

# How Live Nation realized business value with AWS



Live Nation is a global leader in live entertainment that produces concerts, sells tickets, and connects brands to music.

“ We’ve completely embraced the cloud with AWS. With the help of AWS, we have moved from troubleshooting hardware and capacity planning to delivering true value to Live Nation and its customers.”

JAKE BURNS, VP, CLOUD SERVICES, LIVE NATION

In 2016, they announced they were moving their global IT infrastructure to Amazon Web Services.



Scale of Migration, 2016-Present

**118** APPLICATIONS  
No additional headcount, no additional budget  
**668** SERVERS

They achieved dramatic business value in FOUR categories:



#### COST SAVINGS

Reduction or elimination of infrastructure costs



#### STAFF PRODUCTIVITY

More efficiency on a task-by-task basis, by function



#### OPERATIONAL RESILIENCE

Improved SLAs and less unplanned outages



#### BUSINESS AGILITY

Faster deployment of new features and applications, with fewer errors

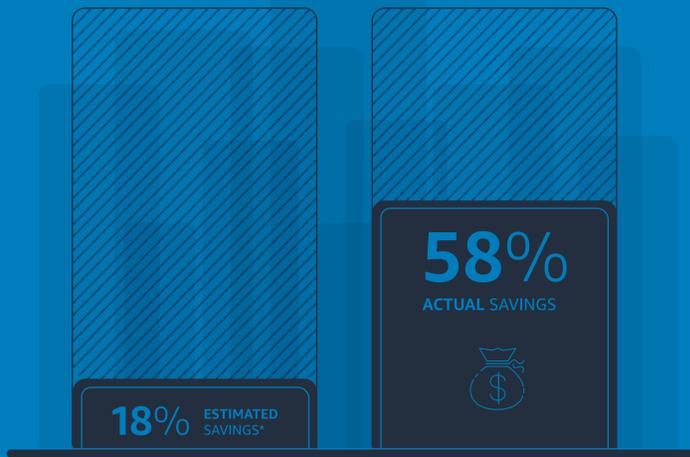
\*Live Nation Selects Amazon Web Services as Cloud Infrastructure Provider, BusinessWire, 2017



## Cost savings

Live Nation’s original business case estimated a cost savings of 18%. To date, they’ve seen a total realized TCO reduction of 58%. Post-migration cost optimization exercises like right-sizing instances and volume management have led to additional savings.

“ People who come to the conclusion that the cloud is too expensive are doing something wrong.”



\*original business case

Larry Carvalho and Matthew Marden, "Fostering Business and Organizational Transformation to Generate Business Value with Amazon Web Services," IDC, 2018



## Staff productivity

Live Nation is capturing efficiency benefits in multiple areas, particularly procurement and performance. In addition, project requests are being served faster, and tasks around hardware troubleshooting and tuning have been eliminated.

“ There is definitely a reduction in man hours to fulfill a request, but that’s a linear improvement. The reduction of total cycle time is what’s exponentially valuable.”



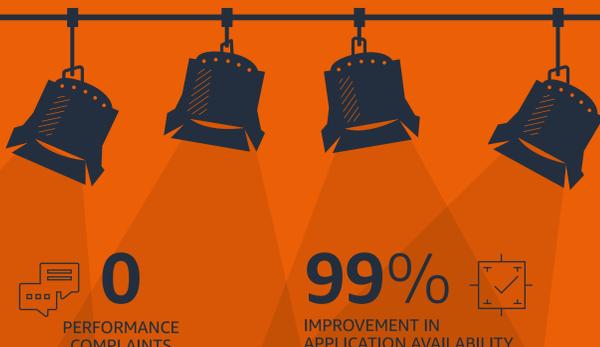
Larry Carvalho and Matthew Marden, "Fostering Business and Organizational Transformation to Generate Business Value with Amazon Web Services," IDC, 2018



## Operational resilience

AWS’ shared responsibility model is unique as compared to on-premises, helping cost optimization and reducing the need for many third-party solutions.

“ AWS provides a mature set of tools that give us unprecedented levels of visibility and control over our security settings that is consistent across all of our systems in AWS.”



With the Shared Responsibility Model, Live Nation has a partner in AWS to take care of data center, server, and hypervisor security, and Live Nation can focus on securing their applications. The built-in stability, scalability, reliability and security of AWS has improved performance as well as application availability.

Larry Carvalho and Matthew Marden, "Fostering Business and Organizational Transformation to Generate Business Value with Amazon Web Services," IDC, 2018



## Business agility

Users are happier, too—after adopting AWS, the Live Nation Cloud Services team is consistently ranking at 9 or 10 in satisfaction.

“ When you know you have the ability to quickly deprovision, it makes you bolder to say yes and try new things.”



Larry Carvalho and Matthew Marden, "Fostering Business and Organizational Transformation to Generate Business Value with Amazon Web Services," IDC, 2018

## Transform your business from the inside

Leverage the power of the AWS cloud to lead your business transformation

“ We’ve completely embraced the cloud with AWS. We’re fortunate to have such a great team here at Live Nation. With the help of AWS, we have moved from troubleshooting hardware and capacity planning to delivering true value to Live Nation and its customers.”

See other examples of business transformation on AWS

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[Learn how AWS transforms business from IDC](#)