

CASE STUDY SUMMARY

- Smule needed assistance shipping equipment to Singapore and installing it at a co-location facility.
- Rahi brought significant global logistics experience coupled with an office in Singapore to help ensure the success of the project.
- The Rahi team helped with the pre-configuration, packing and shipment of the gear, working through customs requirements.
- With Rahi's assistance, Smule's engineers were able to install the equipment within the allotted two-day window, without having to work overtime.
- The Rahi team worked alongside Smule's engineers, efficiently performing tasks and expertly handling any issues that arose.



DATA CENTER LOGISTICS AND INSTALLATION FOR SMULE

Smule is a social media platform for creating and sharing music. Founded in 2008 and headquartered in San Francisco, Smule has grown almost 70 percent year-over-year for seven years. The company's Sing! Karaoke, Magic Piano and AutoRap mobile applications have been used by upwards of 350 million people.

On a given day, the Smule user community performs 20 million songs and uploads 2 million recordings to Smule's servers to share with others. To support this massive volume of data, the company has 2,000 servers running in three data centers. The newest, in Singapore, includes \$3.5 million worth of equipment that was shipped from California.

While that sounds easy, getting the equipment from the U.S. to Singapore wasn't just a matter of boxing it up and shipping it. It required an understanding of customs requirements and a host of other logistical issues. Once the equipment arrived, Smule needed help unpacking and installing it in the co-location facility.

Given that this was the company's first foray into Singapore, Smule's data center team began looking for a solution provider with global logistics capabilities. They turned to Rahi Systems for help.

“I had worked with Rahi in the past – in fact, they had helped build out our inner core. I heard through a mutual contact that Rahi might be able to help us with this project. It turns out that Rahi has a location in Singapore,” said Ray Pung, Data Center Operations, Smule.

“We initially contracted with Rahi to ship the gear but it turns out that their team was also able to help us get the equipment installed. Being in a foreign country with different rules and regulations, we were fortunate to be able to lean on professionals who understood our environment and could help us anticipate and overcome the challenges associated with this project.”



SOLUTION

Smule’s co-location facility in Singapore includes 12 racks in a 20-foot by 10-foot space. Rahi’s U.S. logistics team handled the shipping of the entire data center stack, including racks, servers, storage and networking gear. Rahi also handled the import/export details

The Smule team consisted of two engineers who were responsible for pre-configuring, shipping, unpacking and setting up the equipment. Rahi’s assistance would help ensure that the project was completed on schedule in order to optimize their time spent in-country and minimize the cost of an extended trip. The staff in Rahi’s Singapore office also had local contacts and the ability to marshal additional resources as needed.

“We had felt comfortable doing it all ourselves but after reconsidering we decided it would be much easier to divide the workload,” Pung said. “We took advantage of Rahi’s services and had a couple of guys help us with tasks such as packing, then unboxing and cutting up the boxes. Rahi also helped us with cabling and higher-level work.

“One of their staff in Singapore was an exceptional asset. It turned out we didn’t have enough cables, but he was able to contact a local retailer and get what we needed. He was so helpful, and it would have been a much bigger issue without those local resources. It kept the installation on track.”

RESULTS

While the Smule engineers had the technical know-how to install the equipment, it would have required 12-hour to 15-hour days to complete the project within the available window of time. Rahi relieved that pressure.

The Rahi team worked alongside Smule’s engineers over the course of the two-day project, handling the installation, cabling and configuration of the equipment. Pung said Rahi’s staff became an extension of his team.

“Rahi understood that we were here to get a job done and were looking for people with that mentality. We were pleased with the guys who were sent to us. We didn’t have any issues – the guys were willing and able to do anything they were asked to do. They exceeded my expectations,” he said. “I would definitely work with Rahi Systems again.”