technical resources.

- Consume services in any of Opti9's 8 data center locations to meet data sovereignty or compliance requirements.

- Receive technical support from certified engineers with ample experience in managing a plethora of different workloads and environments to ensure Jovia receives exceptional customer service.

- Take advantage of the OPEX cost model to avoid large capital investments into equipment.

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