



Case Study

PreSonus Rocks Out Entrepreneurship— with Help From a Wingman

THE CLIENT

PreSonus co-founder Jim Odom was an electrical engineer by trade and a musician at heart. These two passions lead to the birth of PreSonus, a world-class producer of recording systems, software, mixing systems, and other music technology built “by musicians, for musicians.”

PreSonus had at least one thing in common with many pre-eminent rock band superstars—garage days. Founded in Jim Odom’s garage, PreSonus’s early success soon lead it to relocate to the high-tech Bon Carre’ Business Center in Baton Rouge, LA, where the company met VENYU.

The company’s IT Manager Chris Hare has been with the company for more than six years. He says that VENYU and Presonus go way back to the early times:

“In those days, VENYU provided things like DNS management, domain registrations, a phone system, even before PreSonus really even had a well-defined IT stack,” says Chris.



The Challenge

Like many growing start-ups, the main challenges facing PreSonus included overcoming IT growing pains and preparing for “unknown unknowns” while facing resource constraints.

As the company grew, so did its dependence on technology. Data was becoming essential, systems had to be kept online 24/7, and the company was hiring more employees that required IT resources. Further, the business had to prepare for inevitable natural disasters that could potentially wipe out infrastructure.

Although PreSonus had lots of in-house IT expertise, the company realized that there would always be stumbling blocks on the path to start-up success. Equipped with only a small-business budget, the young PreSonus could either prepare to fall down a few times, or find an alternative.

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The Solution

Rather than going it alone, PreSonus used VENYU as a partner and consulted regularly with VENYU experts. This allowed IT staff to focus on strategic initiatives while addressing new IT challenges as they arose—all within budget.

“The one thing I appreciated the most is VENYU worked with us as a smaller business, and gave us the flexibility to still have access to resources, but also worked within our smaller budget,” says Chris.

Over the years, PreSonus’s network and infrastructure evolved to meet its business needs. Currently, the company provisions four VMware hosts for its 150 users. There are currently 40 virtual machines between a half-rack of colocated space within VENYU’s data center and PreSonus’s home office.

Further, all critical systems have been migrated over to VENYU data center, including accounting systems and a disaster-recovery environment.

“That’s been a big help for us because VENYU’s infrastructure is as good as it gets,” says Chris. “We felt very comfortable our systems with VENYU, knowing that they’re going to take care of their end of things so we don’t have to worry about our infrastructure going down because of weather, floods, or other unforeseen events.”

The Results

PreSonus has come a long way since its garage days, thanks in no small part to its skillful use of IT resources. Most recently, PreSonus has made national headlines with the following accomplishments:

- 2012 acquisition of Nimbit, direct-to-fan music marketing, sales, and promotion service
- 2014 acquisition of WorxAudio, a manufacturer of commercial sound-reinforcement speaker systems
- The establishment of a new, high-tech dream office in its hometown Baton Rouge in 2014

As PreSonus expands, the company continues to count on VENYU as a technology partner:

“Over the years, as we’ve grown, we’ve kept VENYU as partner with us,” says Chris. “We’ve got a history with them, so we trust what they’ve done.”

TOP FOUR BENEFITS:

- Decreased time required to perform disaster recovery from one week to less than one day
- Increased safety and reliability of critical IT systems
- Cost savings from having to build an on-premises data center
- Reduced burden on IT staff

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