

eir Business books key cloud deal with ePubDirect

ePubDirect's business model is wholly dependent on its Internet delivery platform, requiring 24x7x365 availability.

The cloud computing and network services from eir Business are specifically designed to manage ePubDirect's Internet-based portal and back-end business processing systems. This cloud technology solution will support ePubDirect in meeting its growth strategy to become the world's largest e-book supplier to the book publishing and online retail industry.

About ePubDirect

Established in 2010, ePubDirect provides comprehensive eBook management and distribution services to publishers, converting titles to the digital medium and enabling them to get their eBook titles to a network of online retailers quickly and efficiently. In addition to digital publishing, the company handles all storage, distribution, administration, billing and sales analytics reporting on behalf of its clients, which include major Irish, UK, European and US publishing houses. Today, ePubDirect supplies eBook titles to more than 1,000 online retailers, including Amazon, Apple and Google Play, and over 45,000 libraries across the world.

Driving business forward for ePubDirect

eir Business has designed and implemented a cloud computing infrastructure solution, powered by Amazon Web Services, that enables ePubDirect to seamlessly migrate and transfer its IT portal, applications, server and data infrastructure to the cloud, reducing the inherent overheads and capital expenditure investments that are required with direct in-house management as the business scales. With this latest cloud technology investment, ePubDirect can now benefit from a more agile and secure deployment and development environment, where the business has greater ability to scale its use of IT infrastructure on a pay per use basis, at lower cost, while providing more effective management and control of its IT services.

“The eir Cloud solution, allowed us a higher performance, resilient and scalable platform with no upfront investment in equipment”

Gareth Cuddy, founder and CEO at ePubDirect.

Having eir Business provide a fully managed service supporting its cloud infrastructure allows ePubDirect to concentrate on designing, implementing and operating new features and functionality to its applications and overall ePubDirect production system.

“As an award winning eBook Distribution Service, our customer needs are at the forefront in everything we do. As our client base, eBook assets and sales channels continue to grow internationally, the company needs to ensure that our service is supported by a world-class secure and scalable platform. The eir Cloud solution, powered by Amazon Web Services, was our platform of choice, allowing us to move to a higher performance, resilient and scalable platform with no upfront investment in equipment. The ability of eir Business to develop a solution that meets our requirements, from the service specification to the commercials, all backed up with best practice standards and a comprehensive service level agreement, were key elements in our overall selection criteria.”

– Gareth Cuddy, founder and CEO at ePubDirect.

The bottom line

“The ePubDirect business is a perfect model to showcase how the cloud-based offering from eir Business, powered by Amazon Web Services, can make a real difference and deliver significant business benefits while maintaining the company's commitment to a customer experience revolved around simplicity, security and agility. For ePubDirect, we were able to migrate its systems to the eir cloud platform from day one, providing immediate ability and reassurance that the platform has the highest levels of availability and unconstrained scalability to meet customer demands.”

– Enda Doyle, Director of Cloud and Managed Services, eir Business.

For further information on eir's Cloud services, please visit:



www.eircloud.ie



or speak to your Account Manager

